



# PATIENT RECRUITMENT SERVICES

We're connected to your target market

***Learn about how you can benefit from our connections and services***

25 YEARS OF PATIENT ENGAGEMENT

LARGEST U.S. DATABASE OF CELIAC DISEASE PATIENTS

ANNUAL TRAFFIC OF MORE THAN 6.5 MILLION UNIQUE USERS

To learn more about the Celiac Disease Foundation visit [celiac.org](http://celiac.org) • P: 818.716.1513 • [icureceliac@celiac.org](mailto:icureceliac@celiac.org)  
20350 Ventura Boulevard • Suite 240 • Woodland Hills, CA 91364

## Focused Celiac Disease *and* Related Conditions Patient Recruitment

With more than 25 years of patient engagement, we offer you the largest U.S. database of celiac disease patients who are highly motivated to participate in your studies. Through our website at [celiac.org](http://celiac.org)—with annual traffic of more than 6.5 million unique users—and our focused patient registry, iCureCeliac®, we target patient candidates to speed enrollment.

***Our cost-effective, efficient, and proven methods are what sets us apart, and can make your next clinical trial a success.***

### **DIGITAL PATIENT RECRUITMENT**

Utilizing our robust website reach, email lists, social media channels, iPhone and Android Eat! Gluten-Free app, community influencers and partner organizations, we are able to quickly and effectively broadcast your study opportunity to those who care about it most. Targeted recruitment to iCureCeliac® patient registry members who meet your subject profile further reduces your cost by identifying the right patients, accelerating enrollment, and improving trial retention and satisfaction.

### **QUALIFIED LEAD SCREENING**

Through our iQualifyCeliac platform, we screen all interested patients based upon your study conditions, inclusion/exclusion criteria, and travel time to study site locations. This, combined with our in-house call center of trained patient services representatives, produces the highest quality referrals in days—not months.

### **STUDY SITE RELATIONS**

We work in tandem with your study coordinators to ensure a seamless enrollment process. Communication tailored to each site, assistance in reaching out to referred patients and those in the site's database, and conducting effective outreach on behalf of every site guarantees a successful study launch.

### **STUDY DESIGN CONSULTATION**

Successful study enrollment requires a thorough understanding of the patient perspective. We draw upon our recruitment experience and the data collected from our iCureCeliac® participants to provide you with the insights you need to fill your trials.

### **FOCUS GROUP RECRUITMENT, SURVEY DESIGN, AND DATA COLLECTION**

In addition to patient recruitment for your trials, we can conduct focus group recruitment or add additional surveys to the iCureCeliac® platform to quickly provide you with the patient feedback you need.

### **BRANDING AND AD CREATION**

The right messaging is key to a successful patient recruitment campaign. We provide proven strategies and designs that resonate with the celiac disease community.

### **WEBSITE DEVELOPMENT**

Hosting the world's most trafficked website for celiac disease, we deeply understand website development. Working with our IT and design partners, we deliver a branded, exceptional user experience with a simple back-end for you to manage.

### **SITE RECRUITMENT**

Leverage our online Healthcare Practitioner Directory of more than 1,200 celiac disease practitioners to create your research network and accelerate your drug development.

### **iCureCeliac® PATIENT REGISTRY DATA**

Anonymized data collected from iCureCeliac® participants under informed consent are available to researchers investigating topics important to people with celiac disease. Survey questions span topics including treatments and outcomes, quality of life, biomarkers of celiac disease, and many others. Validated instruments include the Celiac Symptoms Index (CSI), Celiac Dietary Adherence Test (CDAT), Celiac Disease Quality of Life Measure (CD-QOL), SF-36, PROMIS Gastrointestinal, PROMIS 29 Profile, and PROMIS Pediatric 25 Profile.

iCureCeliac® is part of PCORnet, the National Patient-Centered Clinical Research Network—a large, highly representative, national network for conducting clinical outcomes research.

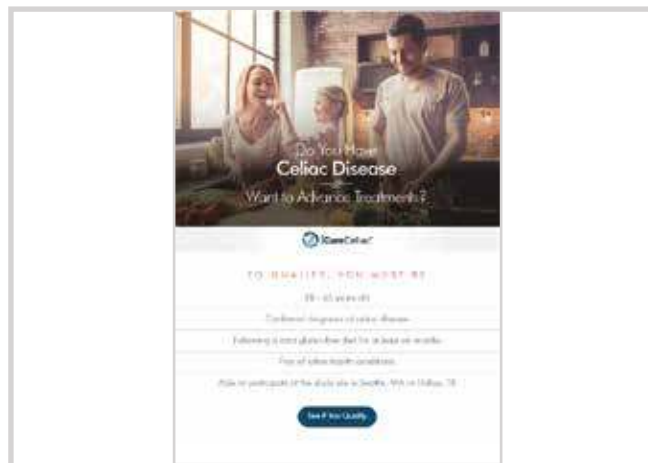
## Lead Generating Benefits *with Proven Results*

BENEFITS OF RECRUITMENT SERVICES	COMMUNITY OUTREACH	FOCUSED OUTREACH
celiac.org Blog Post	ONE POST	ONE POST
General Audience Emails	TWO EMAILS	SIX EMAILS
Email to iCureCeliac Subject Profile Matches	ONE EMAIL	THREE EMAILS
Facebook Posts	TWO POSTS	SIX POSTS
Tweets	TWO TWEETS	SIX TWEETS
Instagram Posts	TWO POSTS	SIX POSTS
Eat! GF iPhone and Android App Push Notifications	ONE PUSH	THREE PUSHES
Eat! GF iPhone and Android App Leaderboard Ad	30 DAYS	90 DAYS
Participate in Research Posting	30 DAYS	90 DAYS
iQualifyCeliac Lead Screening Tool Customized to Subject Profile	—	90 DAYS
Weekly iQualifyCeliac Lead Report to Site Coordinator	—	90 DAYS

## Targeted Exposure for Successful Patient Engagement

### DIGITAL EMAIL BLAST

- Ad Image: 850w x 1100h pixels (.PNG, OR .JPG)
- URL (If not celiac.org)



### CLINICAL TRIAL POSTING

- Ad Image: 850w x 1100h pixels (.PNG, OR .JPG)
- URL (If not celiac.org)



### EAT! GLUTEN-FREE LEADERBOARD BANNER

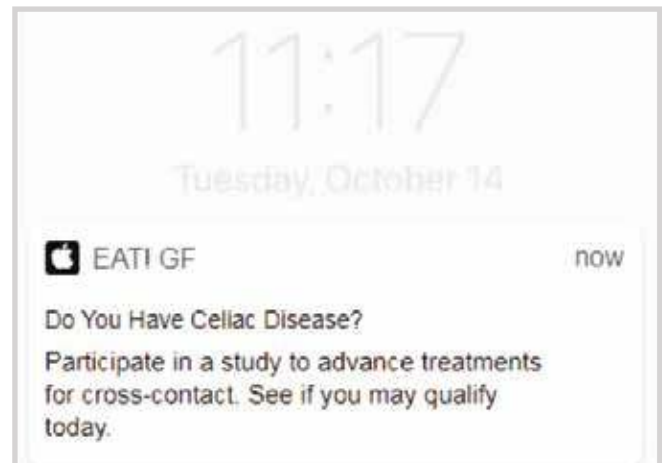
- Ad Image: 728W X 90H pixels (.PNG, OR .JPG)



## Targeted Exposure for Successful Patient Engagement

### EAT! GLUTEN-FREE APP PUSH NOTIFICATION

- 120 characters including spaces
- URL (if not celiac.org)



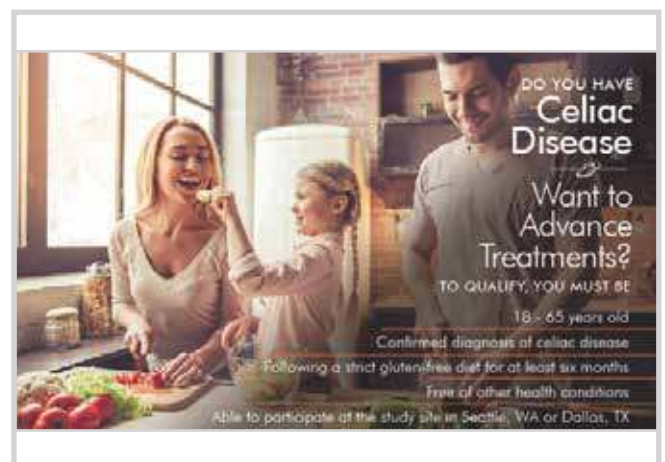
### CELIAC.ORG POP-UP AD

- Ad Image: 450w x 650h pixels (.png or .jpg)
- URL (if not celiac.org)



### FACEBOOK AD

- Ad Image: 1200w x 630h (.png or .jpg)
- URL (if not celiac.org)



## Targeted Exposure for Successful Patient Engagement

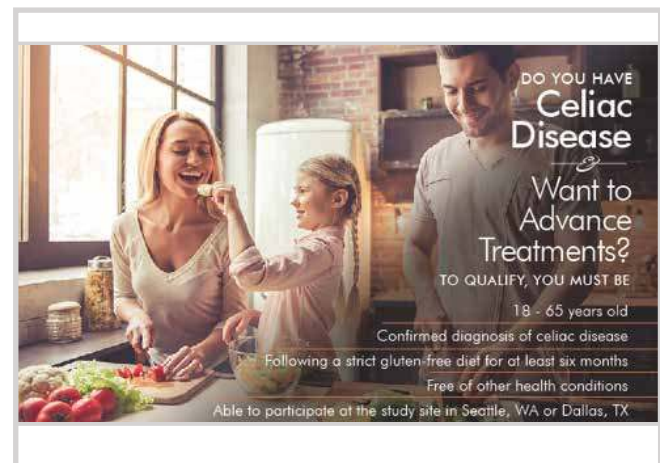
### INSTAGRAM AD

- Ad Image: 1080w x 1080h (.png or .jpg)
- URL (if not celiac.org)



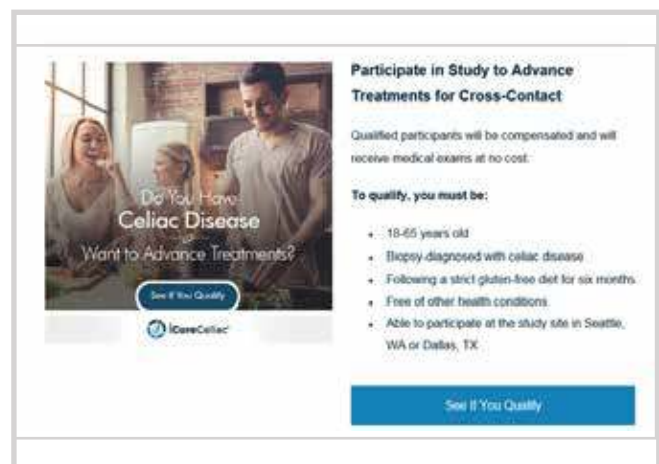
### TWITTER AD

- Ad Image: 600w X 335h (.png or .jpg)
- URL (if not celiac.org)
- Character limit: 280 (including the URL)



### eNEWSLETTER FEATURE

- eNewsletter Feature
- Ad Image: 404w x 404h (.png or .jpg)
- Ad Image: 1050w x 446h (.png or .jpg)
- URL (if not celiac.org)
- Character Limit: 320 (including spaces)



## Targeted Exposure *for Successful Patient Engagement*

### BLOG POST

- Blog Title: Up to 75 characters (including spaces)
- Blog Body: Up to 500 words describing study and participation
- Image optional (.png or .jpg)
- URL (if not celiac.org)

