

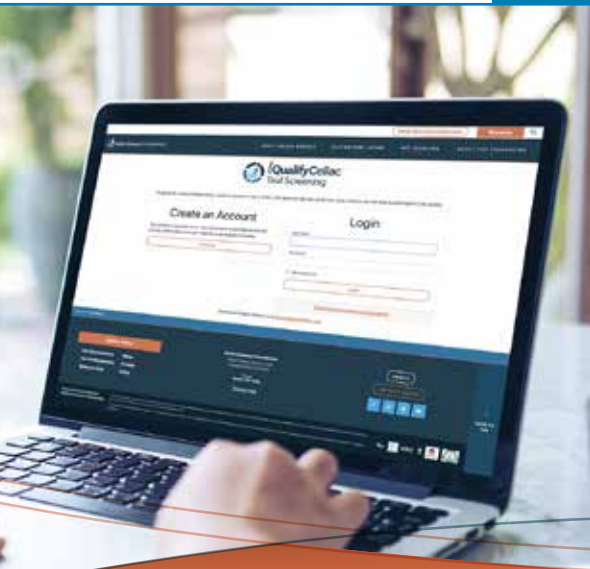


The nation's largest public patient registry for celiac disease

## PATIENT RECRUITMENT AND MARKETING SERVICES



Comprehensive patient recruitment and marketing services



### COMPREHENSIVE IN-HOUSE PATIENT RECRUITMENT AND MARKETING SERVICES

With more than 30 years of patient engagement, we offer the largest U.S. database of celiac disease patients to accelerate enrollment into your studies and clinical trials. Offering comprehensive in-house patient recruitment and marketing services, we target patient candidates through celiac.org, our iCureCeliac® patient registry, and our iQualifyCeliac study screening and recruitment platform to improve retention and satisfaction while reducing your costs.

15,000+ iQualifyCeliac Prospective Participants

10,000+ iCureCeliac® Registrants

### ABOUT THE CELIAC DISEASE FOUNDATION

Founded in 1990, the Celiac Disease Foundation is the nation's leading patient advocacy organization dedicated to accelerating the diagnosis and treatment of celiac disease. Through strategic investments in research, advocacy, and education, the Celiac Disease Foundation seeks to improve the quality of life for the more than 3 million individuals in the United States affected by this chronic immune-mediated disease.

Hosting the iCureCeliac® patient registry and offering robust patient recruitment services, the Celiac Disease Foundation targets patient candidates to speed enrollment and improve trial retention to drive discoveries that may lead to better treatments, and ultimately, a cure. For more information, please visit celiac.org.

### CONTACT US

To learn more about research partnership opportunities, please contact:

**Julia McBeth**  
Director of Research and Advocacy  
julia.mcbeth@celiac.org

celiac.org/icureceliac  
icure.celiac.org

celiac.org/iqualifyceliac  
iqualify.celiac.org

20350 VENTURA BOULEVARD, SUITE 240, WOODLAND HILLS, CA 91364



## STUDY DESIGN CONSULTATION

Offering guidance on the design of research questions, approach, and strategy from early stages of development through study implementation, we help you define measures and outcomes that are clinically significant and meaningful to patients, address bottlenecks in the enrollment process, and create solutions for common barriers to study participation.

## PATIENT ADVISORY BOARD ENGAGEMENT

Solicit feedback and gather valuable insights from patients to improve your study feasibility, recruitment, and retention. We offer board strategy development, member selection, and meeting coordination and facilitation.

## STUDY SITE IDENTIFICATION

Leverage our database of geotargeted high-performing sites to create your research network and accelerate enrollment into your studies and trials. We use insights from our real-world data in iQualifyCeliac to identify sites based on coordinator responsiveness, local patient population, and historical referrals.

## BRANDING & DESIGN

The right messaging is key to a successful patient recruitment campaign. We provide proven strategies that resonate with the celiac disease community, including in-house design of your study logo, a customized hosted microsite, and creative assets for your multiplatform marketing campaign.

## MULTIPLATFORM MARKETING CAMPAIGN

Utilizing our robust website reach at celiac.org, social media channels, and Eat! Gluten-Free app, we broadcast your study opportunity to those who care about it most. Targeted recruitment to iCureCeliac® and iQualifyCeliac participants 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 AND IN-HOUSE CALL CENTER

Branded with your marketing design, our proprietary iQualifyCeliac platform screens patients based upon your study parameters. This, combined with our in-house call center of skilled patient services representatives, produces the highest quality geotargeted-to-site referrals in days—not months.

## STUDY SITE ENGAGEMENT

We work in tandem with your study site coordinators to ensure a seamless enrollment process. Site coordinators receive virtual training and a secure login to our iQualifyCeliac platform to access pre-screened referrals assigned to their sites. All from their portal, site coordinators can log contact attempts, receive reminders to follow up, schedule first visits, and capture enrollment or randomization status. The sponsor portal allows you to view real-time recruitment statistics and monitor study site contact and enrollment progress.

## PATIENT COMPENSATION

Through our partnership with Greenphire, we offer Virtual ClinCard management integrated with our iQualifyCeliac platform for seamless patient compensation.

## PATIENT DATA CAPTURE

Empower patients to capture and submit data on their smart phone or tablet with our user-friendly secure and HIPAA-compliant cloud-based clinical platform. Capture eConsent, eCOA, ePRO, eDiary, symptom and wearable device data, customized to your study or trial.

## ICURECELIAC® PATIENT REGISTRY DATA LICENSE

Our online patient-powered research network, iCureCeliac®, allows patients to share their health data and insights to accelerate research investigating topics important to people with celiac disease. Anonymized data contributed under informed consent are available to assist you with your study or trial aims.

Survey questions span topics including treatment preferences, 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.