PriMediaPRS

Patient Recruitment Solutions

On Budget. On Target. On Time.

Expertly **NAVIGATING** clinical trials through traditional, mobile, and digital media & marketing **SOLUTIONS**.

Services & Capabilities

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About Us

[LET'S DIVE IN...]

SIZZLE REEL

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Click Here to Watch our Sizzle Reel

[THE PriMediaPRS TIES]

OUR STRUCTURE

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401.826.3600x112
stever@primediaprs.com

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We're a true virtual agency...

With a core group of seasoned professionals at the helm. We responsibly manage overhead by maintaining the ability to expand and contract as the workload demands—50-500 of the RIGHT people.

Our trusted partners are the most qualified and strategically experienced—helping us deliver the best, most cost-effective results.

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[THE PriMediaPRS PERSPECTIVE]

OUR EXPERIENCE

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401.826.3600x112
stever@primediaprs.com

Successfully navigating clinical trials.

Our in-depth partnerships with companies, such as the ones represented here, has expanded, solidified, and showcased our expertise of the trials process.

OUR EXPERIENCE

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Our partnerships give us range...

They have allowed us to expand our expertise, covering an impressive spectrum of medicinally treatable diagnoses. Everything from A to U has come through our doors... *and we're working our way to Z.*

- *Acne*
- Alcohol Dependency
- Allergies (Seasonal)
- Alzheimer's Disease
- Anxiety
- Atopic Dermatitis
- Arthritis
- Asthma
- Baldness
- Bipolar Disorder
- Blood Collection
- Breast Disease
- Bunionectomy
- Canker Sores
- Child Psoriasis
- Crohn's Disease
- COPD
- Dandruff
- Depression
- Depression/Pain
- Diabetes (Type 2)
- Dry-eye
- Elderly Depression
- Elderly General Anxiety Disorder
- Elderly Flu
- Eczema Flu
- Essential Tremors
- General Anxiety Disorder
- GERD
- Grass Allergy
- Hay Fever
- Heartburn
- Heroin Addiction
- High Blood Pressure
- High Cholesterol
- Hormone Replacement Therapy
- Hot Flashes
- Hypertension Insomnia
- Major Depressive Disorder
- Menopause
- Mild Cognitive Impairment
- Migraines
- Multiple Sclerosis
- Obesity
- Opioid Use Disorder
- Osteoarthritis
- Perennial Seasonal Rhinitis
- Plaque Psoriasis
- Psoriasis
- Psoriatic Arthritis
- Rosacea
- Schizophrenia
- Sexual Dysfunction
- Social Anxiety
- Social Phobia
- Somatic Depression
- Ulcerative Colitis
- *Urinary Tract Infection*

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401.826.3600x112
stever@primediaprs.com

[THE PriMediaPRS EDGE]

OUR RECOGNITION

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401.826.3600x112
stever@primediaprs.com

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OK... we're ringing our own bell!

Experience is one thing. But when you've got over over 30 International ECHO and NEDMA awards for creative excellence and results to back it up, we think it's something worth sharing.

What We Do

[CHARTING A NEW COURSE]

OUR NEW METHODOLOGY

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We have a unique way of doing things...

For starters, we don't wait to spend on patient recruitment. The sooner you get the pool of patients you need for the trial, the more time you save over the course of the trial's lifecycle.

We achieve this faster pace, in part, by minimizing our reliance on site-based resources—turning our energies instead on targeting specific locations. This allows us to hyper-focus on securing quality participants.

The 'one size fits all' approach created by the Centralized Agencies is how things used to be.
In other words, it's OBSOLETE.

Our results speak for themselves.

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[PATIENT FACING MATERIALS]

SUPPORT SOLUTIONS

When it comes to patient facing support materials, we've got you covered...

- Patient Information Pamphlets
- Inclusion/Exclusion Pamphlets
- Promotional Items
- Flip Charts
- Posters
- Patient ID Cards
- Patient Reminder Cards
- Visitor Reminder Cards
- Patient/Friend Referral Card
- Patient Welcome Letter
- Patient Thank You Letter
- Study Brochure
- Dosing Instructions Card
- Educational & Instructional Videos

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[DOCTOR FACING MATERIALS]

SUPPORT SOLUTIONS

And when it comes to doctor facing support materials, we've got that covered too...

- Flowcharts
- Pre-Screen Scripts
- Protocol Books
- Physician Flyer
- Inclusion/Exclusion Pocket Card
- Schedule of Events Form
- Instructional Videos

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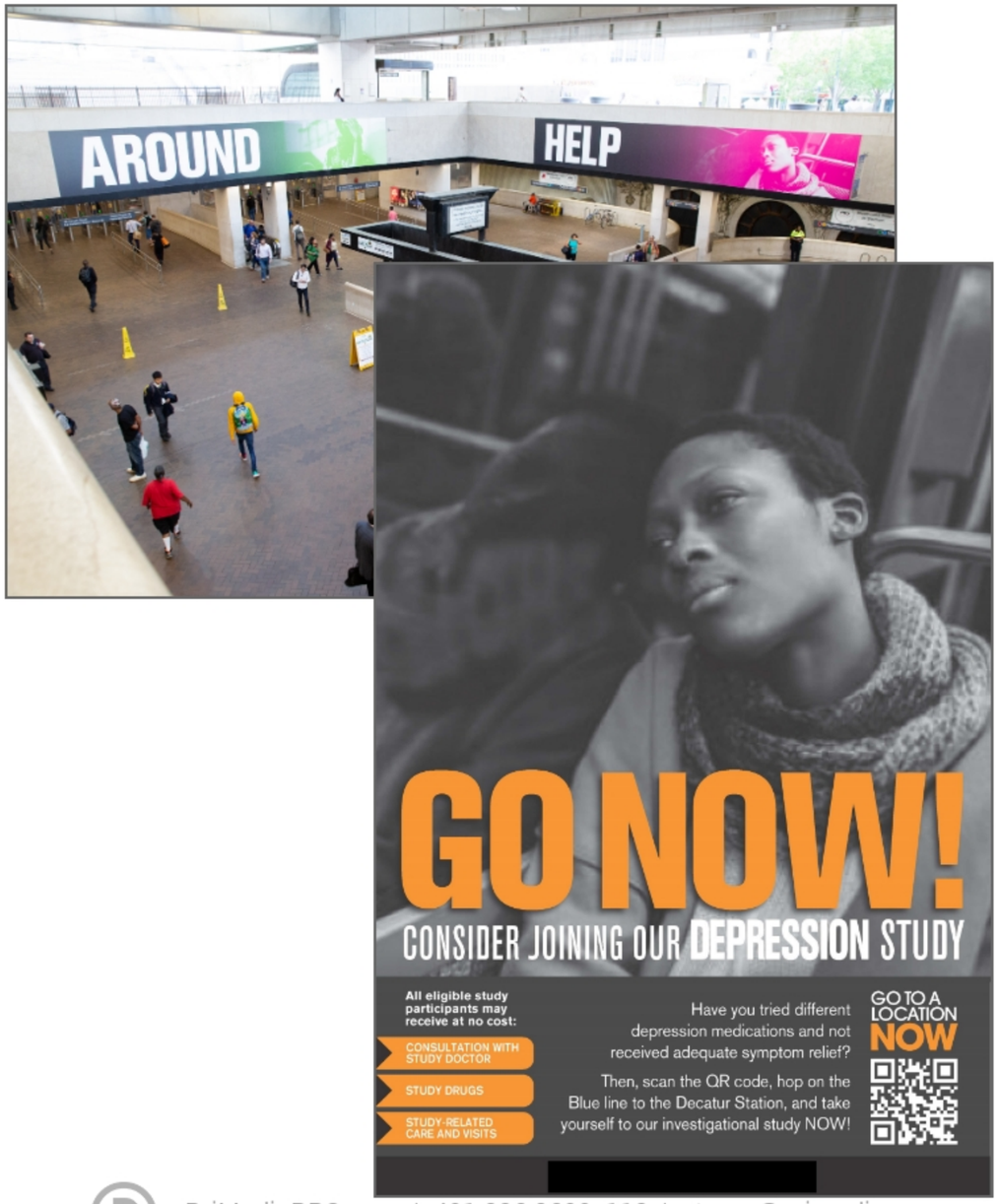

[PUBLIC FACING MATERIALS]

SUPPORT SOLUTIONS

With everything we've already got covered, we'll still make sure your ready to face your public...

- Doctor's Office Slideshows
- Recruitment Websites
- Pre-Screen Websites
- TV Ads
- Radio Ads
- Print Ads
- Posters
- Poster with Tear-off
- Transit Ads
- Out of Home Ads (Traditional)
- Out of Home Ads (Non-Traditional)
- Digital Display Ads
- Social Media Ads
- SEM/Google Ads
- Pre-Roll Video

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[TRADITIONAL MEDIA]

MEDIA BUYING SOLUTIONS

Traditional media buys play a big role in acquiring quality participants for a given trial. To guarantee we reach the widest and most accurate audience, we utilize outlets such as:

- Network & Syndicated TV
- Spot TV (Local)
- Syndicated TV
- Out-of-Home (OOH)
- Billboards/Bulletins
- Street Furniture (Benches, Kiosks, etc.)
- Network Radio
- Terrestrial Spot Radio (Local)
- Magazine (B2B/Consumer)
- Digital OOH
- Print (National, Local, Specialty)
- OOH Station Dominations
- National Cable Spot
- Cable (Local)
- Transit (Rail & Buses)
- Direct Mail
- Direct Response (Short and Long Form)
- Airports/Taxi

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[DIGITAL MEDIA]

MEDIA BUYING SOLUTIONS

When it comes to our digital media buys, we like to take full creative advantage of the vast opportunities available. Here are just a few of the potential locations you can expect us to target:

- Search Engine Marketing (SEM)
- Email Newsletters
- Programmatic Video & Display (Pre-Roll)
- Advanced TV
- PBM (People Based Marketing)
- Display (Desktop/Mobile)
- Blogs
- Mobile in App
- Connected TV
- Over the Top (OTT)
- Social Media (Facebook, Twitter, etc.)
- Email Retargeting
- YouTube
- Craigslist
- Digital Radio (Pandora, iHeart, Spotify)

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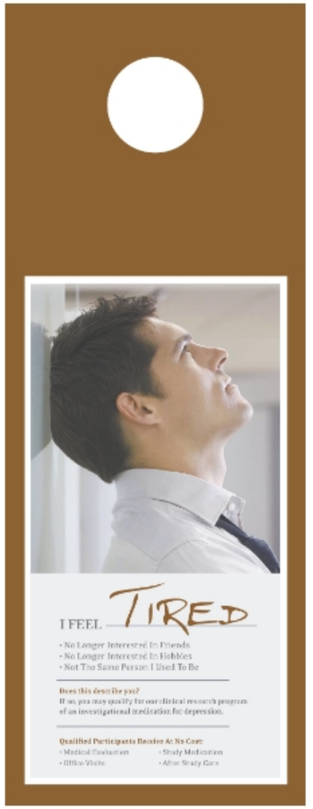

[NON-TRADITIONAL MEDIA]

MEDIA BUYING SOLUTIONS

As important as our traditional and digital media buys are to the clinical trial process, it's how we implement non-traditional media that helps us shave so much time off the patient acquisition period.

- Doctor's Offices (Posters, In Office TV)
- Elevators
- Aerial
- Guerilla Marketing
- Pizza Boxes/Food Containers
- Health Clubs
- Cinema Advertising
- Bar/Restaurant Advertising (Coasters/Posters/Restrooms)
- Geo-Tracked Door Hangers
- Experiential/Street Teams
- Convenience & Grocery Stores
- Ferry Advertising
- Pharmacy (Bags, Floor Decals, Take Ones
- Window Clings
- Malls
- Gas Pump Toppers
- In Stadium
- Truckside

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Our Results

[FROM DATA TO DECISIONS]

DATA & RESEARCH

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At PriMediaPRS we strive to plan and place the most efficient and effective schedules on behalf of our clients—yielding the best results.

In order to accomplish this, we use Nielsen Media Research data & ratings to quantify radio, TV, cable, and web viewership to make sure clients get their messages in front of the right audiences. We use SQAD & Kantar Media data both to make sure that our media rates remain competitive as well as keep the right mix moving forward.

Research supplied by 3rd party suppliers like The Media Audit, Scarborough, and MRI provide qualitative insights into consumers and their media habits. The FreeWheel Management System allows us to research, plan, place, and post media schedules directly with media vendors.

nielsen · TRITON DIGITAL · comScore

TV, Cable, Radio & Online Ratings, Data & Research

SQAD ADVERTISING RESEARCH ANALYTICS & PLANNING

TV, Radio & Online Rate Data

KANTAR MEDIA

Competitive Information

MRI SIMMONS · SCARBOROUGH RESEARCH · The Media Audit

Planning and Qualitative Audience Data

FreeWheel

Media Buying Software for Quantitative Research, Media Planning, Buying & Posting.

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DATA & RESEARCH

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Digital/Mobile Data Suppliers...

In addition, we incorporate dozens of data provider's proprietary information on media consumption when we place digital/mobile media on our client's behalf, enabling highly accurate online targeting.

All while staying completely HIPAA compliant.

claritas

AnalyticsIQ

PATHMATICS

eMarketer

SIMMONS
REVEALING CONSUMER INSIGHTS

Experian
Marketing Services

amazon

ORACLE

bluekai

PUSHSPRING
Audience data for a mobile world

AddThis

neustar

TruSignal

IBM Watson

SimilarWeb

LiveRamp

datalogix

comScore

LOTAME

AudienceView

nielsen

SpyFu

[TACTICAL ALLOCATION]

COST SAVINGS EXAMPLES

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As a virtual agency, PriMediaPRS is structured to save our clients money.

Meanwhile traditional agencies continue to coerce companies into spending large sums for what amounts to fractions in return.

Budget A: Tactical Allocation*

Approved by Client on October 14, 2014

PLACEMENT	ONLINE
Display/Banner	$80,000.00
Google SEM	$50,000.00
Facebook Advertising	$20,000.00
Streaming Radio	$50,000.00
TOTAL	**$200,000.00**

***ACTUAL tactical allocation by large centralized agency**

As shown in this sample Tactical Allocation spreadsheet, these Centralized Agencies make their living burying their administrative costs into your advertising budget.

[PURCHASING ALLOCATION]

COST SAVINGS EXAMPLES

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Large Centralized Agencies are double-dipping, charging $200k for only $121k worth of media placement.

We know the agency's commission is at least 15%. Then you can see below that there's $50k for Project Management, and plenty more. Only 51% of the original $200k allocated actually goes towards media placement. That's not how we do things.

***PROPOSED tactical/purchasing allocations by large centralized agency**

Budget A: Tactical Allocation*

Approved by Client on October 14, 2014

PLACEMENT	ONLINE
Display/Banner	$80,000.00
Google SEM	$50,000.00
Facebook Advertising	$20,000.00
Streaming Radio	$50,000.00
TOTAL	**$200,000.00**

Only 51% of the budget to went toward placement! $97K in FEES went to Centralized Agency!

***ACTUAL tactical/purchasing allocations by large centralized agency**

Budget B: Purchasing Allocation*

Approved Media Plan Internal/External Costs

PLACEMENT	ONLINE
Media Placement Display/Banner Google SEM Facebook Advertising Streaming Radio	$120,965.00
Media Planning	$39,002.49
Media Buying	$19,031.18
Media Distribution	$6,000.38
Media Tracking & Reporting	$15,000.96
TOTAL	**$200,000.00**

[PRODUCTION]

COST SAVINGS EXAMPLES

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At PriMediaPRS, we go about budgeting a bit differently.

This table shows how, for the same deliverables and in the same quantity, traditional Centralized Agencies are comfortable charging you $124,500 more than PriMediaPRS.

DESCRIPTION	QUANTITY	PRIMEDIA COST	CA COST	SAVINGS
Radio Spot Tagging	200			
TV Spot Tagging	200			
:30 TV Spot Delivery	300			
	TOTAL:	**$160,500.00**	**$285,000.00**	**$124,500.00**

***ACTUAL production comparison**

44% savings on Production!

And this isn't the only evidence of our money-saving prowess...

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[ANALYTICS]

COST SAVINGS EXAMPLES

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We guarantee we save our customers money by utilizing SQAD media tools to measure exactly where our pricing rests among the rest of the industry.

SQAD | ADVERTISING RESEARCH ANALYTICS & PLANNING

SQAD brings transparency to the media marketplace by providing independent third-party media cost data, forecasting, and planning solutions. Their rating system (high, medium, low) takes into account all 125 markets nationwide.

PriMediaPRS sits comfortably in low SQAD, meaning more of your money—and time—is saved.

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[BROADCAST MEDIA]

COST SAVINGS EXAMPLES

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The example below shows that PriMediaPRS saves you an additional 54% when compared to the average costs provided by SQAD.

MEDIA	PRIMEDIA SPEND	SQAD COST	SAVINGS
Q1 TV	$169,935.00	$472,699.10	
Q1 Radio	$11,315.00	$21,938.60	
Q2 TV	$479,620.00	$1,086,505.70	
Q2 Radio	$182,750.00	$258,600.50	
TOTAL:	**$843,620.00**	**$1,839,743.90**	**$996,123.90**

*ACTUAL TV & Cable SQAD Report

That's nearly $1,000,000.00 in this case!

For this media buy, the Average SQAD cost is $1,839,743.90. In comparison, the PriMediaPRS cost is a much lower $843,620.00. That saves you an unbelievable $996,123.90!

And while saving money is great, it's only a piece of the actual value that we provide...

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401.826.3600x112
stever@primediaprs.com

[DIGITAL MEDIA]

COST SAVINGS EXAMPLES

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In addition to all the money that PriMediaPRS saves for our clients, we also deliver effective campaigns that continually outperform industry standard benchmarks.

Q1 SUMMARY		
Impressions	Clicks	CTR
174,791	284	0.162%
Q2 SUMMARY		
Impressions	Clicks	CTR
34,897,283	57,365	0.051%
Q3 SUMMARY		
Impressions	Clicks	CTR
11,590,850	42,017	0.363%
TOTAL SUMMARY		
Impressions	Clicks	CTR
46,662,924	99,666	0.214%

This example shows one such indicator of that success: the Click Through Rate (CTR) of our digital campaigns from Q1-Q3.

Over the course of three quarters, we exceeded the National Average CTR by 428%!

*Actual SEM, Social, & Display SQAD Report

Next, let's see how all this comes together in practice...

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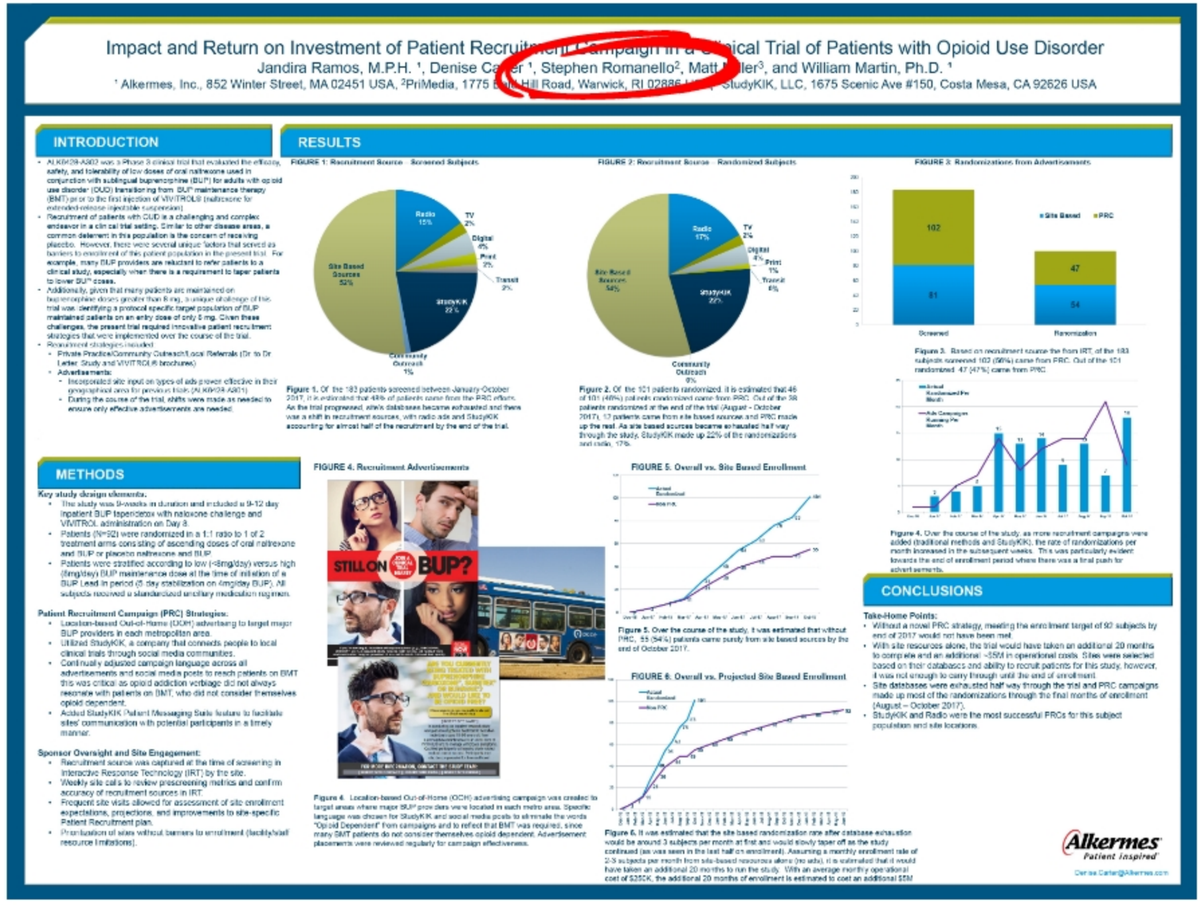
RESULTS



Impact and Return on Investment of Patient Recruitment Campaign in a Clinical Trial of Patients with Opioid Use Disorder

Jandira Ramos, M.P.H. [1], Denise Carter [1], Stephen Romanello[2], Matt Miller[3], and William Martin, Ph.D. [1]

[1] Alkermes, Inc., 852 Winter Street, MA 02451 USA, [2]PriMedia, 1775 Bald Hill Road, Warwick, RI 02886, [3]StudyKIK, LLC, 1675 Scenic Ave #150, Costa Mesa, CA 92626 USA

INTRODUCTION

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CONCLUSIONS

PriMediaPRS was named as an author during a recent trial where we

REDUCED THE OVERALL TRIAL TIME from the standard 3-5 to 1-3 years.

Let's further explore the PriMediaPRS approach through the results of this trial...

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stever@primediaprs.com

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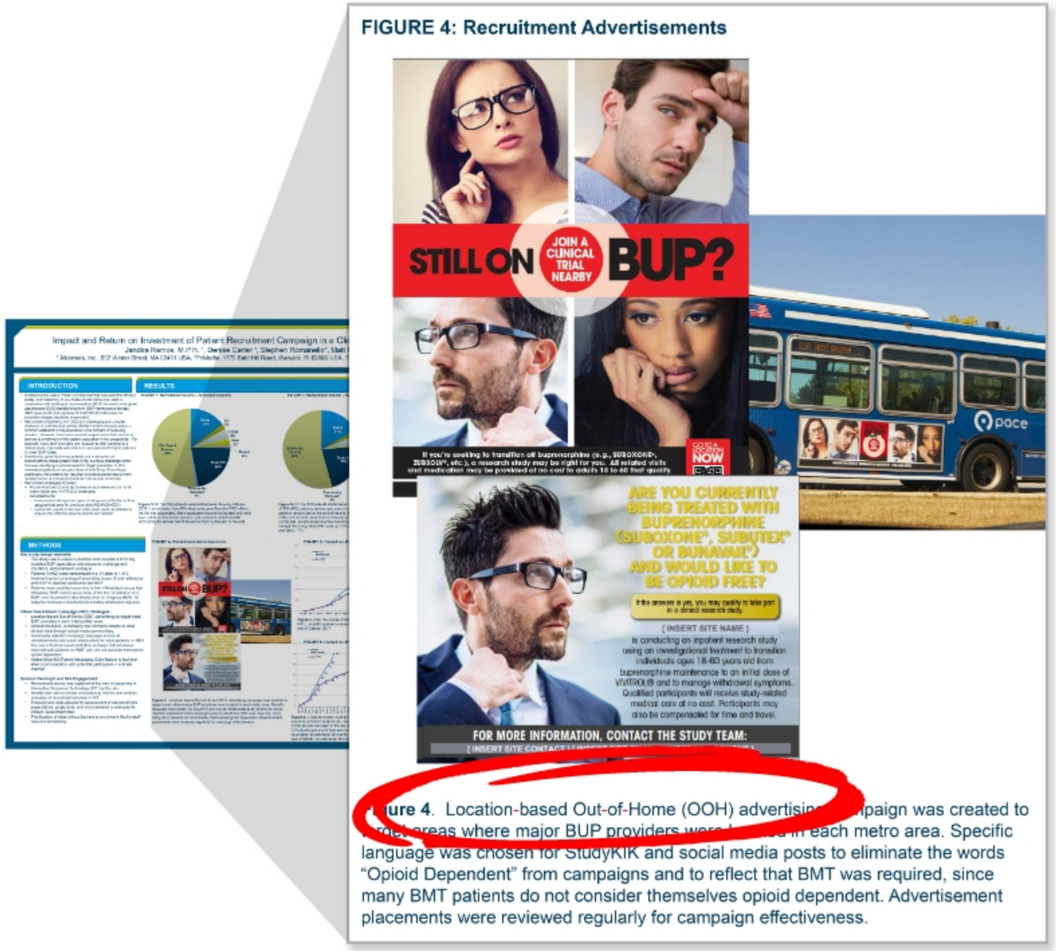
RESULTS



ure 4. Location-based Out-of-Home (OOH) advertisi paign was created to rget areas where major BUP providers were l s in each metro area. Specific language was chosen for StudyKIK and social media posts to eliminate the words "Opioid Dependent" from campaigns and to reflect that BMT was required, since many BMT patients do not consider themselves opioid dependent. Advertisement placements were reviewed regularly for campaign effectiveness.

A large part of PriMediaPRS's success is our focus on location-based patient recruitment.

We take advantage of a host of physical and digital media/advertisements to see this through.

Advertisements range from metro areas, to bus banners, social media posts, and much more. Every message is catered to fit its outlet perfectly.

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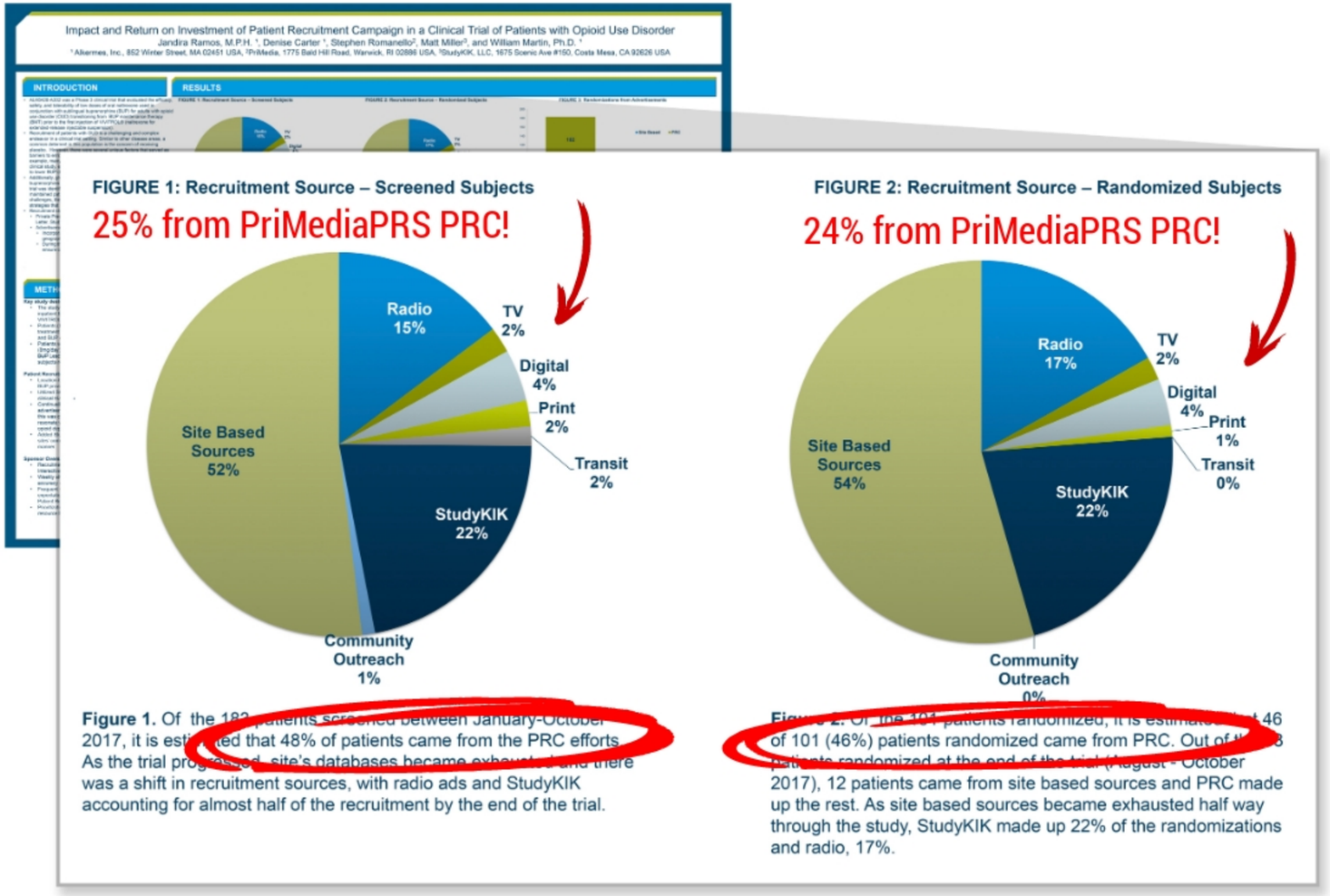
RESULTS



Thanks to our recruitment methods...

We were able to provide 25% of screened subjects, and an additional 24% when it came to randomized subjects for this particular trial.

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RESULTS

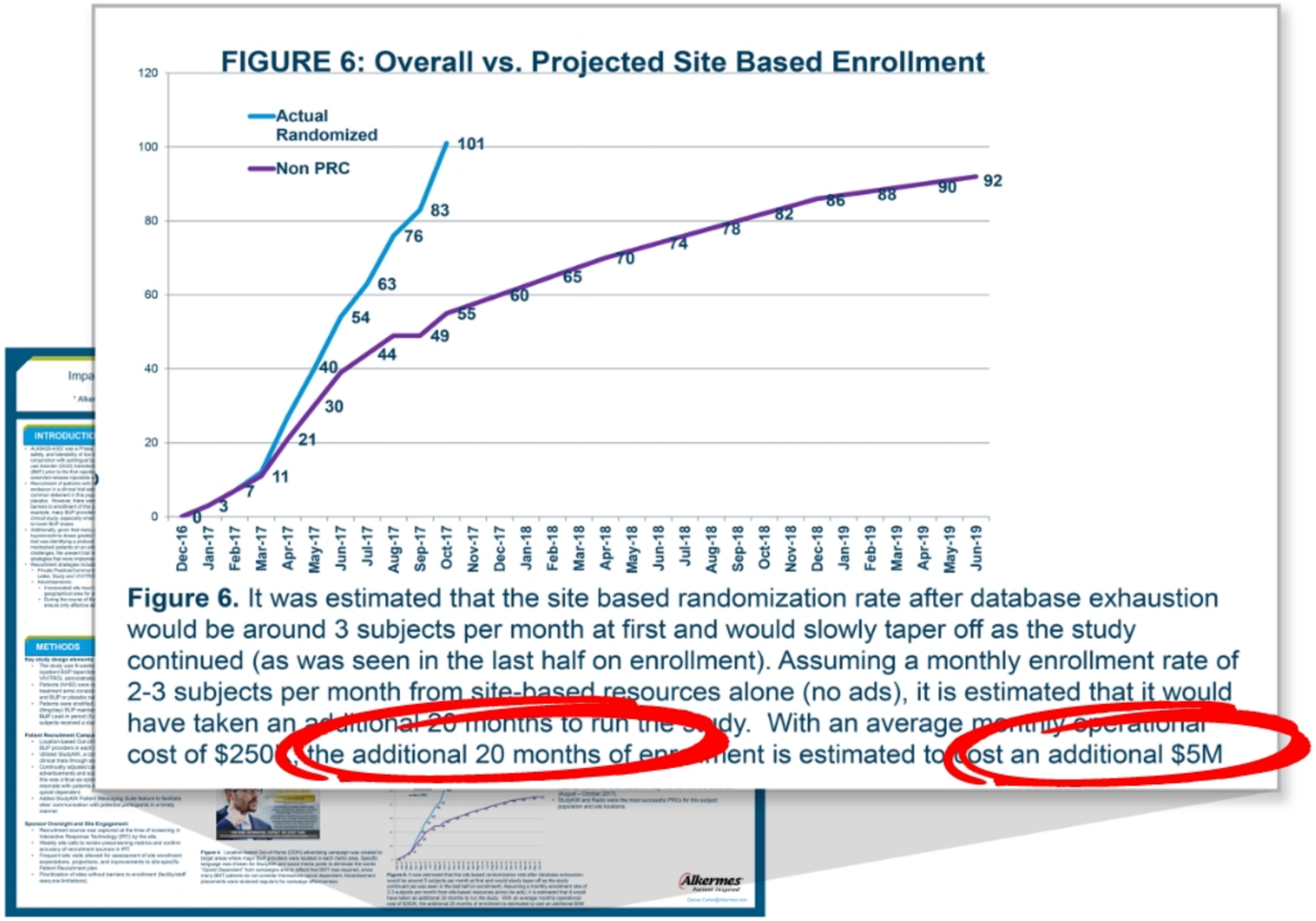

Figure 6. It was estimated that the site based randomization rate after database exhaustion would be around 3 subjects per month at first and would slowly taper off as the study continued (as was seen in the last half on enrollment). Assuming a monthly enrollment rate of 2-3 subjects per month from site-based resources alone (no ads), it is estimated that it would have taken an additional 20 months to run the study. With an average monthly operational cost of $250K, the additional 20 months of enrollment is estimated to cost an additional $5M

The amount of time we were able to save was previously unheard of.

Take a look at the difference between projection and actuality. If things went 'according to schedule,' the whole trial period would have run for 20 months, **costing upwards of an additional $5M.**

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401.826.3600x112
stever@primediaprs.com

CONCLUSIONS

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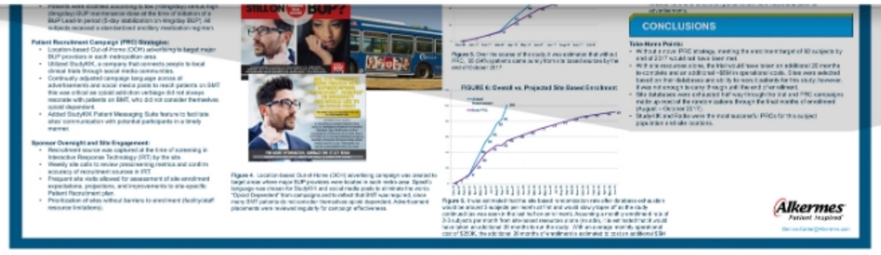
Take-Home Points:

- Without a novel PRC strategy, meeting the enrollment target of 92 subjects by end of 2017 would not have been met.
- With site resources alone, the trial would have taken an additional 20 months to complete and an additional ~$5M in operational costs. Sites were selected based on their databases and ability to recruit patients for this study, however, it was not enough to carry through until the end of enrollment.
- Site databases were exhausted half way through the trial and PRC campaigns made up most of the randomizations through the final months of enrollment (August – October 2017).



The final results for this trial paved the way for some interesting revelations...

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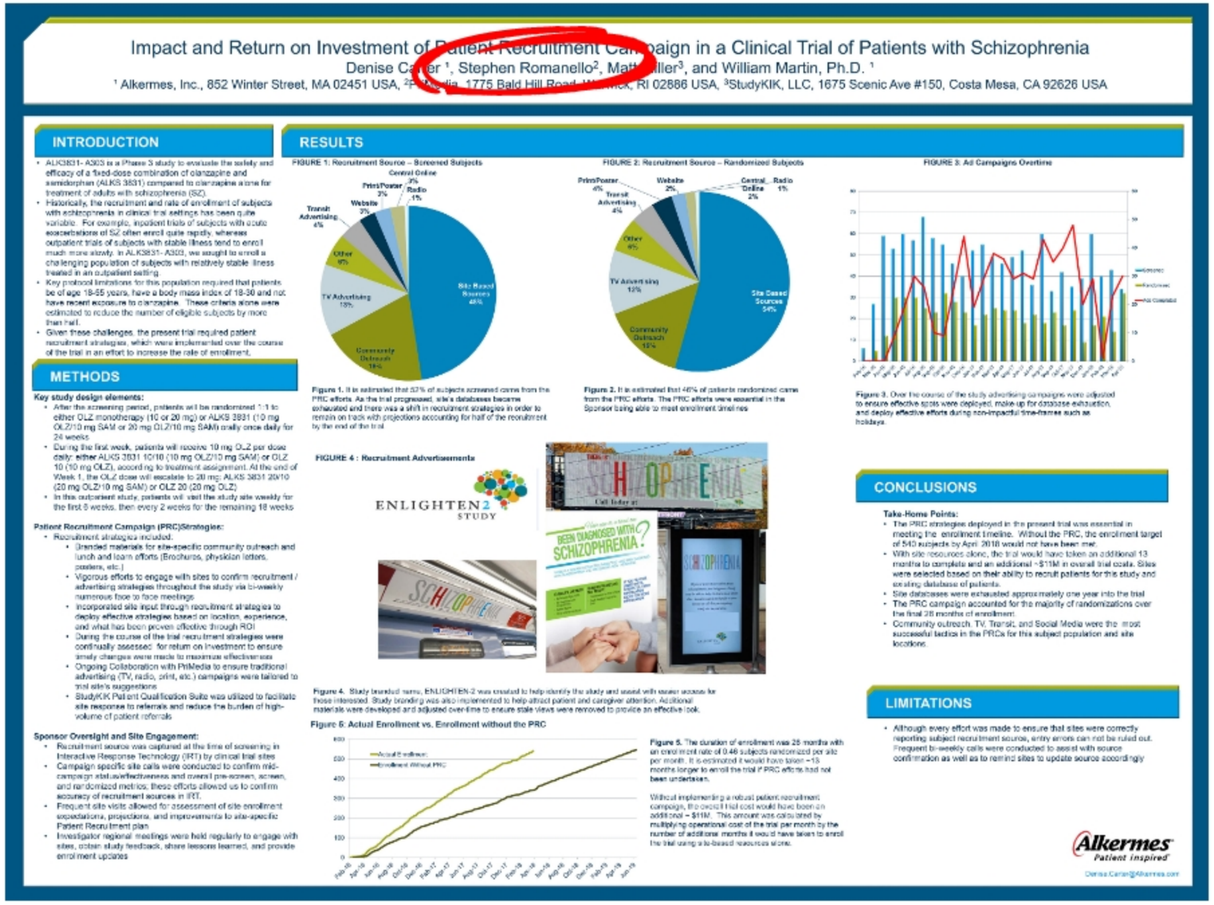

Impact and Return on Investment of Patient Recruitment Campaign in a Clinical Trial of Patients with Schizophrenia

Denise Carter [1], Stephen Romanello[2], Matt Miller[3], and William Martin, Ph.D. [1]

[1] Alkermes, Inc., 852 Winter Street, MA 02451 USA, [2] PriMedia, 1775 Bald Hill Road, Warwick, RI 02886 USA, [3]StudyKIK, LLC, 1675 Scenic Ave #150, Costa Mesa, CA 92626 USA

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Let's take a look at a second trial example...

Here, same as before, we made a point to invest in patient recruitment early on in the process.

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RESULTS

Figure 4. Study branded name, ENLIGHTEN-2 was created to help identify the study and assist with easier access for those interested. Study branding was also implemented to help attract patient and caregiver attention. Additional materials were developed and adjusted over-time to ensure stale views were removed to provide an effective look.

We released our patient recruitment advertisements out into the world...

With an emphasis on a strong creative message—designed to catch people's attention and target those who would be interested in participating in such a trial.

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RESULTS

30% from PriMediaPRS PRC!

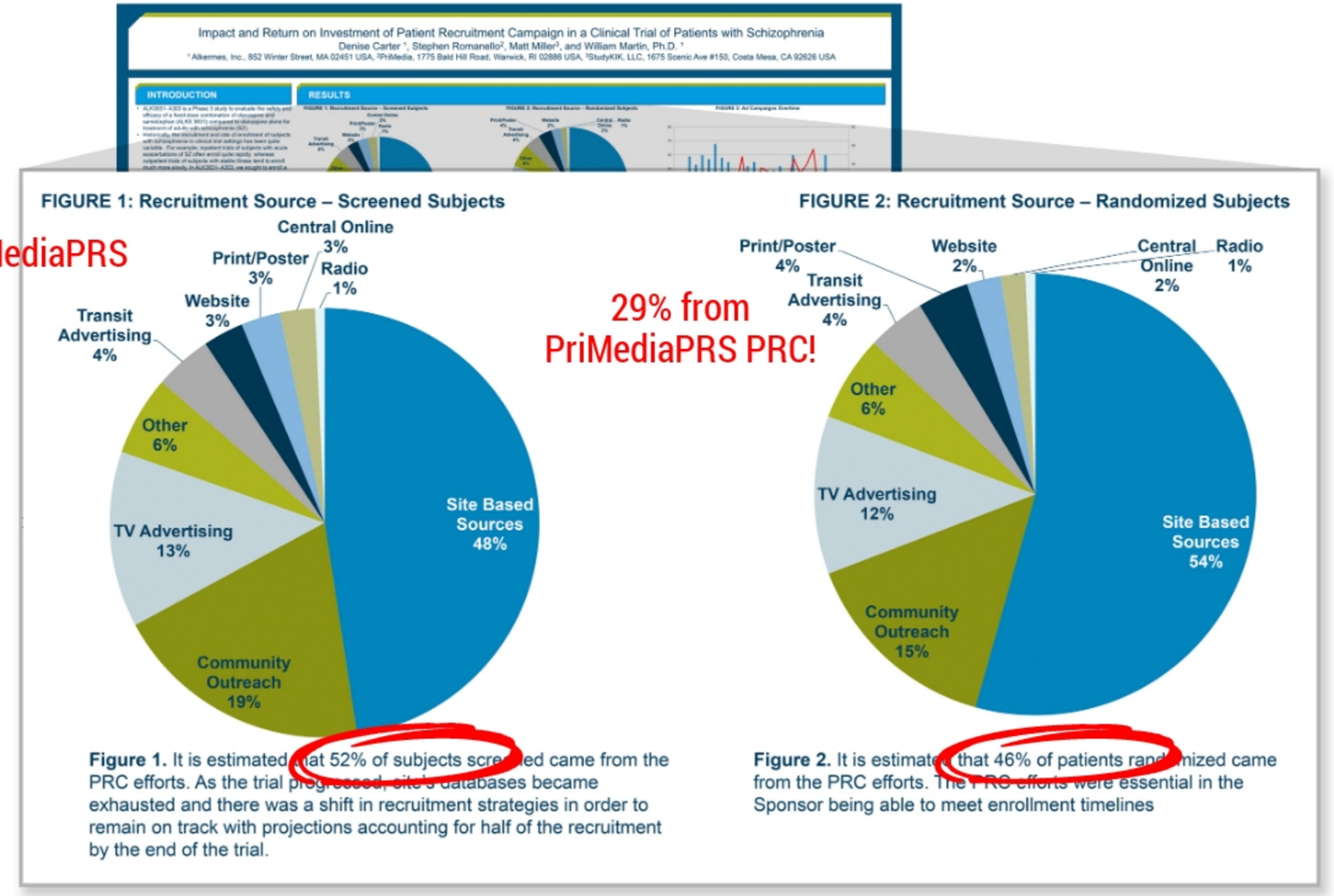

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FIGURE 1: Recruitment Source – Screened Subjects

Figure 1. It is estimated that 52% of subjects screened came from the PRC efforts. As the trial progressed, site's databases became exhausted and there was a shift in recruitment strategies in order to remain on track with projections accounting for half of the recruitment by the end of the trial.

29% from PriMediaPRS PRC!

FIGURE 2: Recruitment Source – Randomized Subjects

Figure 2. It is estimated that 46% of patients randomized came from the PRC efforts. The PRC efforts were essential in the Sponsor being able to meet enrollment timelines

With this trial, we were able to pull in even greater numbers...

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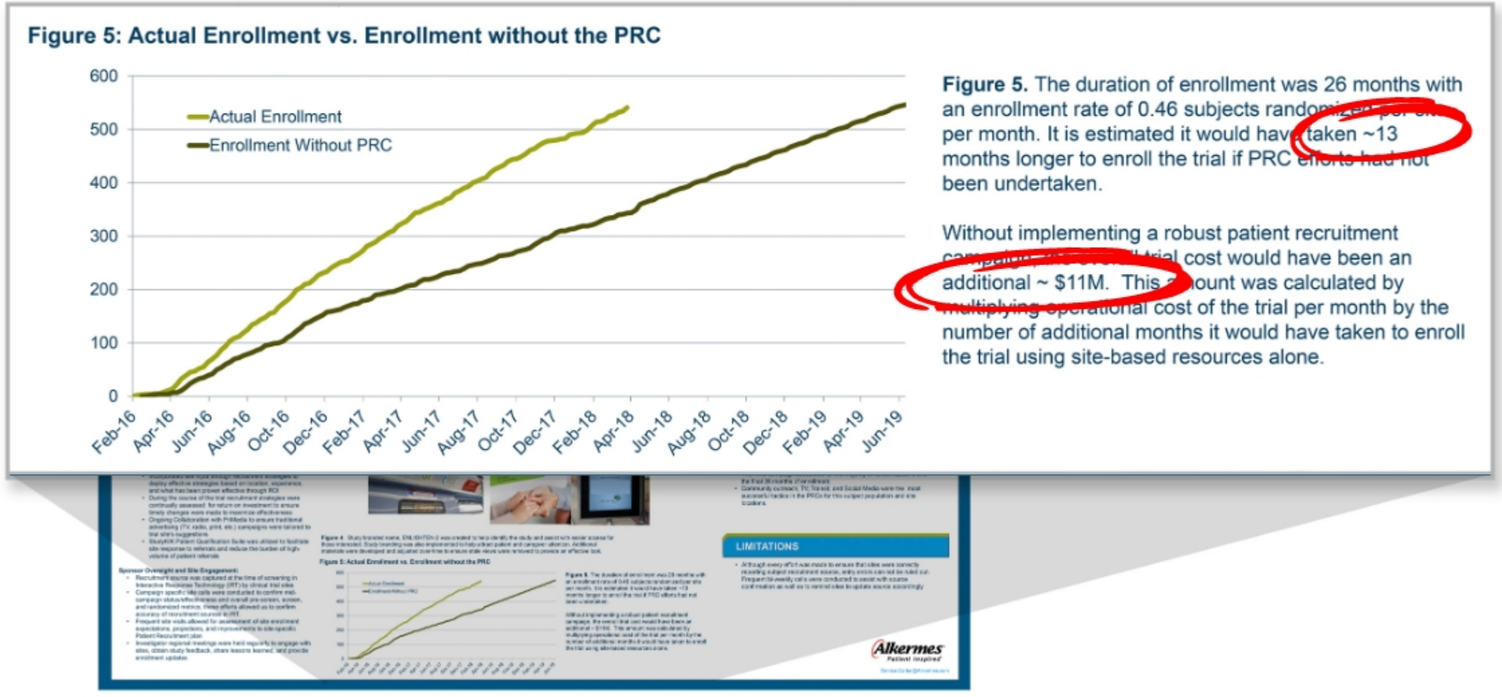

We like to save your time and money...

Without PriMediaPRS's PRC strategy and emphasis on early patient recruitment efforts, this trial's enrollment process would have taken around

13 months longer to finish, costing an additional $11M.

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401.826.3600x112
stever@primediaprs.com

CONCLUSIONS

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Take-Home Points:

- The PRC strategies deployed in the present trial was essential in meeting the enrollment timeline. Without the PRC, the enrollment target of 540 subjects by April 2018 would not have been met.
- With site resources alone, the trial would have taken an additional 13 months to complete and an additional ~$11M in overall trial costs. Sites were selected based on their ability to recruit patients for this study and existing database of patients.
- Site databases were exhausted approximately one year into the trial
- The PRC campaign accounted for the majority of randomizations over the final 26 months of enrollment.
- Community outreach, TV, Transit, and Social Media were the most successful tactics in the PRCs for this subject population and site locations.

The final results for this trial yield similar results to the first, proving not only the success of our PRC strategies, but the fact that those results are replicable...

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stever@primediaprs.com


Why Choose Us?

[OUR DIFFERENCE]

WHY PriMediaPRS?

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We know how to cast the right nets!

- Unique, award winning experience (all aspects of clinical trial marketing & media).
- Best-in-class, accelerated enrollments, exceptional ROI, better quality study participants.
- In-depth Research & Software (targeting) = smart decisions.
- 35 year track record of creative excellence and documented results.
- Long-term established & successful industry relationships.
- Full-service capabilities.

Which all leads to...

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[OUR DIRECTION]

WHY PriMediaPRS?

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...More bang for your buck!

PriMediaPRS's proprietary methodology delivers the lowest rates possible on creative, production, and media, totaling between 30-50% in savings. By focusing on patient enrollment early, we get you more exposure for less money, better ROI, and significantly faster study conclusions with higher quality participants—all leading to an increase in successful trials.

The time you could be saving means millions in additional profits.

Simply put, PriMediaPRS's full-service capabilities give you more bang for your buck. The money you spend with us takes you farther, faster and makes a larger, clearer impact on the progress of your trial.

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