

# Recruitment Agency



*Full-Service  
Global Patient Recruitment  
Across All Therapeutic Areas*

# The SubjectWell Global Difference

- **CERTIFIED GLOBALLY-COMPLIANT PROGRAMS**
- **STUDY & COUNTRY-SPECIFIC WEBSITE & PATIENT OUTREACH**
  - Cost & time efficient start-up (~\$5K per country)
  - Multi-channel digital: Social media, search, display, society
  - Patient access marketplace (where available) & strategic partners
- **END-TO-END RECRUITMENT SOLUTIONS**
  - **Strategy:** Predictive Modeling/Study Feasibility, Patient-Centered Creative, Media Planning, Full-service Options
  - **Technology:** Online Pre-Screening, Site (Referral) Portal, Site Response Monitoring
  - **People:** Site Support, Program Management
- **PERFORMANCE-BASED PRICING**
  - Majority of professional fees
  - Pre-screened and Randomized Patients



# Global Capabilities and Compliance

## Recruiting patients on 6 continents



Global compliance: retain TrustArc  
(leading global regulatory consultant)

APEC certified, GDPR, HIPAA/HITECH/CCPA, Canada  
(PIPEDA), Australia (Privacy Act)





# The SubjectWell Rare Disease & Oncology Solutions

- **UNMATCHED PATIENT ACCESS**

- Leverages Patient Access Marketplace\*
- *PLUS* Study-specific website & patient outreach
  - Multi-channel digital: Social media, search, display, society and...

- **UNIQUE HCP REFERRAL PROGRAM**

- Data –driven (2.7M+ HCPs, 38B+ Claims with 95% patient coverage)
- Multi-channel HCP outreach (including HCP call center)

- **END-TO-END RECRUITMENT SOLUTIONS**

- **Strategy:** Predictive Modeling/Study Feasibility, Patient-Centered Creative, Media Planning, Full-service Options
- **Technology:** Online Pre-Screening, Site (Referral) Portal, Site Response Monitoring, *Scheduling, Dx Confirmation*
- **People:** Patient Navigators (in-house), Site Support, Program Management

- **PERFORMANCE-BASED PRICING**

- Majority of professional fees
- Pre-screened and Randomized Patients

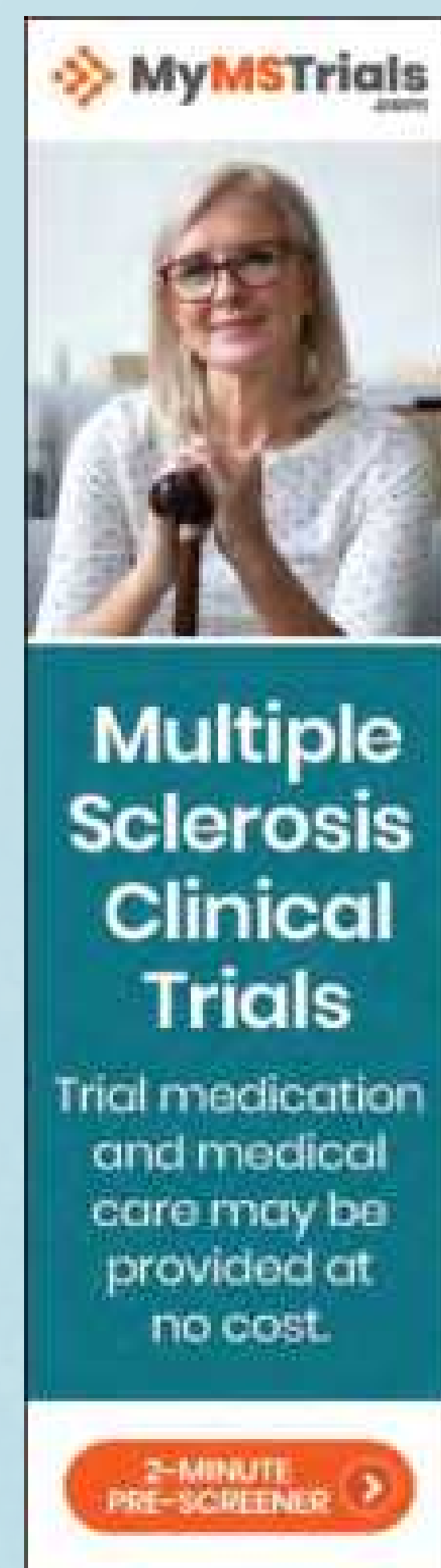


\*where available

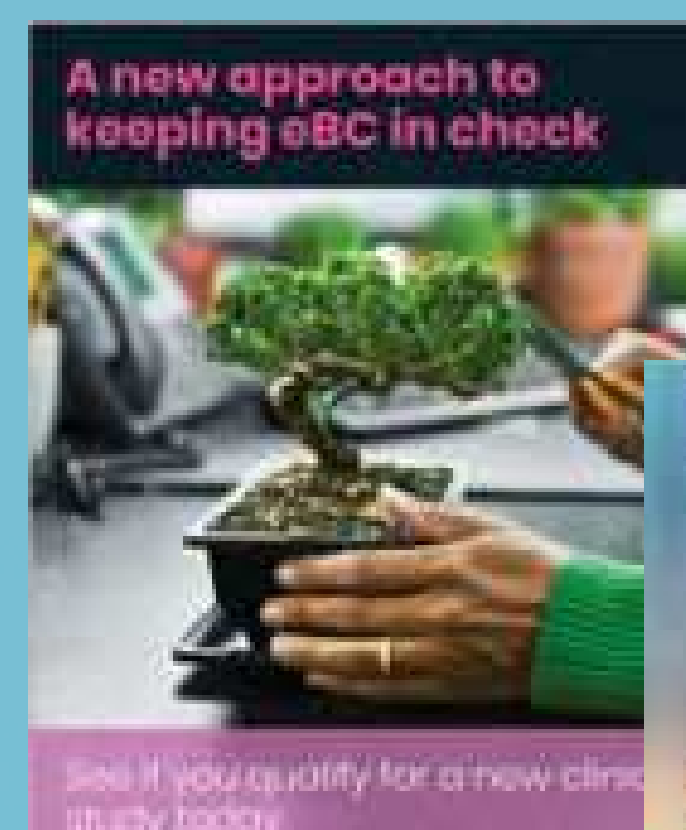


# Patient-Centered Creative

## Templated Creative



## Boutique Creative



Option 1  
Peace of Mind









Option 2  
A New Day

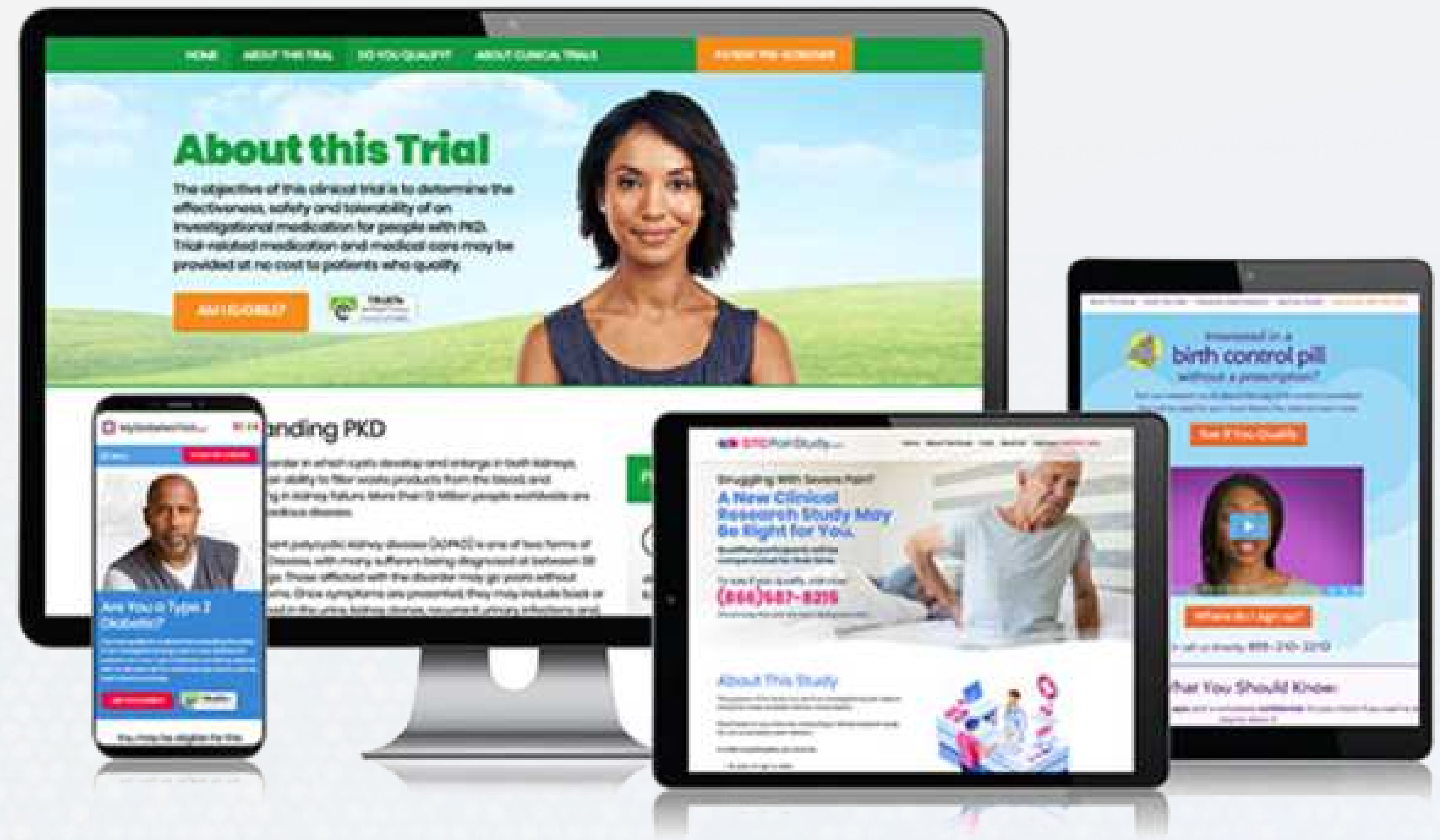


Option 3  
I Mean Business



# Websites and Study Landing Pages

-  Engaging and informational patient content
-  Responsive (mobile-optimized)
-  Certified translations
-  Online pre-screener Available 24/7
-  Navigation is easy and convenient for patients
-  Facebook landing page required to advertise on FB





# Multi-Channel Digital Outreach



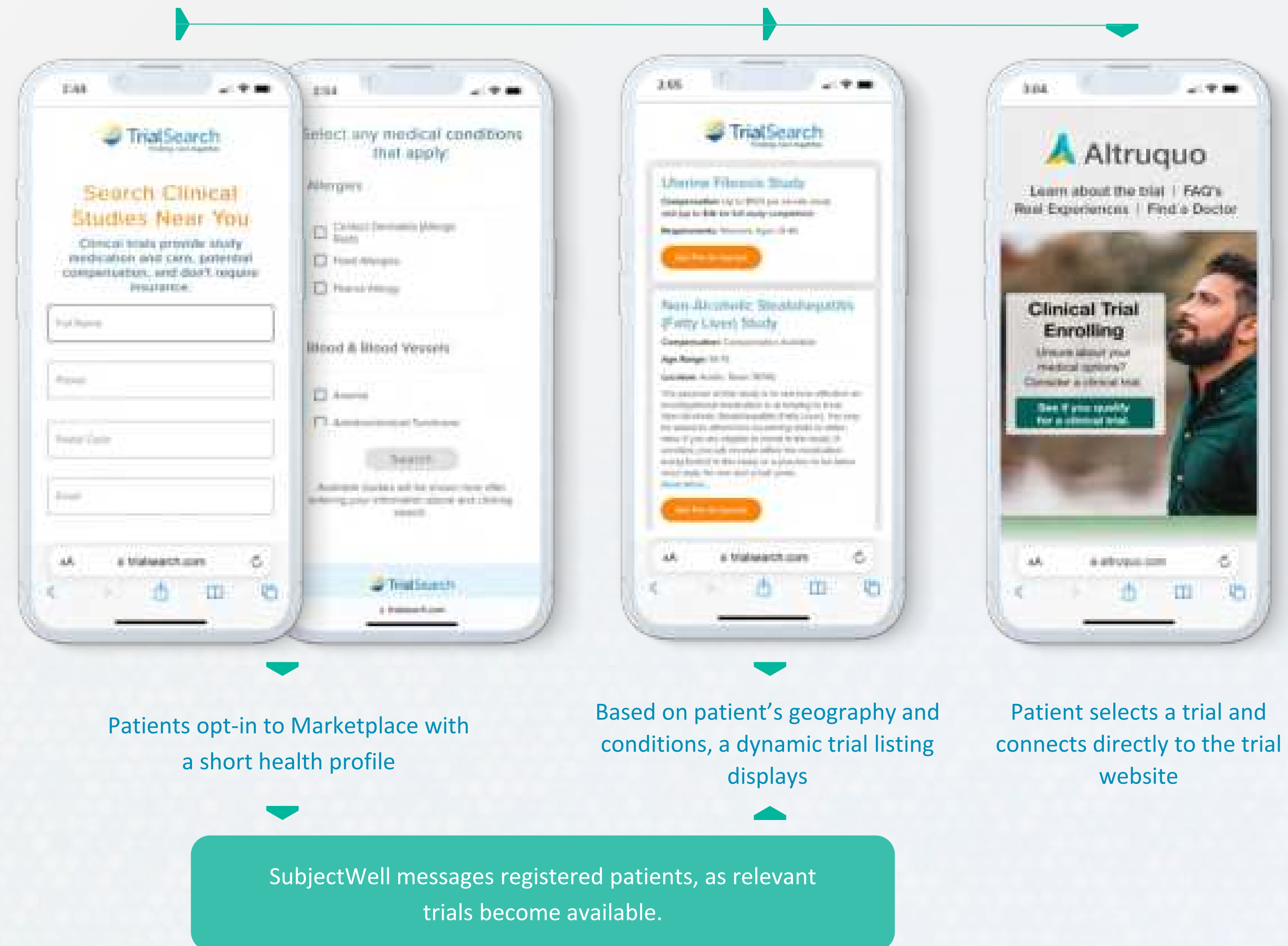
# Direct Connect

## Direct Patients to Your Study Website

Indication-specific patients within study appropriate geographies are guided from a trial listing on TrialSearch.com directly to your website for registration and prescreening.

## Why choose Direct Connect?

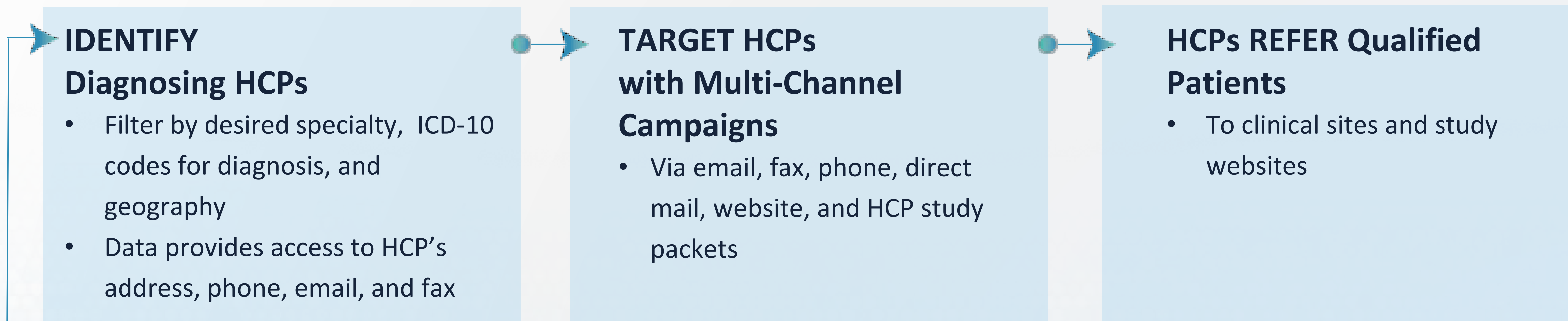
- Access millions of interested patients in our marketplace immediately
- Leverage your investment in study-specific materials
- Flexible pricing options





# Healthcare Professional Referral Program

For oncology, rare, and difficult to recruit conditions



## HCP TARGETING - BUILT ON UNPARALLELED HEALTHCARE COMMERCIAL DATA

<b>2.7M+</b>	<b>38B+</b>	<b>95%</b>	<b>65%</b>	<b>90%</b>
Healthcare Professionals	Claims – Updated Monthly	Patient Coverage*	Claims Coverage*	Email Deliverability

\*From Medicare & commercial claims



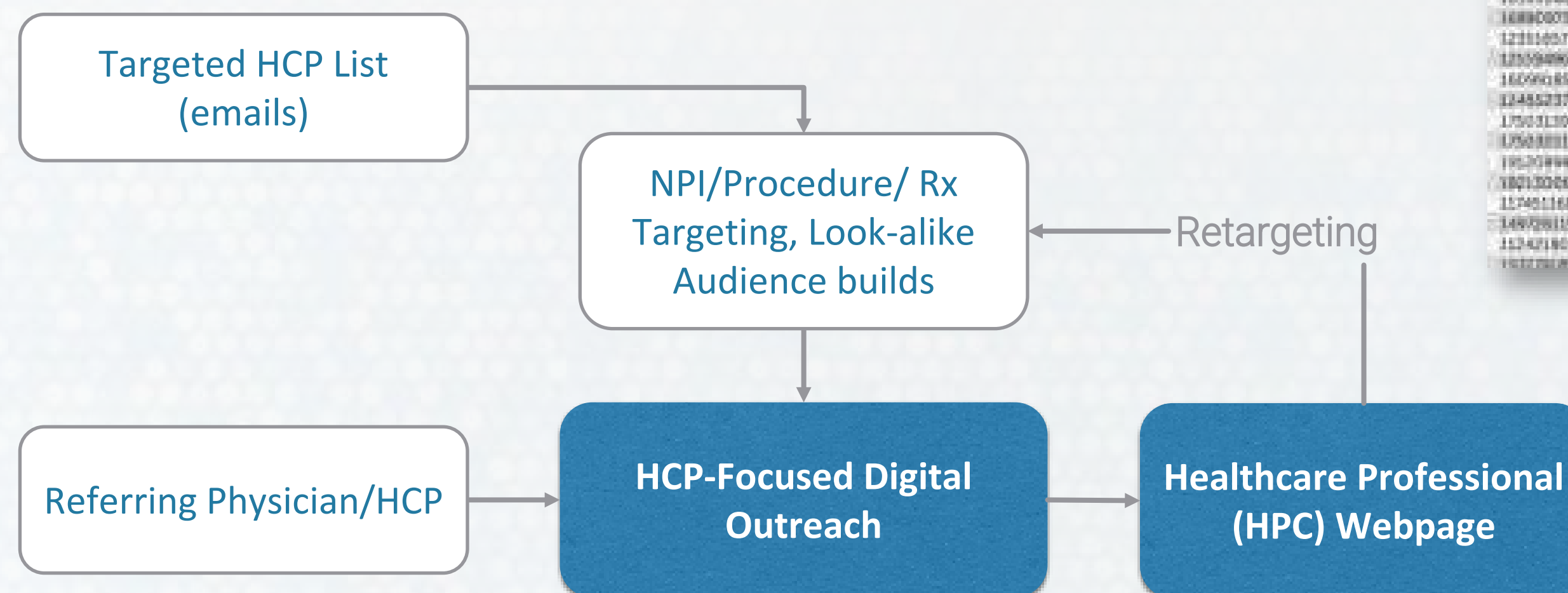
# Database Claims & HCPs

## ICD-10-CM Diagnosis Code C50 (Breast Cancer)

### - 200K+ HCPs with at least 1 Dx (overlap)

- Records with address (100%), phone (55%), email (37%), fax (35%)
- 9,748,298 Total Diagnoses (overlap)
- 91,220 MDs with 10+ Dx
- 25,450 MDs with 50+ Dx

NPI	First Name	Primary Specialty	Diagnosis	City	State	Zip Code	Phone	Email	Fax Number
1265493685	Ramona	Pathology	11.117	Dallas	TX	75230	214.548.1820	ramona@baylorhealthdallas.edu	214.548.4080
1750146751	Rafa	Oncology - Hematology/Onc	6.969	Camel	IL	60112	617.686.4815	rafa@northwestern.edu	
1000181351	Ryan	Hematology	5.939	Fort Myers	FL	33901	239.375.4400	ryan@fmc.com	
1072001415	Eric	Hematology	3.023	Little Rock	AR	72205		eric@hospitalsystems.edu	
1891854881	Erica	Hematology	4.915	Ann Arbor	MI	48106	734.647.8901	eric@umich.edu	734.252.1328
1760901331	Reagan	Pathology	1.837	Cleveland	OH	44106	216.442.1616		
1144267766	Larry	Oncology - Medical Oncology	3.676	Dallas	TX	75231	214.645.4873	larry.anderson@baylorhealthdallas.edu	
1407761781	Ryan	Pathology	1.560	Scottsdale	AZ	85258	480.301.8500	ryan@ryancp.com	480.301.9330
1588470003	Rachelle	Oncology - Hematology/Onc	5.509	Little Rock	AR	72201	501.526.2971	rachelle@angelika.com	
1184954746	Melissa	Oncology - Hematology/Onc	1.452	Tampa	FL	33612	813.745.4673	melissa@nashville.org	
1700126266	Scott	Hematology	1.423	Saint Louis	MO	63110			
1699118992	Samir	Pathology	5.351	Cleveland	OH	44105			
1225418906	Harsh	Oncology - Medical Oncology	3.558	Hackensack	NJ	07601	973.996.8704		
1013816875	Joan	Oncology - Hematology/Onc	1.292	Cleveland	OH	44115	216.444.6813		
1688007117	Shantell	Oncology - Hematology/Onc	5.320	Little Rock	AR	72205		shantell@angels.com	
1211150713	Bernice	Pathology	1.212	Dallas	TX	75248	214.518.9100		
1255949690	Rebecca	Oncology - Hematology/Onc	1.140	Newport RI	CA	92560	949.763.2204	rebecca@nashville.org	
1609906556	Michelle	Hematology	5.055	San Jose	CA	95125	408.275.6186	michelle@stanford.edu	
1145523778	Matthew	Hematology	5.548	Ann Arbor	MI	48106	734.647.8902		
1750113004	Jill Ellen	Pathology	1.965	Dallas	TX	75230	972.759.7445	jill@baylorhealthdallas.edu	
1750101118	Gregory	Pathology	5.819	Jacksonville	FL	32204			
1952099887	Jeffrey	Hematology	1.811	Ann Arbor	MI	48106	734.647.8902		
1801300629	David	Internal Medicine	1.768	Redwood	CA	94064	650.498.8500		
1174011687	Sumit	Internal Medicine	2.720	New York	NY	10029	212.241.7871	sumit@nyu.edu	
1487281150	Hilda	Pathology	2.685	Little Rock	AR	72205			
1174718020	Edmund	Pathology	2.684	Cleveland	OH	44115	216.444.2300		
101731895	Michael	Internal Medicine	1.854	Dallas	TX	75230	972.759.7445		



# HCP Creative

- HCP Webpage
- HCP Banner ads
- HCP Email
- HCP Fax flyer
- HCP Postcard





# Healthcare Professional Referral Program – Outreach Tools



HCP Webpage & Patient Referral functionality

HCP content, 'Refer a patient' & 'Speak with a Qualified HCP' functionality



HCP Creative

Outbound: email, postcard, study fact sheet, patient brochure AND Inbound: ads, CC talking points, fax flyer



1-to-1 'No Waste' Targeted HCP Digital Outreach

Email, NPI-targeted ads, Facebook, Postcards



HCP-focused Call Center

Inbound / Outbound



Program Tracking & Analytics

Vanity URL/tagging, patient leads (Portal), engaged HCPs



# Case Study – HCP Referral

## Rare disease in ophthalmology

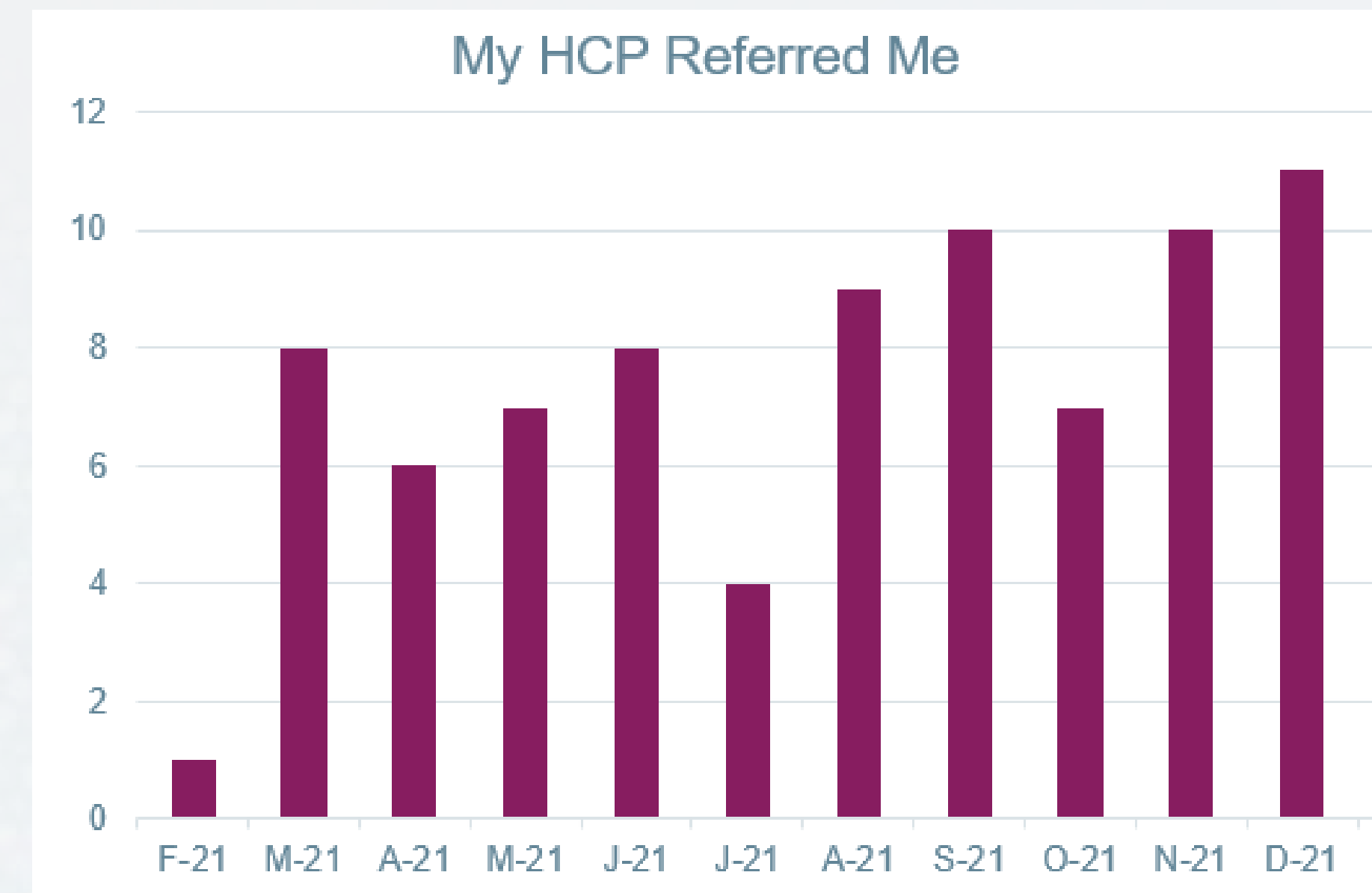
- 40,000 total patients in US
- Study I/E lowered target patient population to 20,000

## Multi-channel approach:

- Qualified HCP list (based off specialty/diagnoses data)
- Targeted digital advertising (Facebook, NPI Targeting, Re-targeting)
- Email outreach
- HCP specific website content
- Nurse-staffed call center

## Results:

- 80+ HCP referrals driven
- After ramp up, average of 9+ HCP referrals/mo



# Global Case Study – Rare Kidney Disease

## Top 10 Pharma Sponsor

## Comprehensive Program

- Creative: Website, Online Pre-Screener, Ads
- Multi-channel Digital Outreach: Social, Search, Society (PKD Foundation & National Kidney Foundation), Direct Connect
- Personnel: Call Center, Site Recruitment Support, Local country partners
- Global: US (incl. Spanish), Japan, Germany

## Results

- 4000+ Patient Inquiries
- 520+ Pre-Screened patients
- 4%+ Pre-Screened to Randomized
- 22 Randomizations (>20% of Enrollment target)
- US (15), Japan (5), Germany (2 in 2 months)





# Case Study – Global Diabetes Platform Program

	Phase 3 Studies (~9 Months)
Target	Type 2 Diabetics CKD disease
Geographies	US, CAN, AUS, MEX, BRZ, CHN

?

137,609

Inquiries

👤

12,342

Pre-Screened (Online)

💬

735

Appointments (Sched.)

✓

400

Consented (Screened)

50% screen fail rate

📋

201

Randomized



# Case Study - Diversity

## Large T2-Diabetes Study

Initial DB review indicated under-recruitment of elderly (65+) and patients of color

### Actions

- Age group targeting and modified bid adjustments to targeted demographics
- Ethnically diverse imagery and media targeting

### Results

- Exceeded target of 18% Black patients

On an ongoing basis, SubjectWell tracked and managed all patient leads and pre-screened patients (60,000+) to provide detailed reporting on diversity targets.

TARGET	Age	ACTUAL
12.7%	age 18 - 44	7.3%
45.3%	age 45 - 64	62.3%
41.9%	age 65+	30.4%

TARGET	Gender	ACTUAL
50.9%	Men	44.9%
49.1%	Women	55.1%

TARGET	Ethnicity	ACTUAL
51.2%	White	43.3%
24.3%	Hispanic	22.1%
18.2%	Black	25.7%
4.3%	Asian-American	3.1%
1.9%	Indinary/Alaskan	1.3%
0%	Unknown	4.5%

While initial database review suggested we might only achieve 33% patients of color, SubjectWell was able to deliver over 50% patients of color, exceeding the diversity goals of the study. SubjectWell was responsible for recruiting all participants in the study, allowing it to achieve “fully enrolled” status within 8 months.



# Why Recruitment Agency

## Unmatched Patient Access

- Marketplace with immediate access to tens of millions of registered patients
- Exclusive media network with 125+ media and strategic partners
- HCP referral network
- Digital marketing via search and social
- Patient societies

## Flexible and Full-Service

### Modular Services for Your Protocol

- **Strategy & Implementation:** Predictive simulations, creative, multi-channel outreach, and websites
- **Technology:** Pre-screening, multi-study campaigns, and site/sponsor Performance Portal™
- **People:** Private contact center, site recruitment support, and program management

## Global and All TAs

- Rare disease, oncology, chronic and vaccine study recruitment.
- Localized recruitment campaigns by country across six continents

## Higher Quality

- Marketplace of healthcare-motivated patients, each with 6+ known conditions on average
- Rigorous screening refers highly qualified patients
- Campaign optimizations generate 3X conversion improvements





# Next Steps

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# Program Feasibility Assessment

Comprehensive Assessment based on:


- Protocol-specific I/E criteria, unique patient considerations, etc.
- Media research: social, search, display, online communities/networks
- Comparable study metrics

+ the Marketplace, societies, HCP referral

Validated model built

- Estimate patient leads
- Develop a full media plan and pipeline estimates

Know what to expect, and when...

	Prevalence	
Alzheimer's (Diagnosed)	5,200,000*	
Inclusion: 60-90	73% <sup>44</sup>	
Inclusion: Reliable caregiver	85%	
Exclusion: Other major disease	13%	
Target Population (persons)	2,817,000	
Target Population (persons, Location)	887,000	

Category	Publishers	Impressions (monthly estimate)	Visitors (monthly estimate)
Search	Google, Yahoo, MSN, Bing	187,000 (2%)	2800 (10%)
Social	Facebook	903,000 (9%)	7500 (26%)
Display/Contextual	Google (GDN), Gemini, Remarketing	9,480,000 (97%)	18,700 (64%)
TOTAL		10,450,000	29,000

10,400,000 Impressions	\$30,000 Marketing Spend
29,000 Visits	Cost Per Visit (CPV)
663 Inquiries	\$31
166 Referrals	Cost Per Referral (CPR)
8.3 Enrolled /Randomized	\$124
	Cost Per Enrolled Patient (CPEP)
	\$2,478



# Questions?

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