

# CENTRALIZED CAMPAIGNS FOR SPONSORS & CROS



# RICK GREENFIELD COO

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Rick Greenfield BAA-IS, has over 17 years' experience in clinical research. Rick has managed and owned one of the largest multi-specialty phase 1-4 research centers in the US, managed and owned a boutique CRO, built a leading software company, RealTime Software Solutions, LLC, specializing in global Clinical Trial Management Systems (CTMS) for both sites and sponsors, and manages business operations and vision for ImageBloom, Inc., one of the fastest-growing and most innovative recruitment agencies in our industry. Rick helps to inspire the ImageBloom team to leverage leading marketing concepts to deliver exceptional recruitment and enrollment results for sponsors/CROs and sites around the world.





# BRANDY HASLAM CEO



Brandy Haslam, CEO is the founder of ImageBloom, Inc. Brandy has a master's degree in marketing and has been working in the healthcare industry for over 13 years.

Prior to ImageBloom, Brandy led the marketing and recruitment department for one of the largest multi-specialty research sites in the country.

Brandy brings her experience and dedication to the ImageBloom team and leads them to deliver outstanding results for clients across the country and around the world. To date, ImageBloom has successfully provided marketing services for hundreds of clients in the US, Canada, Europe, Australia and New Zealand.



# HOW IMAGEBLOOM'S DIFFERENT

Subject recruitment begins at the site and takes not only expert marketing skills, but in-depth experience in clinical research. With a team that has extensive experience recruiting at the site level, we understand the challenges faced by sites and sponsors when it comes to successful subject enrollment in a multitude of therapeutic areas, geographical regions, and other challenging circumstances. As marketing experts, we know how to utilize marketing tactics to overcome those challenges, connect with potential research volunteers, and accelerate recruitment on a global level. ImageBloom, Inc. has the track record to show a substantial increase in ROI when compared to other marketing and recruitment agencies.

# A FEW THINGS WE DO DIFFERENTLY



Provide a customized marketing plan that is branded to your study, grabs attention and ensures results.



Place ads to maximize results through enhanced geo-targeting, subject demographic targeting, a multi-channel approach, consistent results monitoring, and advanced pre-qualification (IB-RECRUIT).



Deliver expert design, targeted placement, continual oversight, lead tracking and near real-time results reporting.



Provide a powerful and intuitive central tracking portal where sites can easily manage lead follow-up from start to finish with complete sponsor/CRO oversight.



# RECRUITMENT FLOWCHART

## Digital Ads

- Google AdWords
- Online Forums
- Twitter



## Website Integration

- Custom forums
- Mobile Scaling
- Custom Landing Pages



## Social Media Traffic

- Facebook
- Instagram
- SnapChat
- Twitter



DATA\COMMUNICATION  
FLOW

# ImageBloom

Clinical Research Recruitment System

## Mailchimp Integration

- Re-marketing to subjects and sponsors
- Study Email Alerts

## Facebook/Instagram LeadGen

- Form Linking
- Auto-coding

## Traditional Media

- Television
- Radio
- Billboards

## IB Mobileapp

## IB TEXT

- Mass TEXT Campaigns
- FCC Compliant
- 65+ Response Rates!

**VOICEMAIL  
CAPTURE  
SYSTEM**

# AD CREATION AND EXPERT DESIGN

Great ads get great results!  
Grabbing attention and  
generating interest in a  
target audience requires  
great ads. ImageBloom can  
create beautifully designed,  
eye catching ads that meet  
sponsor and IRB guidelines.





re m  
to be  
kept.

Learn more  
about our free  
memory  
screenings  
today.



Ima Bloom

WE'RE READY TO RECRUIT  
YOUR COVID-19 STUDY.

IS HERE  
Read more  
in our blog.



Your live  
stores essential vi  
minerals for yo



JUMP INTO  
SUMMER WITH OUR  
JUNE UPDATES  
NEWSLETTER  
JUNE 2020



logo

WBSITE.COM

TEL TEL TEL

SHARPEN YOUR  
COMPETITIVE  
EDGE

Partner with an  
experienced site.



EXPLORE OUR  
CAPABILITIES TODAY.

AT  
MAY

study-related  
one.  
have compensation  
time and travel

WBSITE.COM  
NAME@EMAIL.COM

Most cases of  
insomnia are  
related to poor  
sleep habits.

Research studies  
may help!



KIDS SHOULDN'T WORRY ABOUT

MIGRAINES

Children who  
qualify must:

Migraines are more than just a  
headache, and to kids, it can be  
debilitating. Symptoms of  
migraines can include nausea,  
sensitivity to light and  
sound. If your child is experiencing  
migraines, a research study may  
be an option.

Eligible children are monitored by  
physicians and medical staff  
throughout the study.

XXX.XXX.XXXX  
website.com

ust because you can't see  
the symptoms of LUPUS doesn't  
mean they AREN'T THERE.

See if you qualify for our lupus clinical trial.

TRIED EVERYTHING FOR  
YOUR COPD?  
It may be time to try  
research studies.

USE YOUR  
BRAIN

HELP PREVENT MENINGITIS.



Meningitis is a  
serious disease

caused by bacteria that enters  
the blood stream and leads to  
the inflammation of the brain  
and spinal cord. It typically  
affects young adults. Local  
researchers are seeking  
volunteers for a clinical  
research study to help evaluate  
a vaccine for meningitis.

Those that  
qualify must:

- Be aged 15-25
- Have received one meningitis  
vaccine at least 4 years ago
- Additional criteria apply

Reasonable reimbursement for  
travel is available for those who  
qualify and participate. No  
insurance is required.

logo

NATION  
TREAT  
LOVE





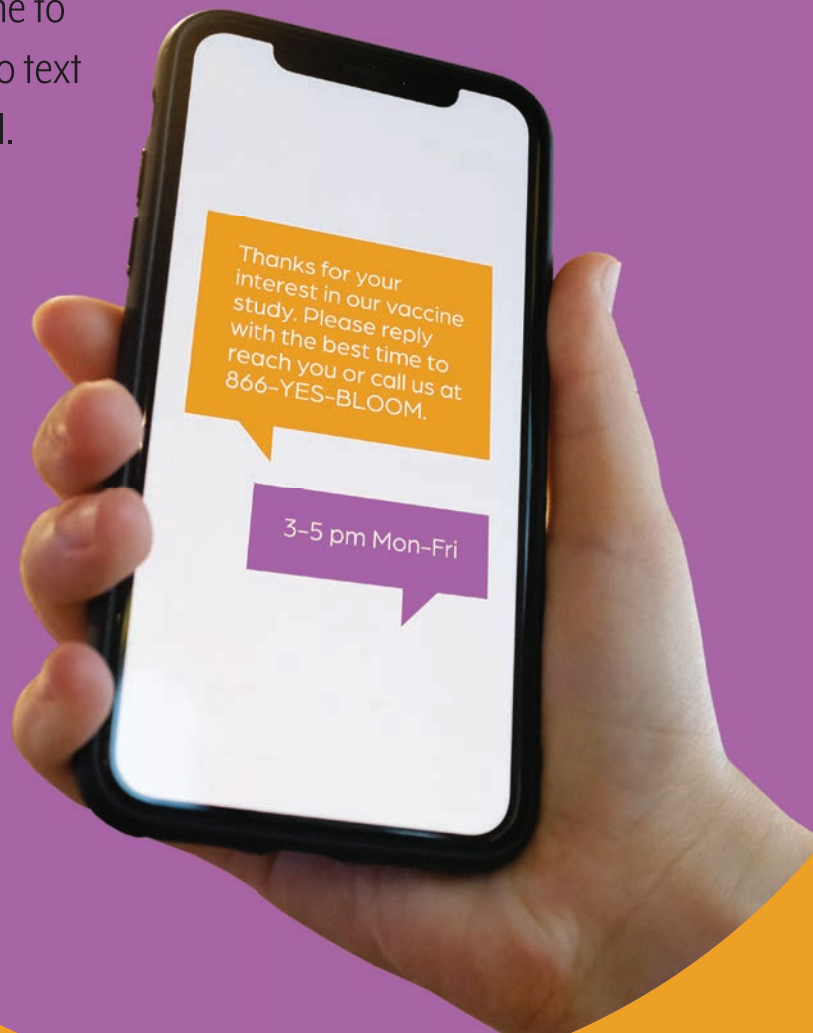
# DON'T GET LOST IN SEARCH RESULTS

Google Adwords can be a challenging platform to navigate and manage. The team at ImageBloom is fully certified in Adwords, allowing us to create effective campaigns targeted to interested patients. Google AdWords campaigns ensure that potential patients are finding your study and your site. All ads are geo- targeted to reach only those in the areas we specify, searching for keywords relevant to your study and study indication. Utilizing AdWords ensures that your study and site is on the first page of search results and not lost in the mix.

# TEXT MARKETING

## **STAY CONNECTED & ENGAGED WITH YOUR PATIENTS**

Recent surveys taken place at ImageBloom sites have shown that text messaging increases subject engagement by over half. All of our campaigns include text outreach to all new applicants confirming their application and requesting the best time to be reached. Sites also have the ability to text patients in our easy-to-use study portal.







# OUR STUDY SERVICES INCLUDE



A comprehensive  
proposal



Study material  
creation to include:

- Flyers
- Video pre-roll for use on social media
- Facebook ads
- Google ads
- Classified ads
- TV ads
- Newspaper
- Radio ads



Ad placement &  
management



Access to the ImageBloom  
Recruitment Portal or  
Lead Delivery, Contact  
Management by Sites,  
Automated and Direct  
texting to subjects, and  
Sponsor/CRO oversight.



Sponsor & IRB submission  
(As needed)



Final result  
reporting



# RECRUITMENT STATISTICS

## IMAGEBLOOM CREATES

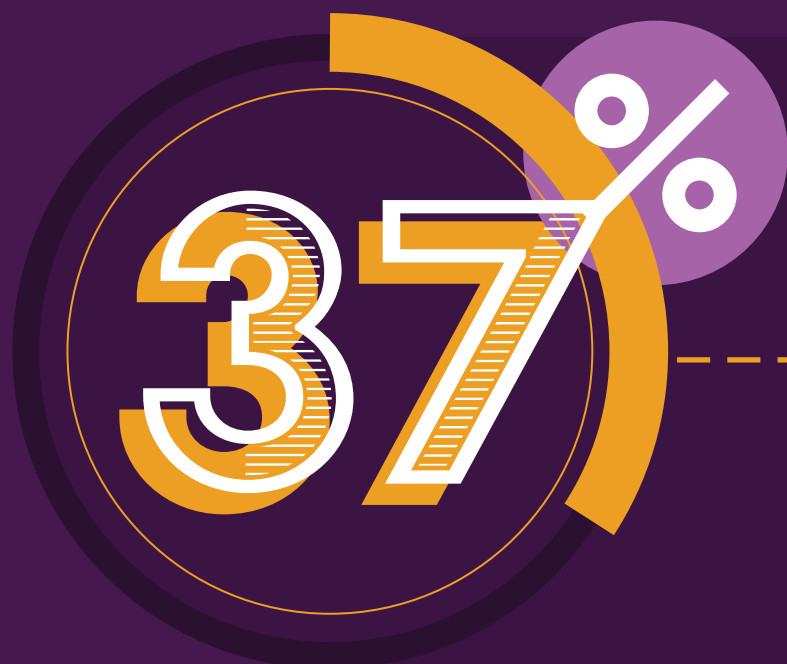
- Digital, social media and search ads to meet all platform specifications.
- Flyers for both website listing and in-clinic use.
- Email and text marketing templates.
- Television advertisements to include Hulu and other online TV platforms.
- Radio advertisement to include Spotify and Pandora.
- Newspaper advertisements including digital publications.
- Press Releases for local media coverage.

Many sites report that marketing campaigns are often ineffective, leading to unsuccessful lead generation and the inability to enroll the required number of subjects. Many recruitment agencies are inexperienced with the most up-to-date marketing and advertising methods and do not provide materials and strategies for sites to be effective with recruitment efforts.





Sites that never enroll a single patient into a given study.



Sites that do not meet study enrollment goals.

# IB CASE STUDIES COMPARISON

LOCATION	HOUSTON, TX
STUDY INDICATION	INGUINAL HERNIA
DURATION	1 MONTH
BUDGET	\$10,000
COMPETITOR RESULTS	89 LEADS, 3 RANDOMIZED
IMAGEBLOOM RESULTS	412 LEADS, 23 RANDOMIZED

LOCATION	EVERETT, WA
STUDY INDICATION	TREATMENT RESISTANT DEPRESSION
DURATION	1 MONTH
BUDGET	\$5,000
COMPETITOR RESULTS	14 LEADS, 1 ENROLLED
IMAGEBLOOM RESULTS	213 LEADS, 6 RANDOMIZED

LOCATION	WASHINGTON, DC
STUDY INDICATION	UTERINE FIBROIDS
DURATION	1 MONTH
BUDGET	\$3,000
COMPETITOR RESULTS	67 LEADS, 4 TOTAL RANDOMIZATIONS
IMAGEBLOOM RESULTS	334 LEADS, 16 ENROLLED, 14 RANDOMIZED

LOCATION	SAN ANTONIO, TX
STUDY INDICATION	ONYCHOMYCOSIS
DURATION	1 MONTH
BUDGET	\$7,500
COMPETITOR RESULTS	67 LEADS, 4 TOTAL RANDOMIZATIONS
IMAGEBLOOM RESULTS	334 LEADS, 16 ENROLLED, 14 RANDOMIZED

# IB PLATFORM STATISTICS



<b>SPEND</b>	<b>\$47,462</b>
<b>REFERRALS</b>	<b>626</b>
<b>ENROLLMENTS</b>	<b>14</b>
<b>RANDOMIZATIONS</b>	<b>6</b>
<b>COST PER REFERRAL</b>	<b>\$75.82</b>
<b>COST PER ENROLLMENT</b>	<b>\$3,390.14</b>
<b>COST PER RANDOMIZATION</b>	<b>\$7,910.33</b>



<b>SPEND</b>	<b>\$24,000</b>
<b>REFERRALS</b>	<b>2,214</b>
<b>ENROLLMENTS</b>	<b>40</b>
<b>RANDOMIZATIONS</b>	<b>18</b>
<b>COST PER REFERRAL</b>	<b>\$10.84</b>
<b>COST PER ENROLLMENT</b>	<b>\$600</b>
<b>COST PER RANDOMIZATION</b>	<b>\$1,333.33</b>



<b>SPEND</b>	<b>\$24,922</b>
<b>REFERRALS</b>	<b>1,978</b>
<b>ENROLLMENTS</b>	<b>62</b>
<b>RANDOMIZATIONS</b>	<b>28</b>
<b>COST PER REFERRAL</b>	<b>\$12.60</b>
<b>COST PER ENROLLMENT</b>	<b>\$401.97</b>
<b>COST PER RANDOMIZATION</b>	<b>\$890.07</b>



# CLINICAL RESEARCH RECRUITMENT SYSTEM

There is no other system like the  
ImageBloom Recruitment System  
for campaign and lead follow-up  
tracking!



### **SECURITY:**

- HIPAA Compliant Hosting and Architecture
- Part-11 Compliant User Logging and Audit Trails
- PHI masking for Sponsor users



### **FEATURES:**

- Campaign linking from landing pages and other digital media channels
- Auto-Text Response to applicants
- Direct Text to applicants from system users
- Status logging, progress notes, medical history capture and more
- Scheduling of screens in portal calendar
- User Roles: Central User and Sponsor Users



## **IB-HELLO** VOICEMAIL CAPTURE SYSTEM

For traditional advertising campaigns,  
the IB-HELLO! Voicemail Capture System  
will ensure excellent voice campaign  
tracking and follow-up.



### **IB-Hello! ALLOWS FOR:**

- Ring-to-site first option
- Unlimited inbound call bandwidth
- In-system voicemail capture and voicemail review
- Applicant profile logging from voicemail review
- Auto-coding to ad campaign ROI tracking system
- Lead follow-up management in portal



### **SECURITY:**

- HIPAA Compliant Hosting and Architecture
- Part-11 Compliant User Logging and Audit Trails
- PHI masking for Sponsor users





# STUDY LEAD MANAGEMENT



# IB-Recruit

## CALL CENTER SERVICES

Working with sites across the country, we know that the majority of sites don't have the ability to keep up with study applicants. Call center studies have shown that reaching out to new leads within 5 minutes of application increases the chances of reaching patients 10-fold. Our call center specialists are trained in clinical research and are alerted immediately of a new applicant, allowing them to make contact with the patient and screen them for the study within minutes. Our team can do a complete screening of demographics, medical history, and, per the site's request, scheduling in the CTMS for a pre-screen or screening visit.



## **IB-RECRUIT SERVICES:**

- Expeditious and multiple lead contact attempts
- Complete medical history intake
- Data entry directly into the ImageBloom Portal
- Study-specific screening
- Appointment scheduling (if needed)
- Mass text and email follow-up
- Final results reporting

# CLIENT TESTIMONIALS

“ImageBloom brings a unique combination of technical skill and clinical experience to the marketplace. The professional staff understands what is necessary for successful marketing of a clinical research site and how to deliver patients that will exceed recruitment goals. Their customer service and responsiveness are outstanding. Most important, ImageBloom delivers results. We have enjoyed the fruits of turning our web presence and social media recruiting efforts over to them. Our lead production is through the roof, challenging us to keep up, which led us to a terrific service offering of theirs, IB-Recruit.”

**CHIEF BUSINESS OFFICER: NEW  
HAMPSHIRE & MASSACHUSETTS**



“ImageBloom has been a valuable resource for our site. Their expertise has provided us with the additional tools we needed to ensure successful enrollment in our studies.”

**EXECUTIVE DIRECTOR OF  
RESEARCH - AUSTIN, TX**

“The collaborative process and efforts put forth by ImageBloom and our company has been a very rewarding experience. It is very well apparent that creativity and innovation are their expertise as the quality of work they’ve delivered has been exceptional. In utilizing their services, not only have we created an opportunity for sustainable growth within our company, but we’ve built a great working relationship with a great company that will last a very long time.”

**DIRECTOR OF CLINICAL  
RESEARCH: SAN ANTONIO, TX**

The background is a solid purple color. In the upper left, there is a vertical orange rectangle. Below and to the right of this rectangle are two large, irregular shapes filled with a black halftone dot pattern. The text 'LET'S GET STARTED' is positioned within the orange rectangle.

**LET'S  
GET  
STARTED**







