

# CENTRALIZED CAMPAIGNS FOR SPONSORS & CROS







# BRANDY HASLAM

## Chief Executive Officer

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.





## **CHERI SUMNER, MBA**

### **VP of Business Operations**

Cheri Sumner has more than 25 years of professional experience across several industries, where she has been recognized for continuous improvement, associate empowerment, and leadership. Prior to joining ImageBloom, Cheri worked for a Healthcare Technology Management firm for 8 years leading teams in Operations, Finance, and Business Development. Cheri earned her MBA at Butler University in Indianapolis, Indiana. Passionate about leadership development, Cheri is a graduate of the Healthcare Businesswomen's Association Mentoring Program and actively mentors young professionals eager to move forward in their careers.



## **HALEY WILSON, BA**

### **Director of Marketing**

Haley Wilson has combined 10 years' experience in healthcare and clinical research marketing. Prior to joining ImageBloom, she worked in the dermatology and plastic surgery space. She is passionate about helping to develop and implement systems and strategies with a strong focus on collaboration and team building.





# 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).



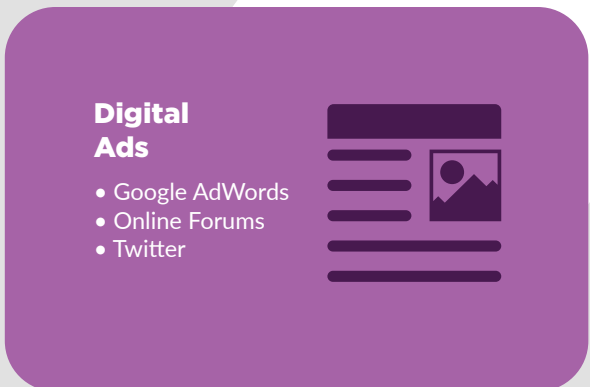
Deliver expert design, targeted placement, continual oversight, lead tracking and near real-time results reporting.



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



**DATA\**  
**COMMUNICATION**  
**FLOW**





### 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

### 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.





...upcoming memory loss  
...studies that may help.

# DOES YOUR HEART SKIP A B-BEAT?

Learn more about a **Paroxysmal Supraventricular Tachycardia** Research Study.



Paroxysmal supraventricular tachycardia (PSVT) is a type of abnormal heart rhythm, or arrhythmia that occurs when a fast heart rate develops in the upper chamber of the heart. This results in an irregular or rapid heartbeat that starts and stops abruptly. If you or someone you love has PSVT, explore a research study that may help. Insurance is not required.

## Those that qualify must:

- Be over the age of 18
  - Have an irregular heartbeat or a diagnosis of PSVT
- Additional criteria apply*

## Those that qualify may:

Have no limitations of congestive heart failure, receive access to an investigational medication, and have access to study medical professionals.

WEBSITE.COM  
1-855-755-7555

...s.  
...research  
...that may help.

...you have produced  
...over a 100% increase in your genome  
Shop in **SAVE 15%**  
this month only!



# DON'T LET OA OF THE KNEE SLOW YOU DOWN.

Explore research studies that may be able to help.



# HELP CHANGE THE DIRECTION OF COVID.



EXPLORE CLINICAL RESEARCH STUDIES TODAY.

EXPLORE NEW BIRTH CONTROL STUDIES



# DO YOU...?

...ive

# DON'T MISS ON GETTING TO THE... LOW-T ST...



# HIGH BLOOD PRESSURE Can Lead to Heart Attack & Strokes.

Hypertension studies may help lower your numbers.

Hypertension, also known as high blood pressure, affects around 40% of adults and is a major risk factor for stroke and heart attack. If you have high blood pressure, learn more about clinical trials that may be able to help.

## THOSE THAT MAY QUALIFY:

- Must be 18-75
  - May or may not be taking current hypertension medications
  - Additional criteria may apply
- Participants may see a doctor or medical staff at no cost as well as compensation for time and travel. No insurance required.

WEBSITE.COM  
1-224-454-7880



volunteer CLINICAL RESEARCH

Even affect on migraines  
Read about it in our blog.



... & more can be over...  
...with migraines.  
Explore our clinical studies



volunteer CLINICAL RESEARCH

OPIOID ADDICTION CAN LEAD TO A...

Explore...





# DON'T GET LOST IN SEARCH RESULTS

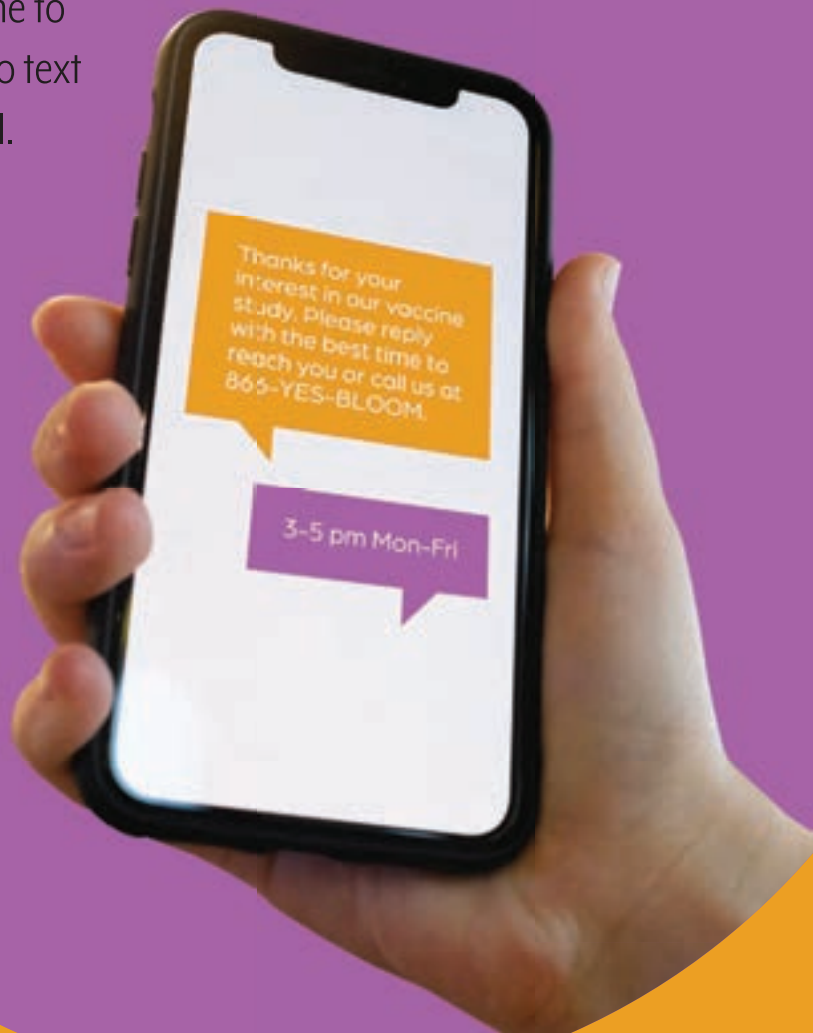
Google Adwords can be a challenging platform to navigate and manage. The team at ImageBloom is fully certified in Adwords, allowing us to create effective campaigns targeted to interested patients. Google AdWords campaigns ensure that potential patients are finding your study and your site. All ads are 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

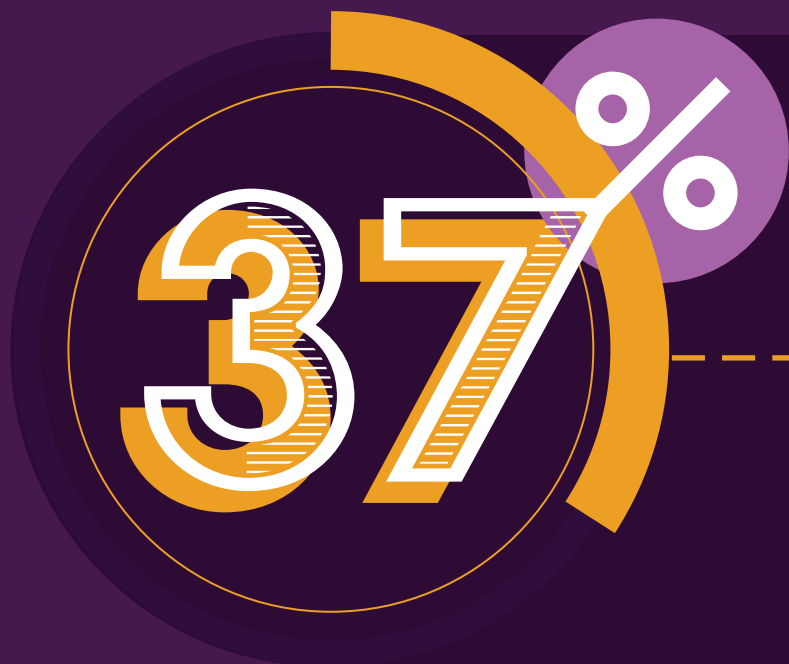
- Digital, social media and search ads to meet all platform specifications.
- Flyers for both website listing and in-clinic use.
- Email and text marketing templates.
- Television advertisements to include Hulu and other online TV platforms.
- Radio advertisement to include Spotify and Pandora.
- Newspaper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



# 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



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# 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





# TESTIMONIAL

“Working with IB Recruit has been a seamless process. We were able to bring them on quickly, mid-study when our staff was overwhelmed, and they helped provide the support we needed.”

**MARKETING &  
RECRUITMENT MANAGER**

Beverly, MA



# WEBSITE SERVICES

Let ImageBloom create a website tailored to your organization's exact needs and specifications, using the power of the industry-leading WordPress platform. We utilize a feature-rich, lightweight, and developer-friendly combination of theme and plugins to deliver engaging experiences and optimal speed and performance.



## MINI-SITES

### **5-7 PAGE BROCHURE WEBSITE STARTING AT JUST \$1200**

If you are looking for something simple and low-cost, an ImageBloom mini-site is a professional website for a fraction of the cost! A mini-site is a 5-7 page brochure website that presents the most essential information about your organization. The responsive/mobile-first design is customized with your logo, colors, text content, and selection of professional photography from Adobe Stock. Integrations with RealTime-CTMS or BLOOM study listing are also free.





Custom design, site map, and functionality that is tailored specifically to your organization's needs.



Responsive/  
Mobile-first  
design.



Premium theme/pagebuilder heavily supported by developers with new features and ongoing updates to ensure the longevity of your website.



Integration with CTMS, patient portals, payment processors.



Free study listing installation for RealTime-CTMS



SEO best practices to boost organic traffic.





# MyLocals

Connecting

Submit your study to [MyLocalStudy.com](https://MyLocalStudy.com) in just a few quick steps! Our team will post your study and you will receive a confirmation email once the study listing is added.

**IT'S ONLY \$39.95/MONTH  
TO LIST YOUR STUDY**



# MyLocalStudy.com

Helping you to study opportunities.



## **IT'S EASY!**

Listing your study on MyLocalStudy.com is easy, and will help you find more qualified patients!



## **BOOST RECRUITMENT**

Add your studies to our study listing database to boost your study recruitment and reach the most qualified applicants!




# 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**



**LET'S  
GET  
STARTED**



**INFO@IMAGEBLOOM.COM**



**IMAGEBLOOM.COM**



**866-YES-BLOOM**