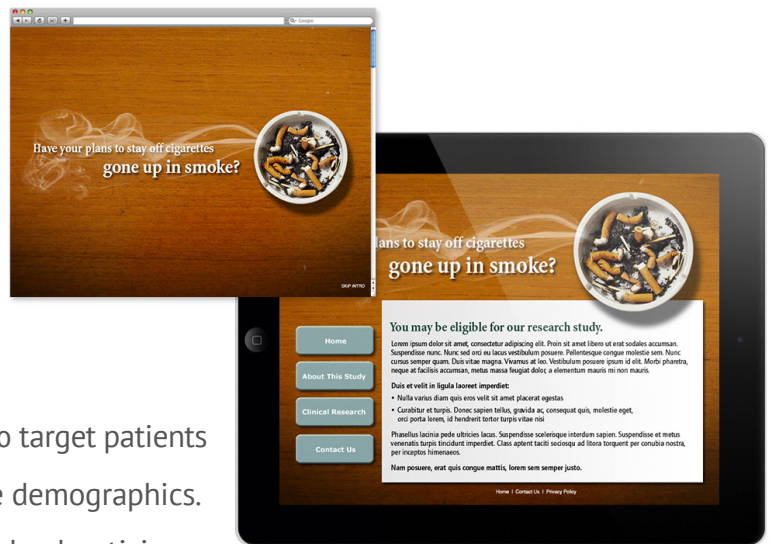


## Study Interactive<sup>SM</sup>

Every day, the ability to reach patients online grows. Online video and social media alone make up a large part of most people's daily Internet experience. Merge has the knowledge study teams need to reach patients online and take advantage of new media possibilities.

### The advantages of reaching patients online

Online outreach tactics give study teams the ability to target patients by location, search terms, interests, age, and lifestyle demographics.



#### STUDY INTERACTIVE CAPABILITIES

- Website design and development
- Mobile APP development
- Online advertising campaigns
- Mobile-based education modules
- Email campaigns
- Web-optimized video and animation
- Social media management
- Online pre-screening and surveys

Pay-per-click advertising

reduces up-front costs because you only pay when people click on your ads. And website analytics provide extremely useful information about the kind of people visiting your website.

### Online tools are virtually endless

Video used to be only for broadcast media. Today, video ads are being featured on websites, along with more traditional banner and text ads. There are multiple advertising platforms online, such as Google

Adwords, YouTube, Yahoo!/Bing, and Facebook Ads. Merge also develops custom study websites and provides Social Media management, AE report monitoring, online pre-screening and patient referrals.

### Study Interactive is flexible and scalable

Compared to traditional media, online tactics make it easy to shift resources to tactics that are performing better than others. Plus, upfront costs for online recruitment programs tend to be much smaller than "traditional" radio or TV programs and also reach a much more selective audience.

For more information on Study Interactive and all of our online capabilities, please contact Account Director, Lindsay Jackson. Lindsay@merge.com 919-832-3509

