

## Study Snapshot<sup>SM</sup>

Almost every clinical trial uses some form of patient recruitment materials. At Merge, we believe that strong communications lead to more responses, which lead to more patients enrolled, more quickly. But how does your team identify high quality communications, and how do you know any given concept will work better than another, without doing expensive and time-consuming focus group testing?

### The answer is Study Snapshot.

Study Snapshot puts your messages in front of actual patients or caregivers in order to solicit and collect basic feedback. Is it easily understood? Is the ad credible? Is it eye-catching? How likely are you to respond?

#### THE STUDY SNAPSHOT PROCESS

- Once Study Snapshot is initiated, Merge sources groups of patients in the target disease state and sets up an online survey. Patients or caregivers simply answer 5-10 questions and one free-form response field.
- During the process, 3-5 concepts will be tested depending on client preference. Each concept is tested independently with 10-20 individual responders.
- Once testing is complete, a final report will be generated that summarizes procedure, concepts tested, number of respondents, and total overall score for each concept.

82%	UNDERSTOOD
95%	CREDIBLE
99%	EYE CATCHING
95%	RELEVANT
88%	LIKELY TO RESPOND
<b>92%</b>	<b>COMPOSITE SCORE</b>

85%	UNDERSTOOD
89%	CREDIBLE
96%	EYE CATCHING
88%	RELEVANT
85%	LIKELY TO RESPOND
<b>89%</b>	<b>COMPOSITE SCORE</b>

These are the types of questions we ask to gauge how successful any given communication will be.

### Move forward with confidence.

It's important to build study team consensus around your campaign messaging. Study Snapshot will help you do just that. It lets you know what patients are thinking, in a snap, and provides the answers you're looking for in order to move ahead confidently with your campaign.

For more information on our Study Snapshot process, please contact Account Director, Lindsay Jackson. [Lindsay@mergellc.com](mailto:Lindsay@mergellc.com) 919-832-3509