



PATIENT RECRUITMENT

Design Services Lookbook



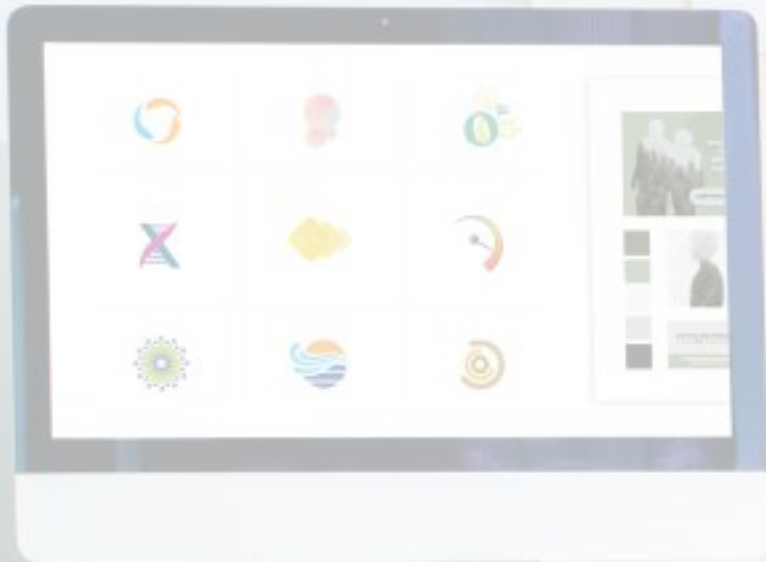
We are design specialists.

Collaborating closely with our clients and our in-house patient recruitment team, Elligo's design services focus on reaching your target patient population through meaningful and impactful design.

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**We visualize the
success of your
clinical trial.**





Creative Sponsor Solutions for Enhanced Recruitment & Retention

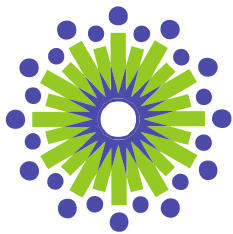
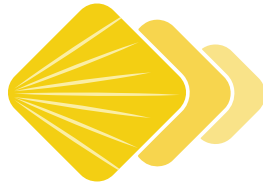
Whether it's crafting a distinct trial identity, developing patient resources, or building a study website, at Elligo our design team knows how to engage with patients through innovative design. By carefully considering the condition, target audience, and protocol of each study, the resulting recruitment tools actively drive patient enrollment.

Branding.

Positive Impression + Unique Design =
Brand Success.

OUR BRANDING PACKAGE FEATURES:

- ✓ Name Development
- ✓ Differentiation from Competitors
- ✓ Consistent & Recognizable
- ✓ Patient-Friendly Brand Perception
- ✓ Optimized to Audience
- ✓ Brand Stories that Build Lasting Patient Relationships





SPRING
STUDY

The logo for Spring Study is printed on a white, textured surface. The word "SPRING" is in a large, bold, green sans-serif font. A dotted line starts from the left side of the "S", loops around it, and then extends horizontally to the right, ending at a stylized sunburst or flower icon. This icon is composed of several yellow and green oval shapes radiating from a central point. Below the "RING" portion of "SPRING", the word "STUDY" is printed in a smaller, grey, sans-serif font.

LAUREL

MAJOR DEPRESSIVE DISORDER

Three concepts were developed for the LAUREL MDD Study based on an initial period of research and strategy discussions. To help convey the overall look and feel of the study brand, these “mood boards” are created to showcase the use of color palettes, graphic themes, or elements that could be used in the final materials.



COMPLETED RECRUITMENT & RETENTION
MATERIALS FOR PHYSICIANS & PARTICIPANTS



lightbeam

NON-FUNCTIONING PITUITARY ADENOMA

Non-functioning pituitary adenomas are tumors that form in and around the pituitary gland which can often lead to a decrease in eye function. We developed a visual identity incorporating this detail, starting with the name LIGHTBEAM. The designs emphasize the region around the eyes and use graphics layered with vibrant light-leak effects. The featured images chosen for the brand campaign were abstract depictions of people as the study materials would be used globally.



WELCOME TO THE Lightbeam Study!

A Phase 2 clinical trial investigating the safety and tolerability of an investigational medication in adult patients with a non-functioning pituitary adenoma (NFPA).

ASK YOUR DOCTOR ABOUT THE LIGHTBEAM STUDY!

Clinical Research Study for Patients with Non-Functioning Pituitary Adenoma (NFPA)

Consider participating in a clinical research trial and help to advance medical options for patients with NFPA.



INITIAL LOGO CONCEPTS



FINAL LOGO



COMPLETED RECRUITMENT & RETENTION MATERIALS FOR PHYSICIANS & PARTICIPANTS



Frequently Asked Questions



What is a clinical study?

A clinical study tests an investigational medication or treatment in a population of qualified volunteers. All new drugs or medical treatments and devices must go through the clinical study process, so participants like you play a very important role to help further medical care and treatment of NFPA for present and future generations.



How are my rights and safety protected as a patient during a clinical study?

Protecting the rights, wellbeing, and safety of clinical study patients is a top priority for clinical researchers and physicians throughout the clinical study process. Clinical studies follow strict guidelines regarding the treatment of volunteers, and all processes and materials must be investigated by an independent ethics committee. All aspects of the study will be explained to you by the study personnel, and you will have the opportunity to ask questions or voice concerns.



How does a clinical study evaluate an investigational medicine?

Clinical studies have a structured process for visits, medical assessments, and a dosing schedule the patient must follow. Information about how you feel and how you are reacting to the study treatment is collected.



Can I leave the clinical study before it ends?

You have the right to leave a clinical study at any time. If you decide to leave, talk to your doctor first. You will want to know how leaving the study might affect your health.



Your Site Information

Doctor's Name:

Study Site Name:

Study Site Address:

Study Site Phone Number:

After Hours or Emergency Contact Number:

Dial Down

CANCER PAIN

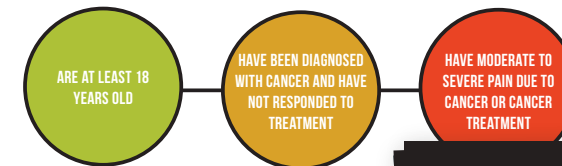
For the Dial Down Cancer Pain Trial we were scoped to design and manage the study website, online advertising campaigns, and collateral designs.

The bold brand palette is a call to action, using eye-catching colors aimed at eliciting a robust reaction from prospective patients. The advertising campaign's high-contrast visuals captivated our audience and effectively communicated the objective of the study: investigating a therapy to alleviate cancer-induced pain.



Battling cancer is a challenge on its own and fighting chronic or continuing pain associated with cancer, can be overwhelming and burdensome.

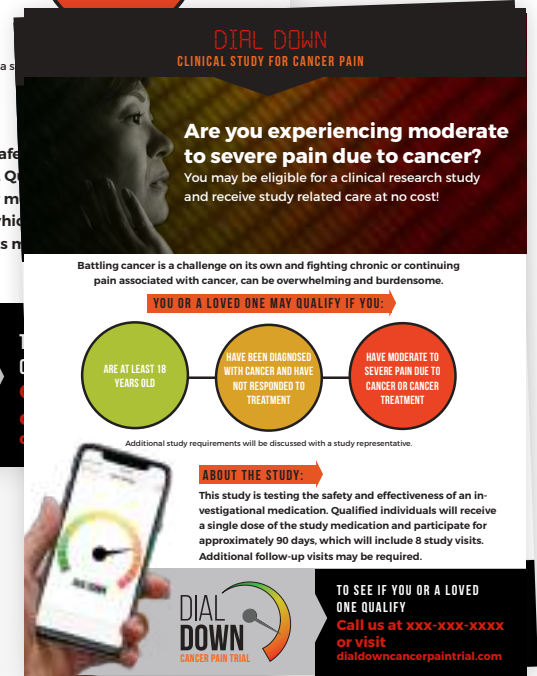
YOU OR A LOVED ONE MAY QUALIFY IF YOU:

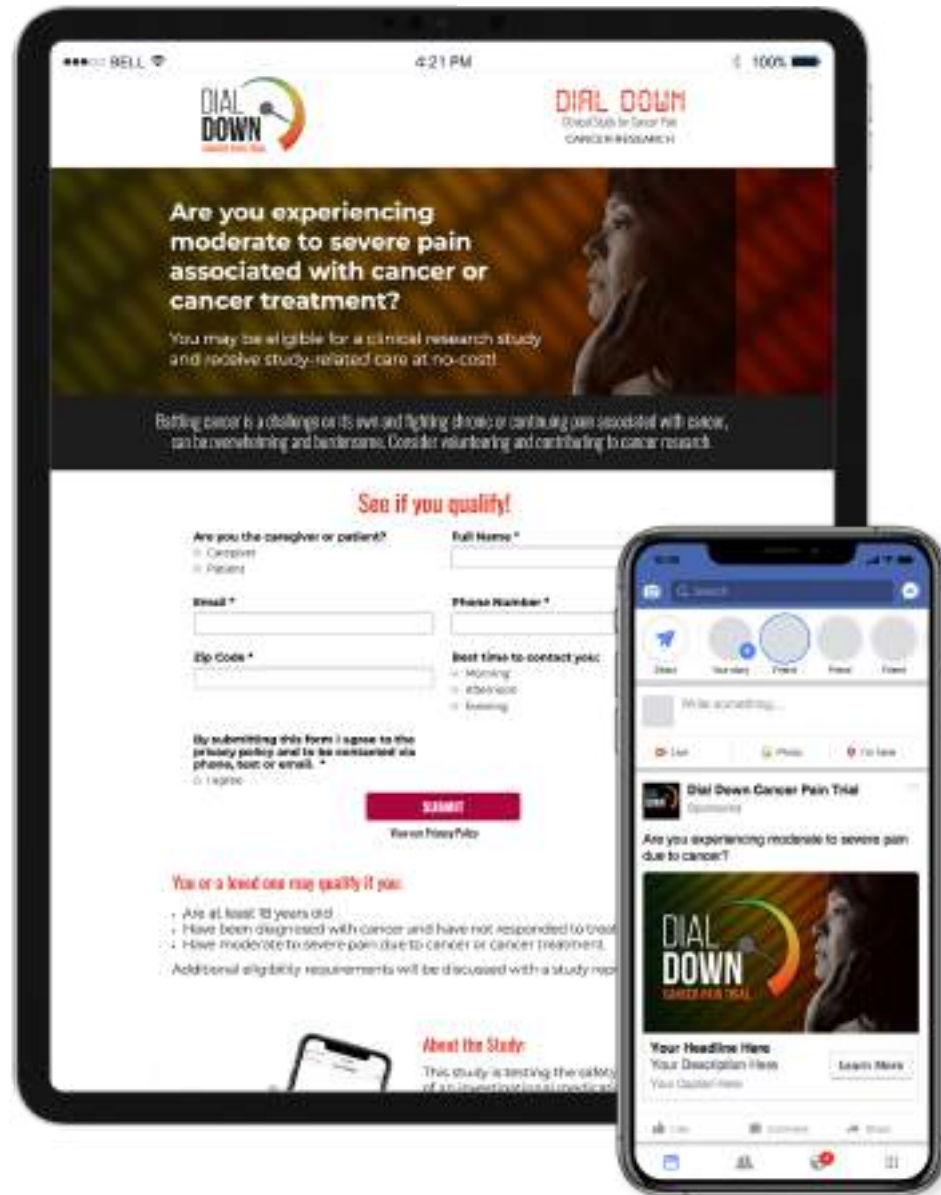
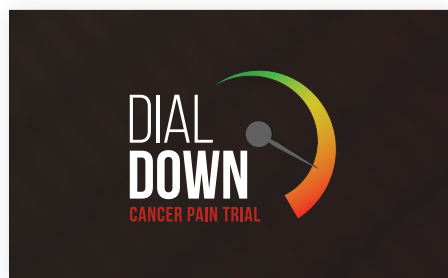


Additional study requirements will be discussed with a study representative.

ABOUT THE STUDY:

This study is testing the safety and effectiveness of an investigational medication. Qualified individuals will receive a single dose of the study medication and participate for approximately 90 days, which will include 8 study visits. Additional follow-up visits may be required.





Care Packs.

Personalized Care + Personalized Items =
Patient Centricity.

OUR PROMOTIONAL & ENGAGEMENT PACKAGE FEATURES:

- ✓ Foster Loyalty & Retention
- ✓ Indication & Population Customization
- ✓ Managed Fulfillment & Distribution
- ✓ Study Treatment & Travel Consideration
- ✓ Cost-Effective Exposure
- ✓ Lasting Impact on Your Study Team





WOLF PLUSH • MPS II (HUNTER SYNDROME)



TOTE • OSTEOARTHRITIS
OF THE KNEE
Phase 2 OA Study



GIFT CARD (MCDONALD'S) • SCHIZOPHRENIA

We found that providing McDonald's gift cards were a great option for a study opportunity due to its visit setup and the involvement of an extra study partner. To improve retention in the trial, we also provided branded cookies to participants and their partners at important visits.

GIFT CARD (ROBLOX) • DUCHENNE MUSCULAR DYSTROPHY

To shed light on every step of the patient and caregiver journey, Elligo organized a collaborative effort to source the most appropriate engagement items in a Phase 1/2 trial evaluating an investigational treatment for participants with DMD44.

A gift card to the popular online game platform ROBLOX was an especially exciting and appreciated



TOTE • OSTEOARTHRITIS OF THE KNEE

Elligo coordinated creative initiatives for the Phase 2 STEP OA Study and its subsequent Phase 3 PIVOT OA Study

care item for the target population of young boys and their loved ones. Additional items included a lift-assist device, stickers, anti-slip socks, headphones, on-theme LEGO set, branded children's activity books, and adult puzzle books.

To streamline the patient and site experience, the items were packaged into a study branded tote bag for easy distribution.

COMFORT • PEDIATRIC • ADULT • RARE DISEASE • MOBILITY AIDS • **CONVENIENCE** • STUDY DRUG STORAGE • VISIT TRAVEL • PPE • HYGIENE



Full Service Promotional Management Process

Redefine what it means to show we care.

Creating branded items for trial locations, patients, and their families is a meaningful and reliable method to acknowledge their dedication to clinical research. We carefully select items that have diverse uses, aiming to support both patients and sites. We anticipate the participants' needs and preferences to bring value to their daily lives during and after the study. Our items are always developed in compliance with regulatory standards and global distribution guidelines.



COOLER BAG
FOR STUDY DRUG
TRANSPORT



EMBROIDERED NECK
PILLOW



LIGHT-UP BLUETOOTH
HEADPHONES



METAL WATER
BOTTLE



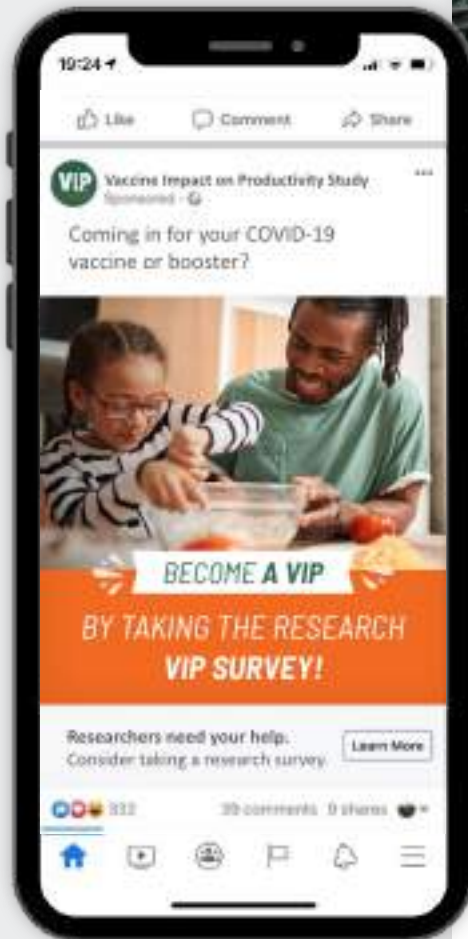
TRAVEL-SIZE
HAND SANITIZER

Recruitment Materials.

Tailor. Target. Recruit.

OUR RECRUITMENT MATERIAL FEATURES:

- ✓ Qualified Leads
- ✓ Tailored Message to Your Audience
- ✓ Traditional Print Collateral
- ✓ Designed for Mandatory IRB & Ethics Committee Requirements
- ✓ Digital Ad Campaigns
- ✓ Higher Enrollment



**WANT TO HELP
SHAPE THE
FUTURE?**

Ask if you are qualified to
participate in the
research VIP Survey study -

you may be eligible to receive gift cards worth
up to \$175 in value for sharing your experience.

SOCIAL CAMPAIGN • COVID-19 VACCINE



FLYER • WET AMD

Reflect

ICHTHYOSIS

The Reflect Study was a full brand development project that included naming, logo design, website and collateral pieces. The name “Reflect” was inspired by the reflective nature of water, as many patients with this skin condition use water to sooth their symptoms. The imagery chosen for the brand included watercolor marks and photography of lakes, with abstracted portraits and reflections.



The flyer is divided into two main color sections: a top half with a dark blue background and a bottom half with a light blue background. The top section features a watercolor illustration of a person's back and shoulders, looking out over a body of water. A large, glowing blue sphere with the word "Reflect" in white script is positioned to the right of the person. Below the sphere, the text "A Clinical Trial for Ichthyosis" is written in a small, white, sans-serif font. Further down, a paragraph in white text describes the study's purpose: "Testing the safety and effectiveness of a topical cream for adults and adolescents living with Ichthyosis." The bottom section of the flyer is white with blue text. It begins with the heading "THOSE WHO QUALIFY FOR STUDY PARTICIPATION CAN EXPECT THE FOLLOWING:" in bold. Below this, three bullet points are listed, each preceded by a blue icon: a clock for "Study Duration", a pill for "Treatment Received", and a calendar for "Treatment Frequency". To the right of these bullet points, a section titled "SEE IF YOU QUALIFY" in bold blue text is followed by a paragraph in blue text: "Additional study details, frequently asked questions, and contact information are available on the study website:". Below this paragraph, the website "ICHTHYOSISSTUDY.COM" is displayed in bold blue text. At the bottom right, there is a smaller version of the "Reflect" logo, consisting of a glowing blue sphere with the word "Reflect" in white script, and the text "A Clinical Trial for Ichthyosis" in small blue text below it.

Reflect
A Clinical Trial for Ichthyosis

Testing the safety and effectiveness of a topical cream for adults and adolescents living with Ichthyosis.

The Reflect Study is testing the safety and effectiveness of a topical cream for adults and adolescents living with Lamellar Ichthyosis (LI). This investigational cream is applied to the surface of the skin in an effort to reduce LI symptoms such as dry and cracked skin. The Reflect Study aims to help improve symptoms of LI for current and future generations.

THOSE WHO QUALIFY FOR STUDY PARTICIPATION CAN EXPECT THE FOLLOWING:

- Study Duration:** 12 weeks, with the option to continue for another 12 weeks (up to 24 weeks)
- Treatment Received:** All study participants will randomly receive either the study medication with the active ingredient or placebo for the first 12 weeks (2/3 likelihood of receiving study medication with active ingredient). Those study participants who complete the first 12 weeks of the study and wish to continue for another 12 weeks will receive study medication with the active ingredient (no one will receive placebo).
- Treatment Frequency:** Twice weekly.

YOU MAY QUALIFY FOR THE REFLECT STUDY IF YOU:

- Are 12 years of age or older
- Have been diagnosed with Lamellar Ichthyosis
- Have Moderate to Severe Lamellar Ichthyosis

SEE IF YOU QUALIFY

Additional study details, frequently asked questions, and contact information are available on the study website:

ICHTHYOSISSTUDY.COM

Reflect
A Clinical Trial for Ichthyosis






SHIP

PROSHIP

THE PROSHIP STUDY

**Clinical Research Opportunity for
Men with Chronic Prostatitis/
Chronic Pelvic Pain Syndrome**

REGISTER TODAY
P205.COM



**Prostatitis
Clinical Study**
Enrolling Men
with CP/CPPS

A local clinical research study is
seeking qualified participants.

LEARN MORE



PROSHIP

CLINICAL STUDY OPPORTUNITY
CP/CPPS Study

Men ages 18-80 may qualify for a clinical trial.
Study-related care at no cost.



Clinical Research Study

PROSHIP



You may qualify for this study if you:

- ▶ Are male between the ages of 18-80 years
- ▶ Have experienced pain or discomfort in the pelvic area for at least 3 out of the last 6 months not caused by any other condition such as a urinary tract infection or bladder stone
- ▶ Do not have bacterial prostatitis

If qualified, participants will receive at no cost:

- ▶ Investigational study drug or placebo
- ▶ Study-related care from a local doctor



PROSHIP

PROSTATITIS

For the PROSHIP prostatitis study we focused on a bold geometric logo design that translated into the rest of the study materials. Items created included online ads, patient collateral, and physician brochures to help display study information. The strong royal blue and deep green color scheme was pulled through the study materials creating a cohesive and recognizable brand.

Dog Elbow Pain

ARTHRITIS IN CANINES

This recruitment video was one of several featured through our Facebook advertising efforts. Each video and piece our recruitment campaigns are tracked to see which perform best. Our marketing team can then strategically push the most engaging videos to the right audience, at the right time, on the right platforms.





Check if your dog qualifies!
dogelbowpain.com



Consider participating in a local
clinical trial for an investigational
elbow pain medication.

A NO-COST ARTHRITIS STUDY FOR DOGS

Pediatric Materials.

We Support Patients, Loved Ones & Study Teams for Every Type of Participant.

OUR PEDIATRIC-ORIENTED RETENTION & RECRUITMENT FEATURES:

- ✓ Enriched Patient Experience
- ✓ Tools for Caregivers
- ✓ Instructional Videos
- ✓ Family-Friendly Care Packages
- ✓ Digital & Traditional Resources
- ✓ Visual Guide Through the Patient's Journey





THANK YOU CARD • DRAVET SYNDROME



BROCHURE • INFANT RSV VACCINE



VIBRATING ICE PACK FOR STUDY DRUG ADMINISTRATION • DUCHENNE MUSCULAR DYSTROPHY

Materials created for pediatric clinical trials take into account their unique medical requirements, preferences, and ethical considerations.

They are enhanced with visual elements such as pictures, videos, and games to make the explanation of clinical trials enjoyable and easy to understand for both young patients and their caregivers.

PLUSH ANIMALS



APPOINTMENT CARD & COLORING PAGE



STICKER BOOKS



ADDITIONAL STICKERS FOR EVERYDAY USE



ENDEAVOR + ENVISION

DRAVET SYNDROME

Dravet syndrome is a rare, lifelong condition requiring ongoing care and support from a multidisciplinary team, with the onset of their seizures typically occurring within the first year of life. Considering these clinical trials may be an individual's first introduction to many years of medical interactions, designing these materials to balance sensitivity and clarity was crucial. The retention-centered materials empowered caregivers and loved ones by providing informative content on the disease, the potential role of gene regulation therapy, and the sponsors who are working in the field.

Participants in these matching studies were supported throughout their many years of participation with yearly branded calendars, thank you notes, appointment reminders, baby blankets for infants, and stuffed plush animals for older participants.



RECRUITMENT
WEBSITE & CAREGIVER
INTRODUCTION VIDEO

EMBARK

BILIARY ATRESIA

Biliary atresia is a rare disease that begins in infancy. Given the sensitive age of the participants, the content and design of materials focused on education to comfort loved ones, ensuring they were provided all the information they could need regarding the trial and the safety of their child.



EMBARK

Biliary Atresia & The EMBARK Study

What is the EMBARK study?

The EMBARK study will assess the safety and effectiveness of the study medicine in infants with biliary atresia.

The aim is to improve the liver health of children with biliary atresia. The study medicine has been studied in over 120 children with other liver diseases.



Biliary atresia affects 1 in 10,000 newborns worldwide



<3-4 MO

Diagnosed in infants less than 3-4 months of age



Likely caused by many different factors

Around 50% of children with biliary atresia need a liver transplant by age 2



Your child may be able to join if they:

Have been diagnosed with biliary atresia

Are able to start the study within 3 weeks of the Kasai Procedure

Do not urgently need liver transplant surgery

Are younger than 90 days old at the time of the Kasai Procedure

HOW CAN I LEARN MORE?

For more information, visit our study website www.BAstudy.com. You can also visit www.clinicaltrials.gov using the study identifier: MRX-701.



EMBARK

Evaluation of Maralibat in Biliary Atresia Response post-Kasai



FACT SHEET

BROCHURE (ABOVE);
TRAVEL ASSISTANCE
CONTACT CARD (LEFT)



NOTEBOOK/DIARY



CERTIFICATE OF COMPLETION





Dreambird

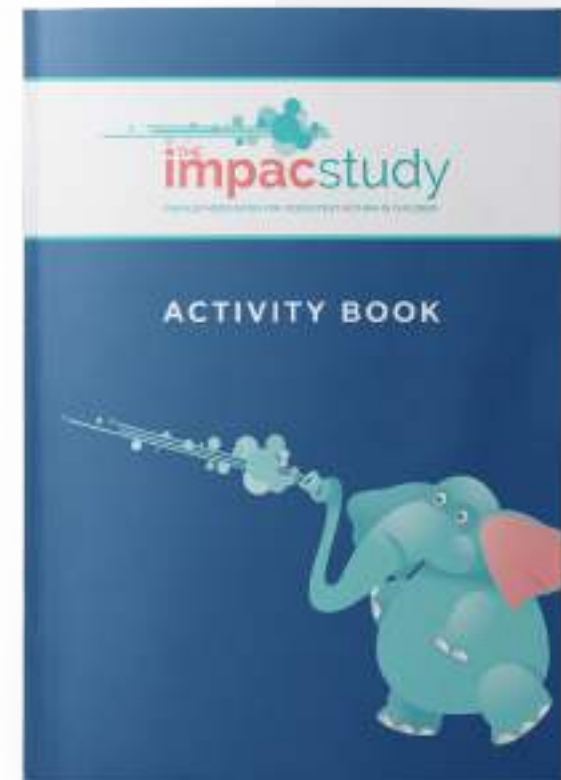
ACHONDROPLASIA

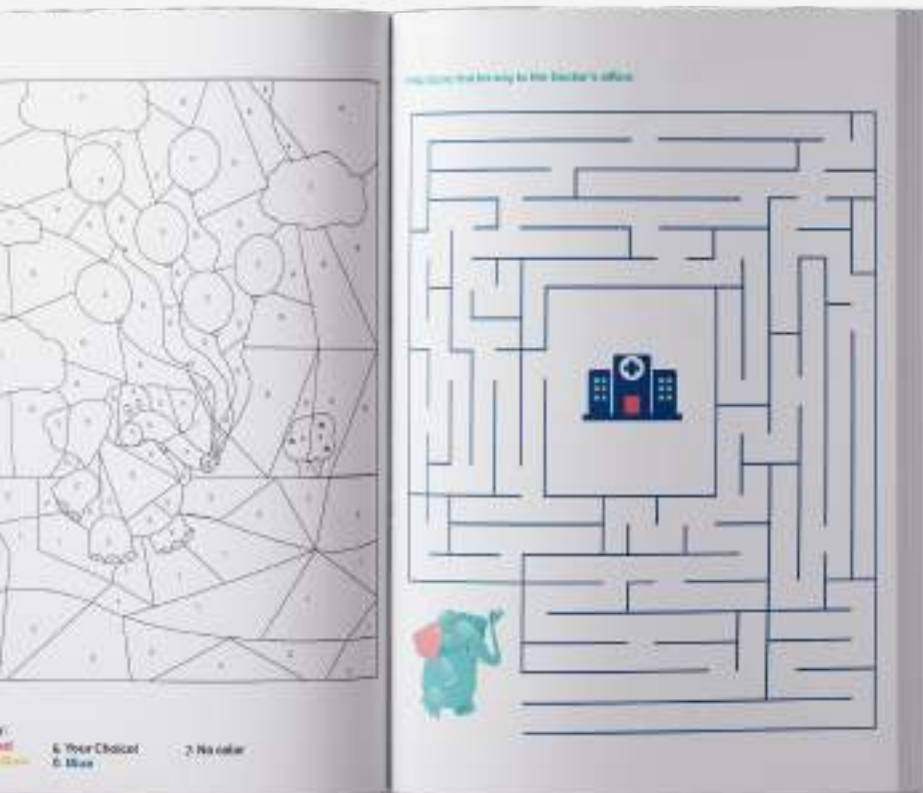
The intention behind branding the Dreambird project was to infuse it with a sense of whimsical enjoyment and a lighthearted perspective. The team designed a uniquely original set of bird characters to be featured throughout the retention materials. Each with their own style and personality, the birds were brought to life as custom stuffed toys that the participating children received. The positive and illustration-based materials were relatable and allowed for a diverse audience so that children around the world could feel involved. Considering the burden of several visits and milestones to reach within the trial, the distribution of each bird was spaced out over a period of time, along with certificates for completing those milestones.

impac

PERSISTENT ASTHMA IN CHILDREN

For a pediatric asthma study, the design team developed a logo and mascot that was friendly and eye-catching for the young patient population and their caregivers. The mascot was used on all of the trial materials, ranging from recruitment items such as posters and informational brochures, to patient-facing activity books and stickers given out after enrollment. These retention materials were used for the duration of the study, as participants were required to stay at study sites for extended periods of time, and were pre-packaged inside activity baskets for easy distribution by site staff. These care packs also included study-branded iPads, puzzles, dominoes, and crayons to keep the patients engaged during these long visits.





Website Design.

Sleek, Functional & Informative Websites
Built for Clinical Research.

OUR WEBSITE FEATURES:

- ✓ GDPR Compliant
- ✓ Seamless Integration into Secure CTMS
- ✓ Responsive & Mobile Friendly
- ✓ Centralized Study Information for Patients & Investigators
- ✓ Optimized for Speed
- ✓ Password Protection Where You Need It



How Can I Learn More? Eligibility The SHIMMER Study FAQ Locations



TOGETHER WE CAN LIGHT THE WAY FOR DEMENTIA
WITH LEWY BODIES RESEARCH.

SEE IF YOU QUALIFY

ABOUT THE SHIMMER STUDY
The SHIMMER study is evaluating the
study drug, C7-002, in adults who have
been diagnosed with mild to moderate

WHO IS ELIGIBLE?
You may be eligible to participate if you
are 50 to 85 years old and have been
diagnosed with mild to moderate DLB.

STUDY LOCATIONS
The SHIMMER study will take place at
several clinical sites. Click here to view
our map and find a participating site.



WHO IS ELIGIBLE TO PARTICIPATE IN THIS STUDY?

You are eligible to participate if you are 50 to 85 years old.

- You have been diagnosed with mild to moderate DLB.
- You are currently taking no medications that may interfere with the study.
- You are able to understand and follow the study instructions.

There are additional requirements. Click here to view the full eligibility criteria.

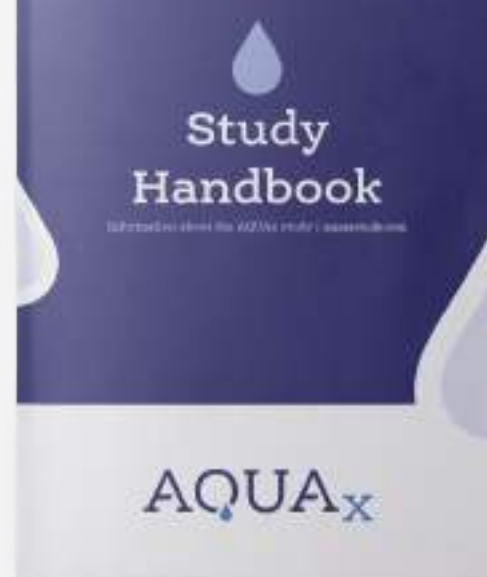
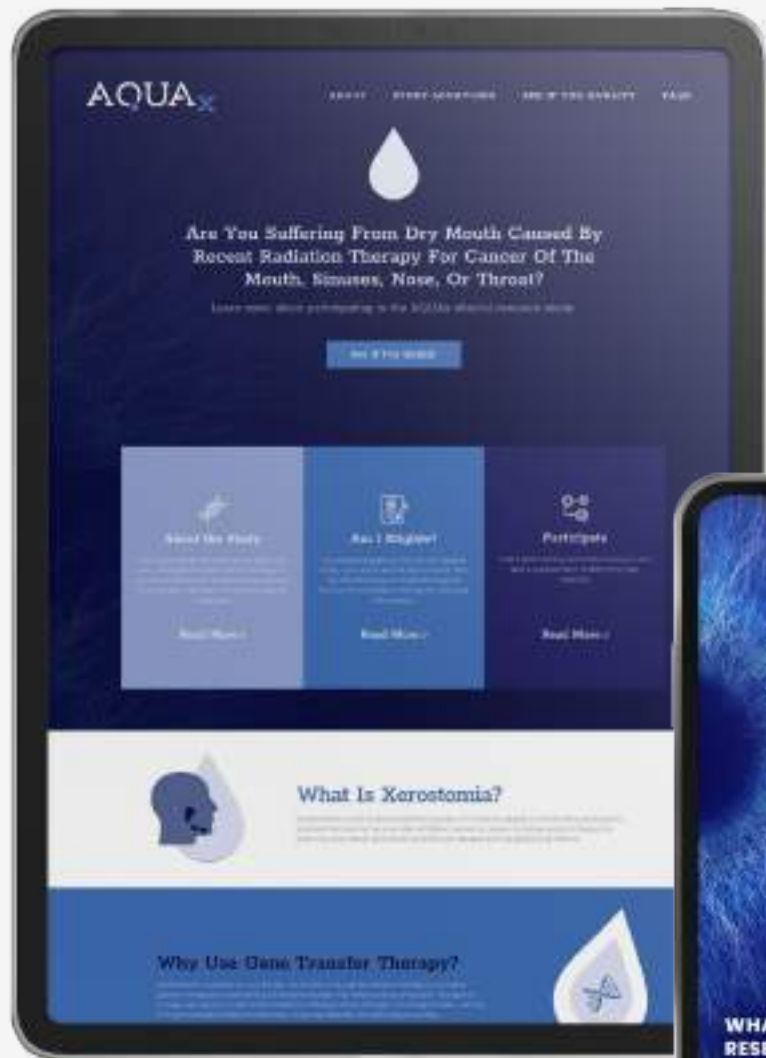


ABOUT THE STUDY

The SHIMMER study is a Phase II clinical trial evaluating the study drug, C7-002, in adults who have been diagnosed with mild to moderate DLB.

The study will take place at several clinical sites. Click here to view our map and find a participating site.

For more information, click here to view the full study brochure.



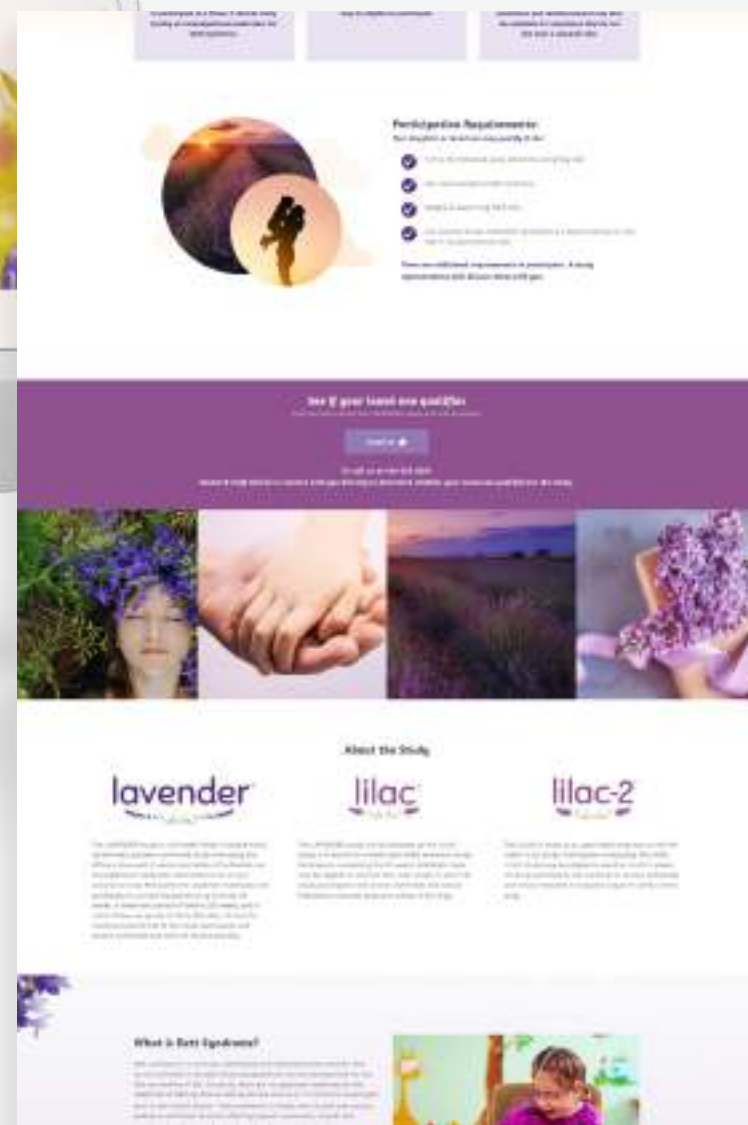


AQUAx

XEROSTOMIA (DRY MOUTH)

The AQUAx study website for dry mouth focused on a simplistic graphic approach instead of using photography or other imagery. The light blue color palette matched the client's corporate brand and also played well with the water-focused "wet" theme of the study brand. This one-page web design included high-level study information and a simple contact form for patients to submit inquiries.







lavender + lilac

RETT SYNDROME

Rett syndrome is a neurodevelopmental disorder that occurs primarily in female children. A range of websites were developed in this project, some of which are shown here. The Phase 3 Lavender Study is followed by the Lilac Study, an open label extension study, therefore both logos were used in the design of this landing page. The bright imagery and soothing tones of lilac and lavender shades connect back to the study names and overall brand.

MOMENTUM

MYELOFIBROSIS


The MOMENTUM Clinical Trial for Myelofibrosis concentrated on a high-contrast color scheme and circular repeating patterns to convey a vibrant sense of movement. The website is easy-to-navigate and highly informative with pages for participants and healthcare professionals, with translations in over 20 languages.

Building MOMENTUM
for Patients with
Myelofibrosis




About Myelofibrosis (MF)
Myelofibrosis is a rare blood cancer that affects the bone marrow, the soft tissue inside the bones where blood cells are made. It is characterized by the replacement of normal bone marrow with fibrous scar tissue, which interferes with the production of blood cells. This can lead to anemia, fatigue, and an enlarged spleen.

Myelofibrosis: From JAK2, JAK2 & ASX1 to JAK2 & ASX1




MOMENTUM Trial Overview
The MOMENTUM trial is a phase 3, randomized, controlled study comparing the combination of JAK2 inhibitor (JAK2i) and ASX1 to JAK2i alone in patients with myelofibrosis. The trial aims to demonstrate that the combination therapy significantly improves overall survival compared to JAK2i monotherapy.



Key Trial Objectives:

- Primary endpoint: Overall survival (OS)
- Secondary endpoints: Progression-free survival (PFS), quality of life (QoL), and safety.





WHAT DOES IT MEAN TO BE ROS1+ or NTRK+?

All cancer types are made up of cells. Sometimes, these cells have changes (mutations) in the genes that tell them how to grow and divide. Sometimes, these changes can lead to cancer. Sometimes, these changes can lead to a specific type of cancer. Sometimes, these changes can lead to a specific type of cancer. Sometimes, these changes can lead to a specific type of cancer.

Learn more about what it means to be ROS1+ or NTRK+ at [elligohealth.com/clinical-trials](#).

TRIDENT-1 is a Phase 2 study evaluating the investigational drug repotrectinib in individuals with ROS1+ advanced non-small cell lung cancer (NSCLC) as well as individuals with NTRK+ advanced solid tumors. The study is open to individuals who are 18 years of age or older and have not received prior treatment for their cancer.

[Learn more about TRIDENT-1 at elligohealth.com/clinical-trials](#)

About the Investigational Drug

Repotrectinib (ELL200) is the investigational drug repotrectinib, also referred to as the TRIDENT-1 drug.

Repotrectinib is a tyrosine kinase inhibitor (TKI) that is used to treat individuals with ROS1+ advanced non-small cell lung cancer (NSCLC) as well as individuals with NTRK+ advanced solid tumors. The drug is taken orally, once a day, for 28 days in each cycle. The drug is taken orally, once a day, for 28 days in each cycle. The drug is taken orally, once a day, for 28 days in each cycle.

Learn more about repotrectinib at [elligohealth.com/clinical-trials](#)

[Learn more](#)

What Does Taking Part in the TRIDENT-1 Clinical Study Involve?

Eligibility: To be eligible to participate in the study, you must be 18 years of age or older, have a confirmed diagnosis of ROS1+ advanced non-small cell lung cancer (NSCLC) or NTRK+ advanced solid tumor, and have not received prior treatment for your cancer.

Study Duration: If you are eligible to participate, you will take the investigational drug repotrectinib (ELL200) for 28 days in each cycle. The study is open to individuals who are 18 years of age or older and have not received prior treatment for their cancer.

Study Location: The study is being conducted at several locations across the United States. The locations are listed on the [elligohealth.com/clinical-trials](#) website.

Study Costs: The study is funded by Elligo Health Research, Inc. There is no cost to you to participate in the study. You will receive compensation for your time and travel expenses.

Study Risks: There are risks to participating in the study. These risks include side effects from the investigational drug repotrectinib, the risk of infection, and the risk of bleeding. You will be monitored closely throughout the study.

Study Benefits: You may benefit from participating in the study. You may receive the investigational drug repotrectinib, which may help you live longer and feel better. You may also receive compensation for your time and travel expenses.

Study Contact: For more information about the study, please contact the study coordinator at [elligohealth.com/clinical-trials](#).

How Can I Learn More About TRIDENT-1?

If you are interested in learning more about the TRIDENT-1 study, please contact the study coordinator at [elligohealth.com/clinical-trials](#).



TRIDENT-1

NON-SMALL CELL LUNG CANCER

We took a nautical approach for the overall theme of this study to pair with the coastline-inspired logo. For imagery we edited photographs to appear as watercolor paintings, and used bright, positive blues throughout the print collateral and digital campaigns. The color scheme matched the sponsor's established corporate identity and coastal headquarters, creating brand continuity and recognition.

pheNIX

PHENYLKETONURIA

We developed the following website for the pheNIX gene therapy study addressing phenylketonuria, an inherited condition caused by a defect in the PAH gene. Clean, bright, and simple visuals formed a refined aesthetic that matched the helix elements found in the study logo. In addition to the home landing page, password-protected pages for physicians and enrolled participants provided a platform to share even more information about the study.





Elligo Health Research®

11612 Bee Cave Road, Bldg. 1, Ste. 150
Austin, TX 78738

108 Myrtle Street, Ste. 201
Quincy, MA 02171

512.580.4633
info@elligodirect.com