PATIENT RECRUITMENT

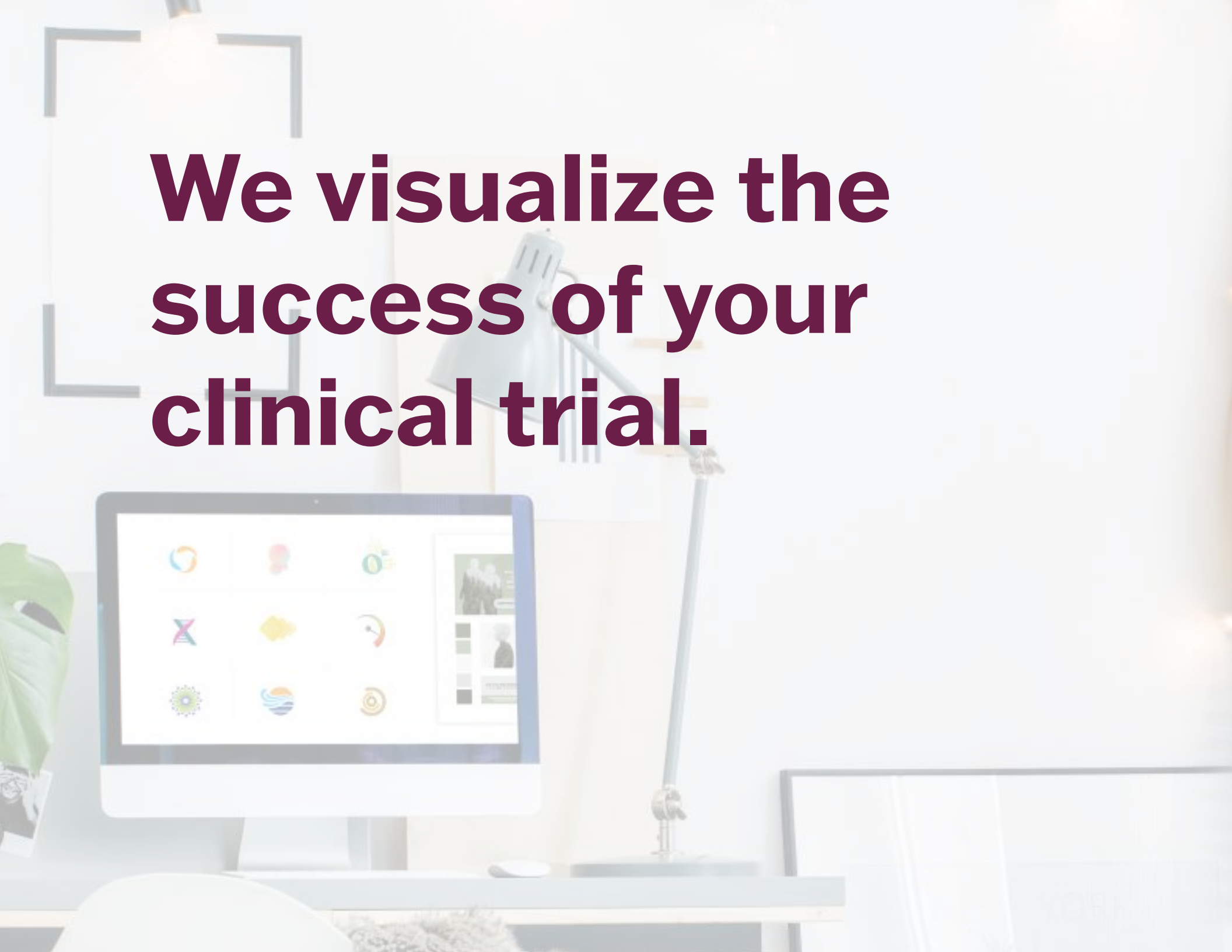
Design Services Lookbook

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.

Contents

We visualize the success of your clinical trial.



ELLIGO
HEALTH RESEARCH®

Creative Sponsor Solutions for Enhanced Recruitment & Retention

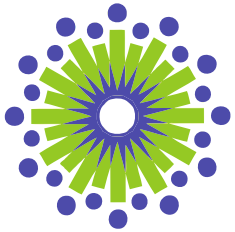
Whether it's crafting a distinct trial identity, developing patient resources, or building a study website, at Elligo our design team knows how to engage with patients through innovative design. By carefully considering the condition, target audience, and protocol of each study, the resulting recruitment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

Branding.

Positive Impression + Unique Design = Brand Success.

OUR BRANDING PACKAGE FEATURES:

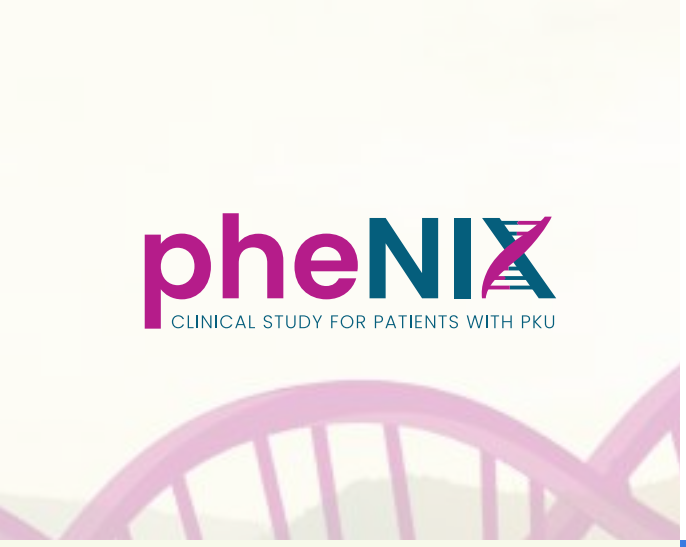
- Name Development
- Consistent & Recognizable
- Optimized to Audience
- Differentiation from Competitors
- Patient-Friendly Brand Perception
- Brand Stories that Build Lasting Patient Relationships




OptimEyes
A CLINICAL STUDY FOR DIABETIC EYE DISEASE


Xhale
Asthma Study


ohana

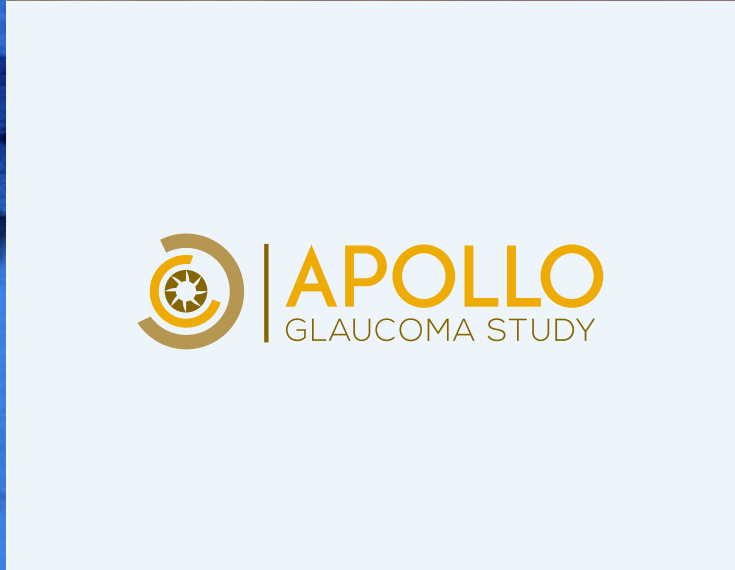

pheNIX
CLINICAL STUDY FOR PATIENTS WITH PKU


lightbeam
CLINICAL RESEARCH STUDY


DIAL
DOWN
CANCER PAIN TRIAL


THE
INFLUENCE
STUDY
the future of influenza therapy


TRIDENT-1


APOLLO
GLAUCOMA STUDY


SPRING
STUDY

LAUREL

MAJOR DEPRESSIVE DISORDER

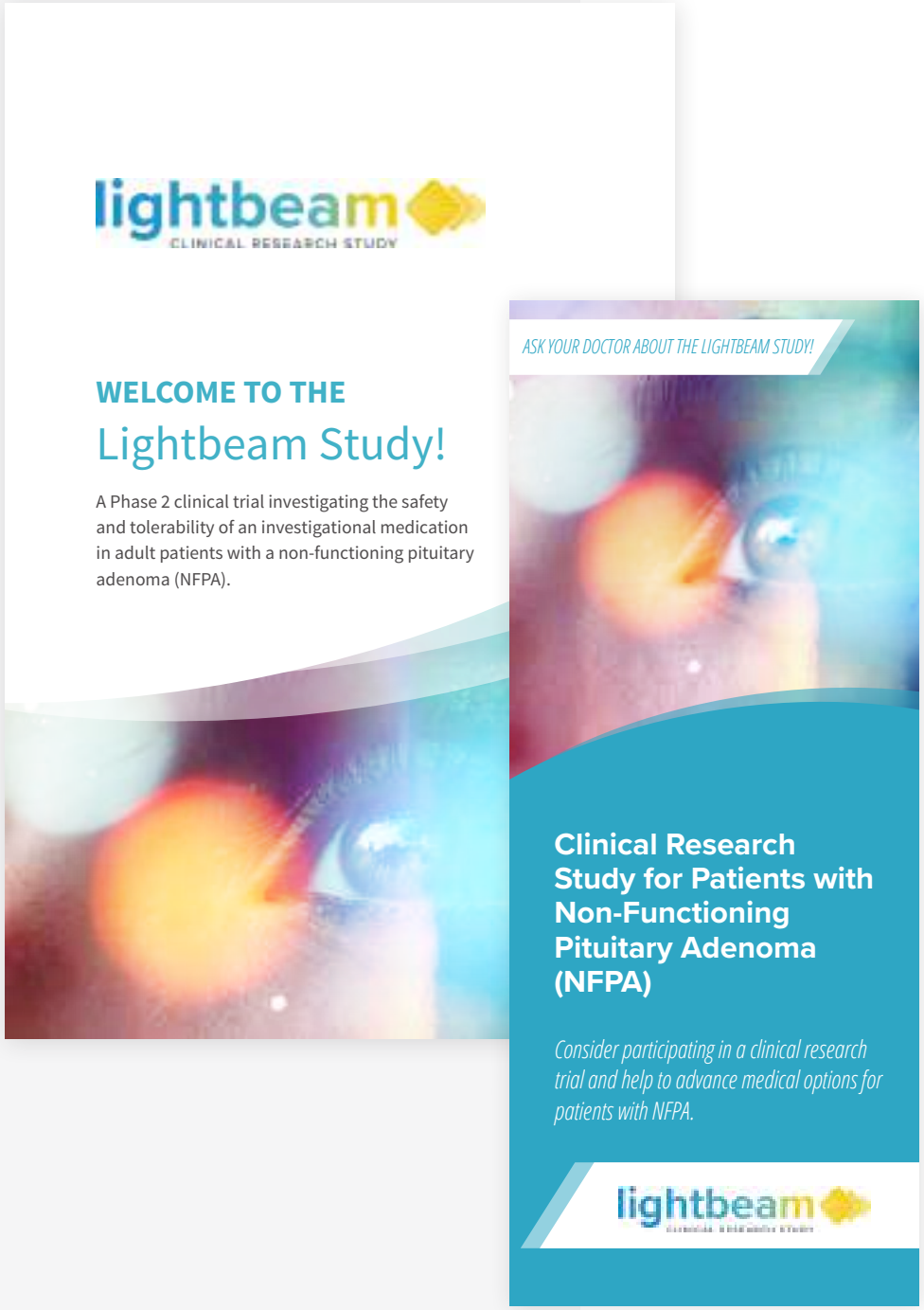
Three concepts were developed for the LAUREL MDD Study based on an initial period of research and strategy discussions. To help convey the overall look and feel of the study brand, these “mood boards” are created to showcase the use of color palettes, graphic themes, or elements that could be used in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



INITIAL LOGO CONCEPTS

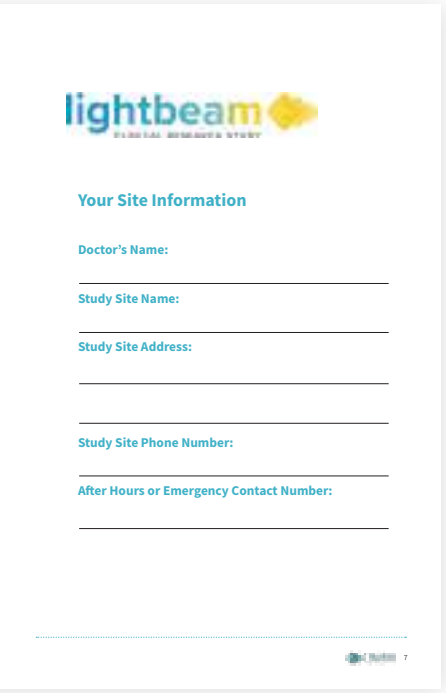
LightBeam
CLINICAL RESEARCH STUDY

lightbeam

FINAL LOGO

lightbeam
CLINICAL RESEARCH STUDY

COMPLETED RECRUITMENT & RETENTION
MATERIALS FOR PHYSICIANS & PARTICIPANTS



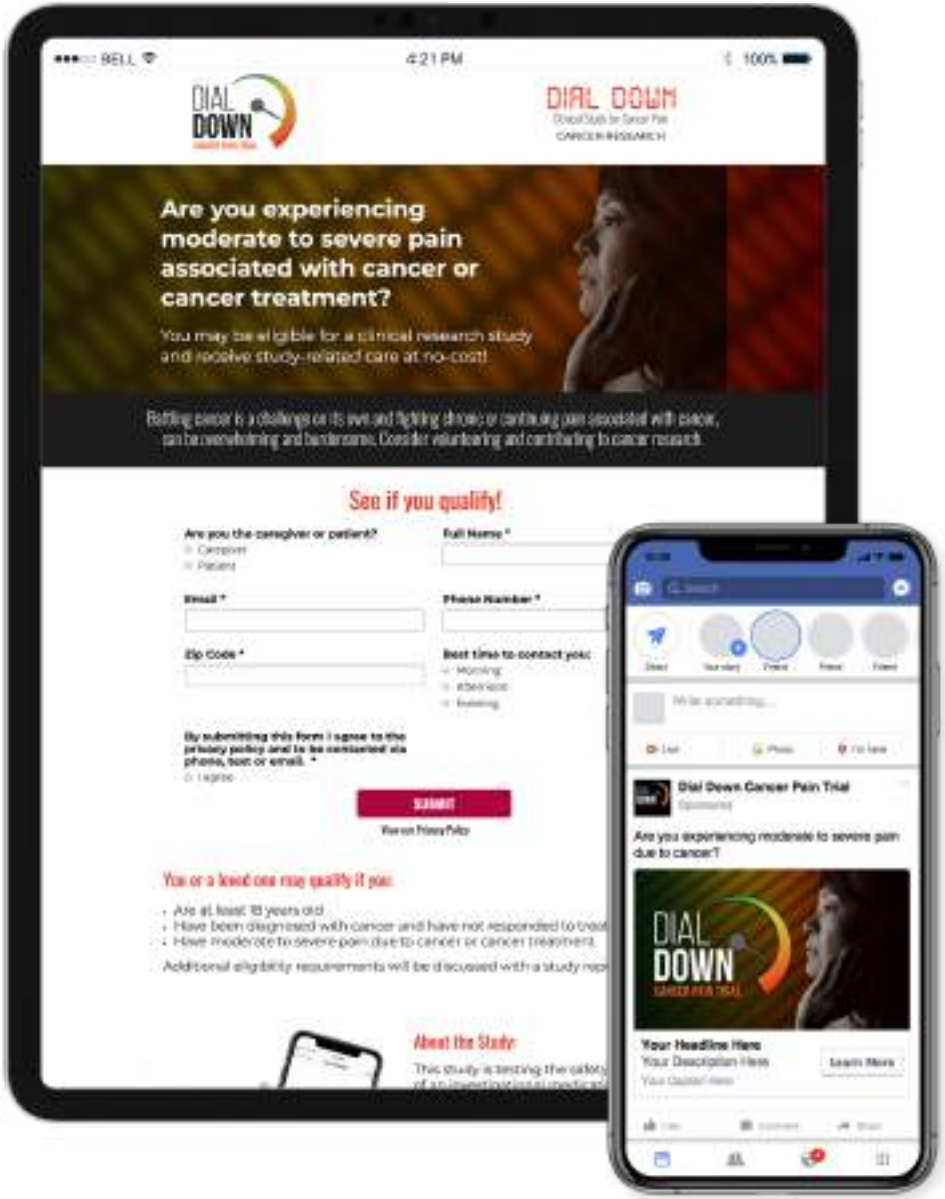
Dial Down

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.

DIAL DOWN
CANCER PAIN TRIAL



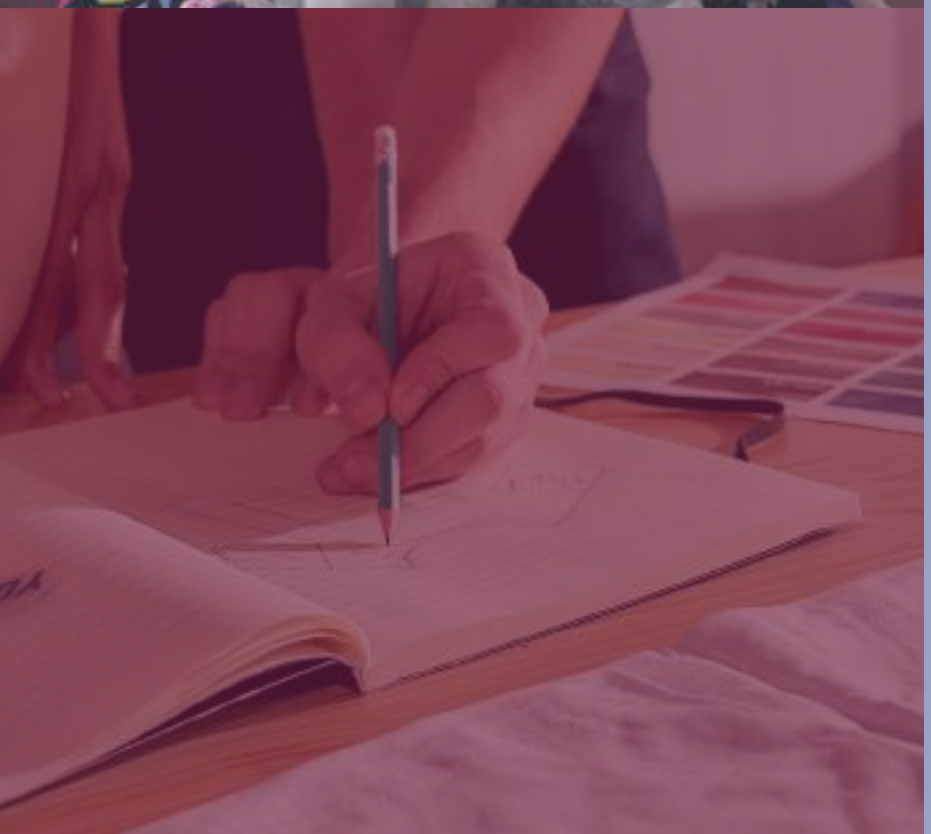
Care Packs.

Personalized Care + Personalized Items = Patient Centricity.

OUR PROMOTIONAL & ENGAGEMENT PACKAGE FEATURES:

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

WOLF PLUSH • MPS II (HUNTER SYNDROME)



TOTE • OSTEOARTHRITIS
OF THE KNEE

Phase 2 OA Study

TOTE • OSTEOARTHRITIS OF THE KNEE

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

GRATITUDE • SNACKS • ACTIVITY PADS • APPS • BOOKS • **ENTERTAINMENT** • COLORING • DEVICE ACCESSORIES • GIFT CARDS • TOYS

Recruitment Materials.

Tailor. Target. Recruit.

OUR RECRUITMENT MATERIAL FEATURES:

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

SOCIAL CAMPAIGN • COVID-19 VACCINE

FLYER • WET AMD

Reflect

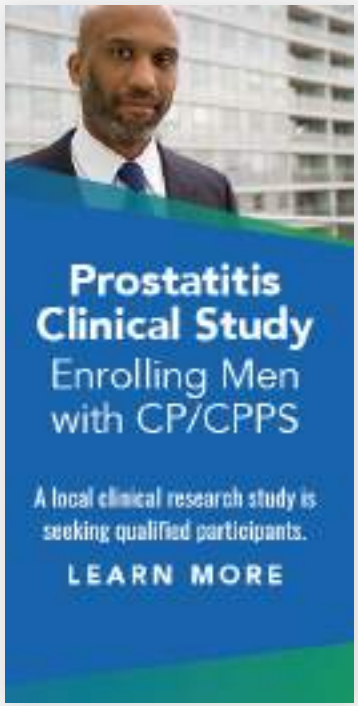
ICHTHYOSIS

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.

Reflect

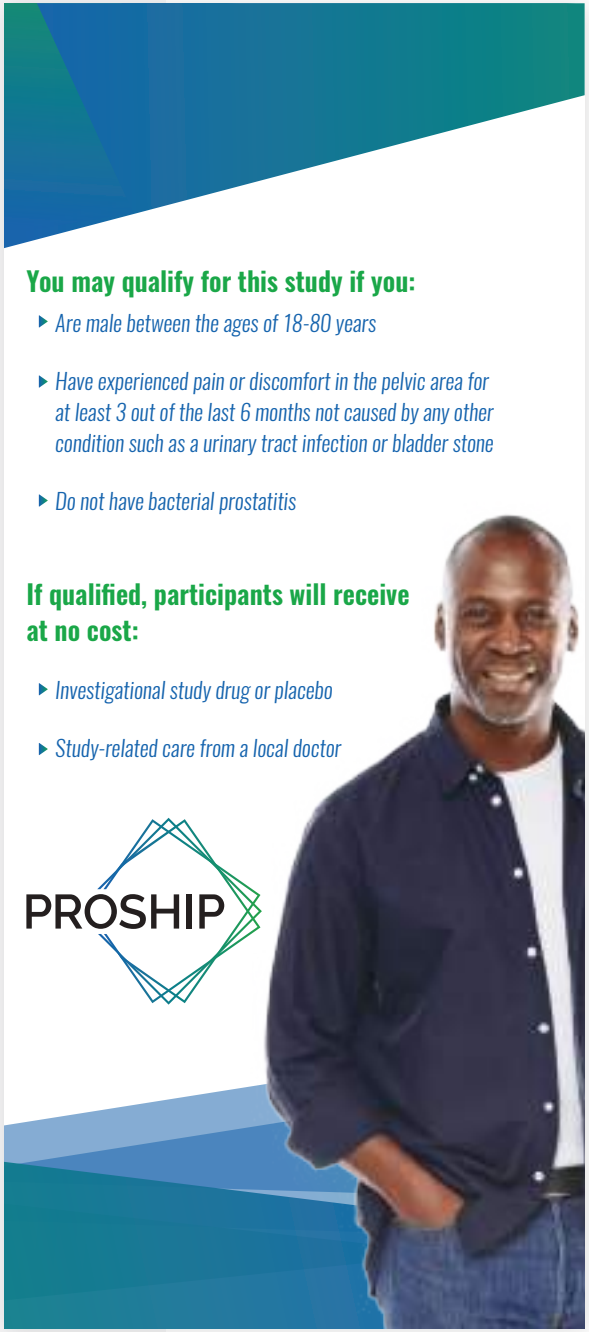
A Clinical Trial for Ichthyosis


HIP
E TODAY
P205.COM
PROSHIP
THE PROSHIP STUDY
Clinical Research Opportunity for
Men with Chronic Prostatitis/
Chronic Pelvic Pain Syndrome


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


Clinical Research Study
PROSHIP



PROSHIP

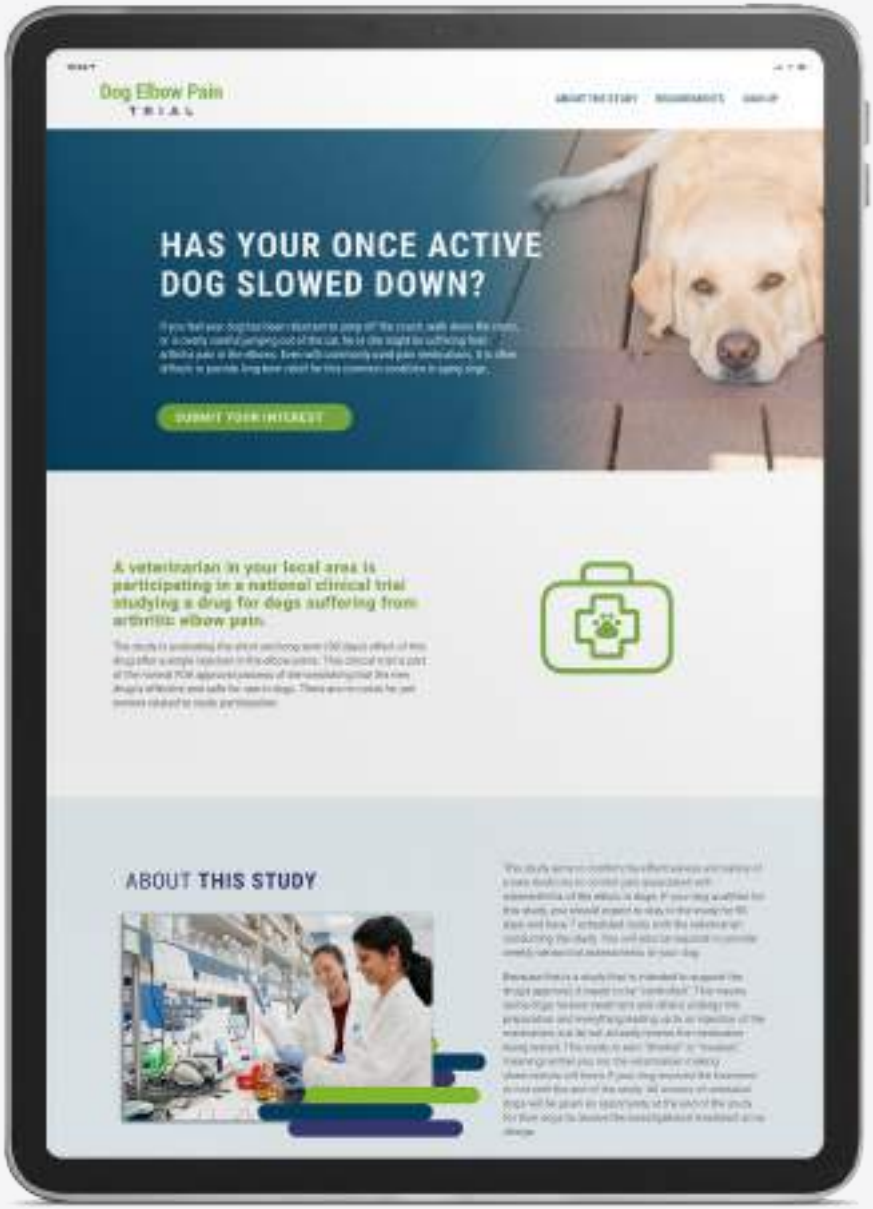
PROSTATITIS

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

THANK YOU CARD • DRAVET SYNDROME

VIBRATING ICE PACK FOR STUDY DRUG ADMINISTRATION • DUCHENNE MUSCULAR DYSTROPHY

BROCHURE • INFANT RSV VACCINE

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.

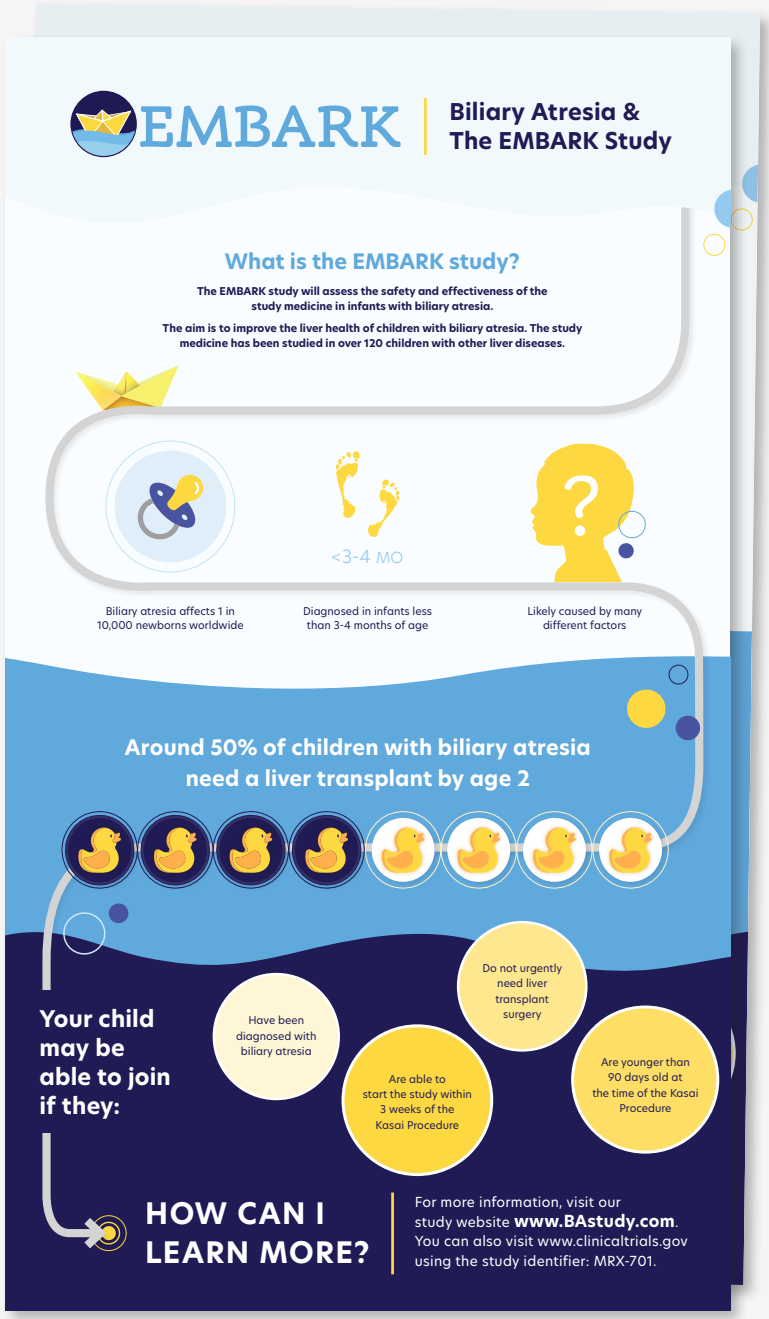
Participants in these matching studies were supported throughout their many years of participation with yearly branded calendars, thank you notes, appointment reminders, baby blankets for infants, and stuffed plush animals for older participants.

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.



FACT SHEET

EMBARK

Evaluation of Maralixibat in Biliary Atresia Response post-Kasai

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

NOTEBOOK/DIARY

CERTIFICATE OF COMPLETION

Dreambird

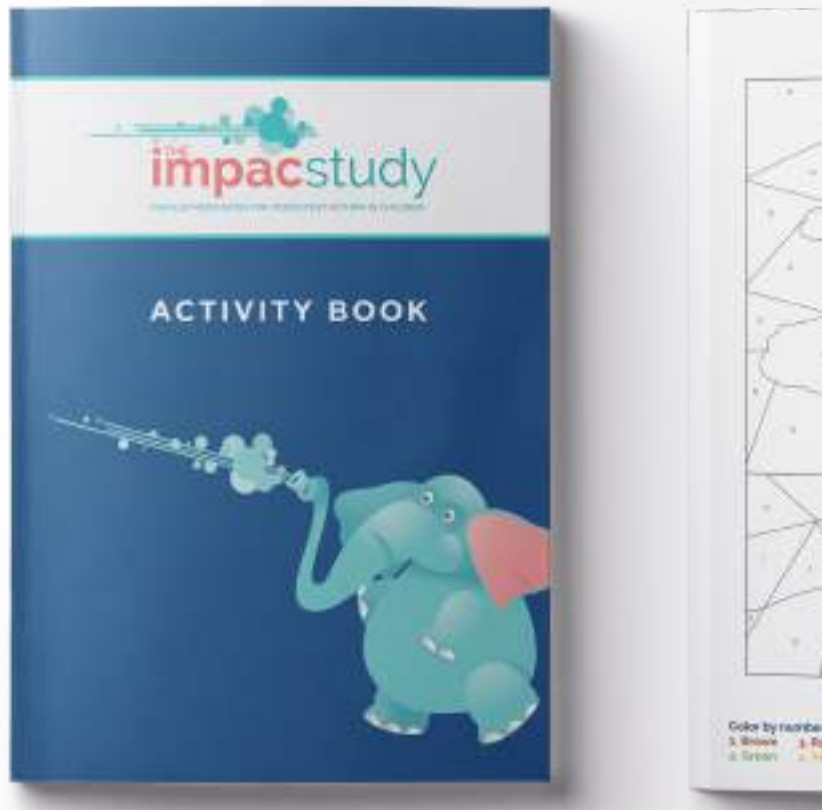
ACHONDROPLASIA

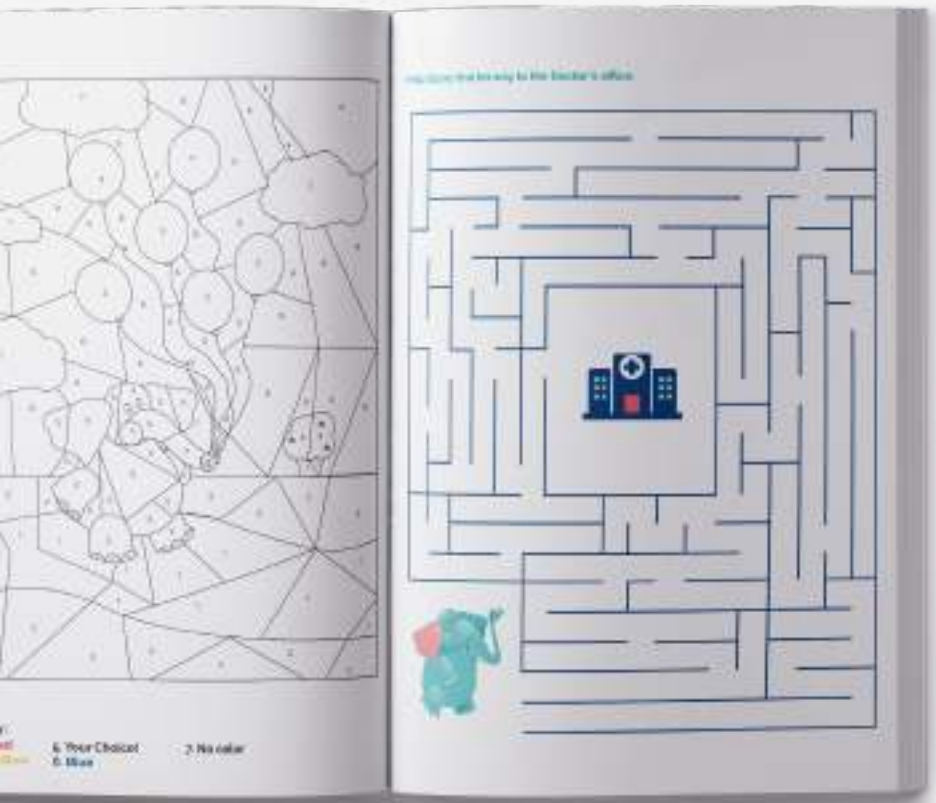
The intention behind branding the Dreambird project was to infuse it with a sense of whimsical enjoyment and a lighthearted perspective. The team designed a uniquely original set of bird characters to be featured throughout the retention materials. Each with their own style and personality, the birds 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.






impacstudy
THANK YOU
for your participation in
impacstudy

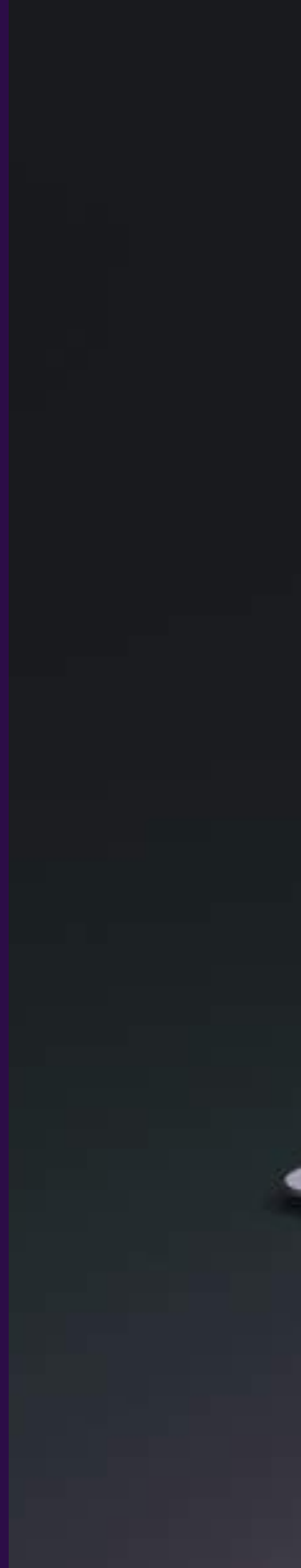

impacstudy
impacstudy
If you are interested in learning more contact:
impacstudy

Website Design.

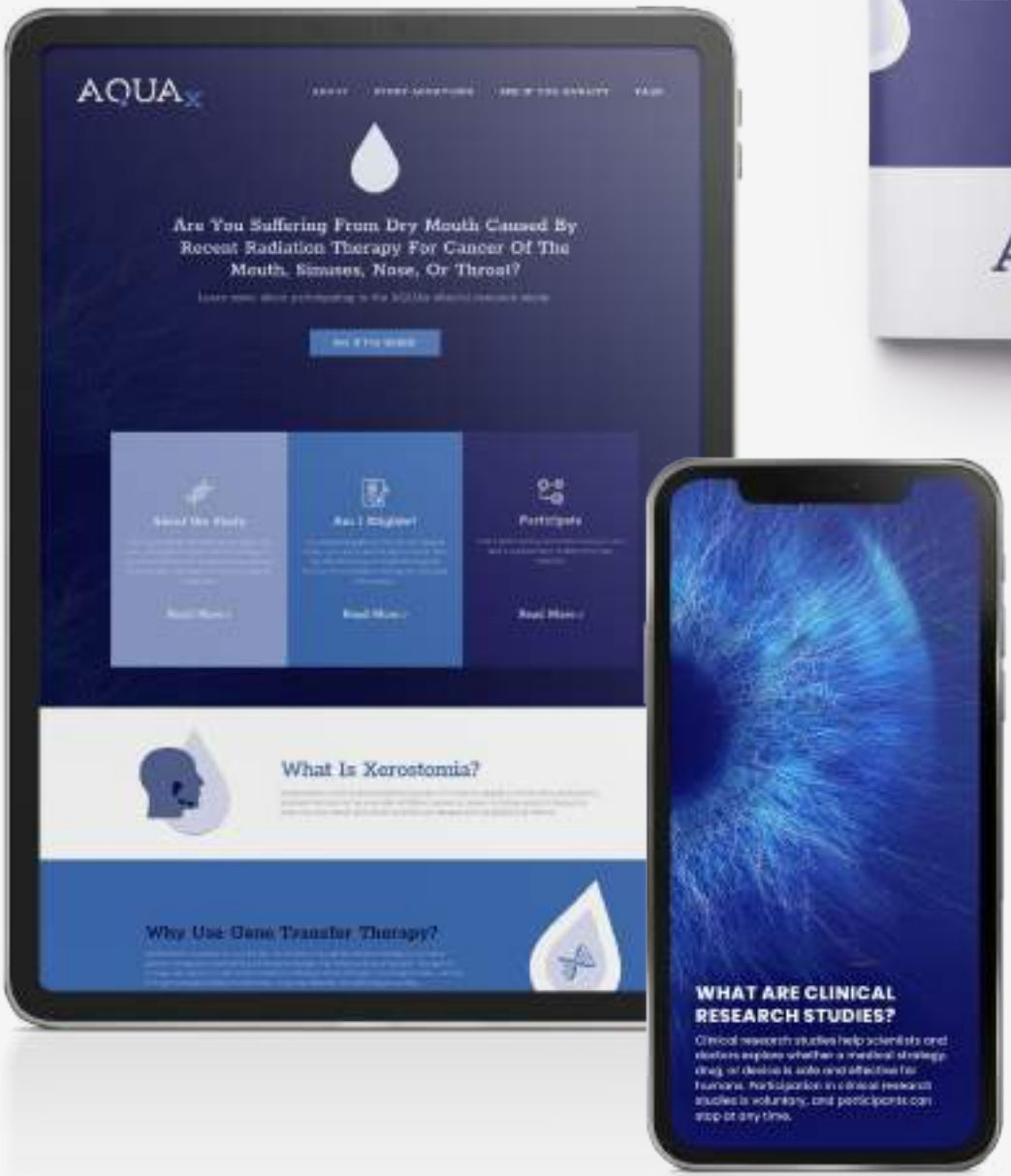
Sleek, Functional & Informative Websites Built for Clinical Research.

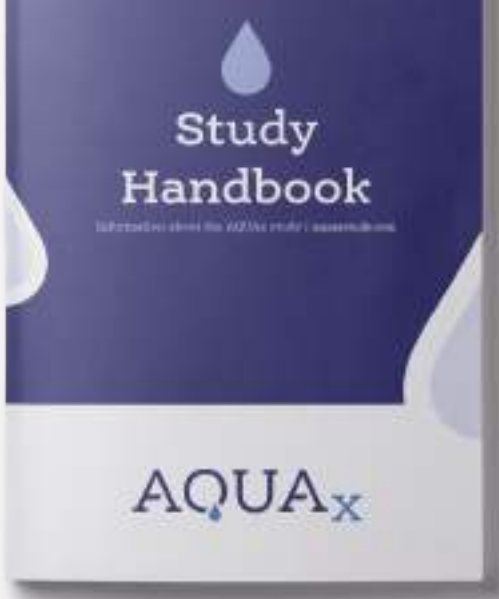
OUR WEBSITE FEATURES:

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




SHIMMER
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
AM I ELIGIBLE?
STUDY LOCATIONS


AQUAx
Are You Suffering From Dry Mouth Caused By Recent Radiation Therapy For Cancer Of The Mouth, Sinuses, Nose, Or Throat?
What Is Xerostomia?
Why Use Gene Transfer Therapy?


Study Handbook
AQUAx


STUDY OVERVIEW

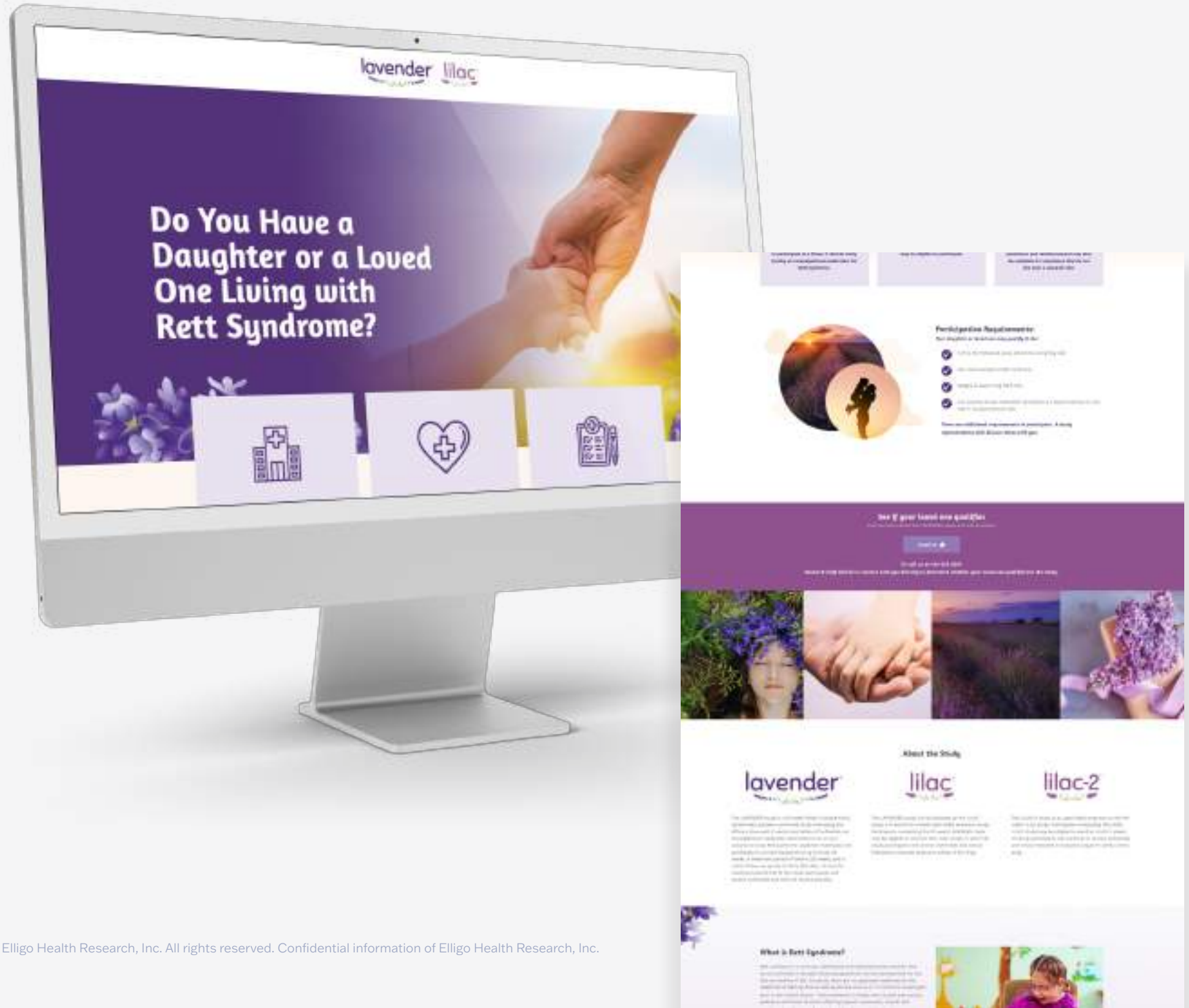
WHAT ARE CLINICAL RESEARCH STUDIES?


WHAT IS XEROSTOMIA?
WHAT IS THE AQUAx STUDY?
WHAT IS THE STUDY DRUG?
parotid glands
AQUAx

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

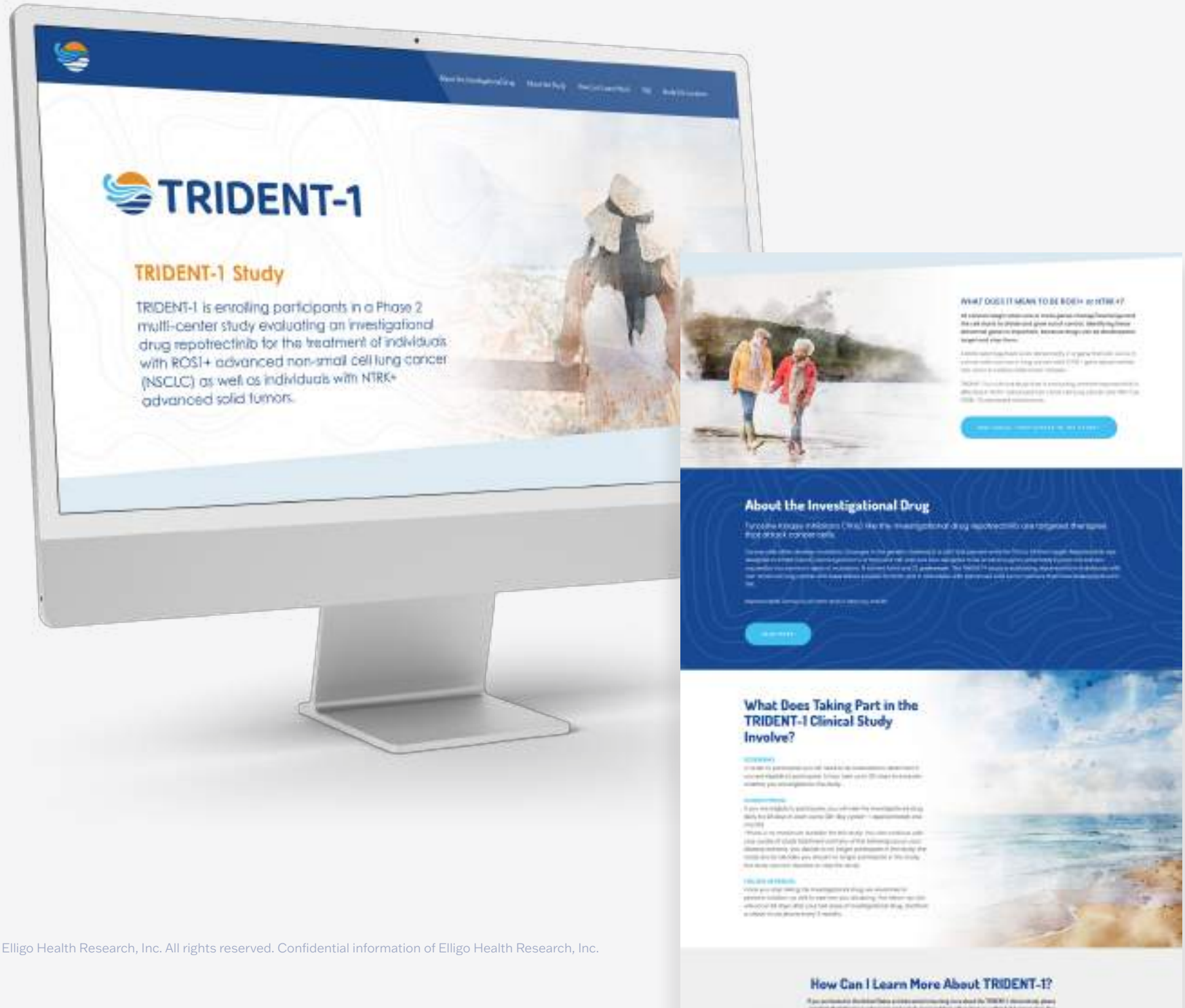
Rett syndrome is a neurodevelopmental disorder that occurs primarily in female children. A range of websites were developed in this project, some of which are shown here. The Phase 3 Lavender Study is followed by the Lilac Study, an open label extension study, therefore both logos were used in the design 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.


MOMENTUM
About Myelofibrosis
MOMENTUM Trial
Do You Qualify?
FAQs
Locations
See If You Qualify
Building MOMENTUM
for Patients with
Myelofibrosis
MOMENTUM Trial Overview



TRIDENT-1

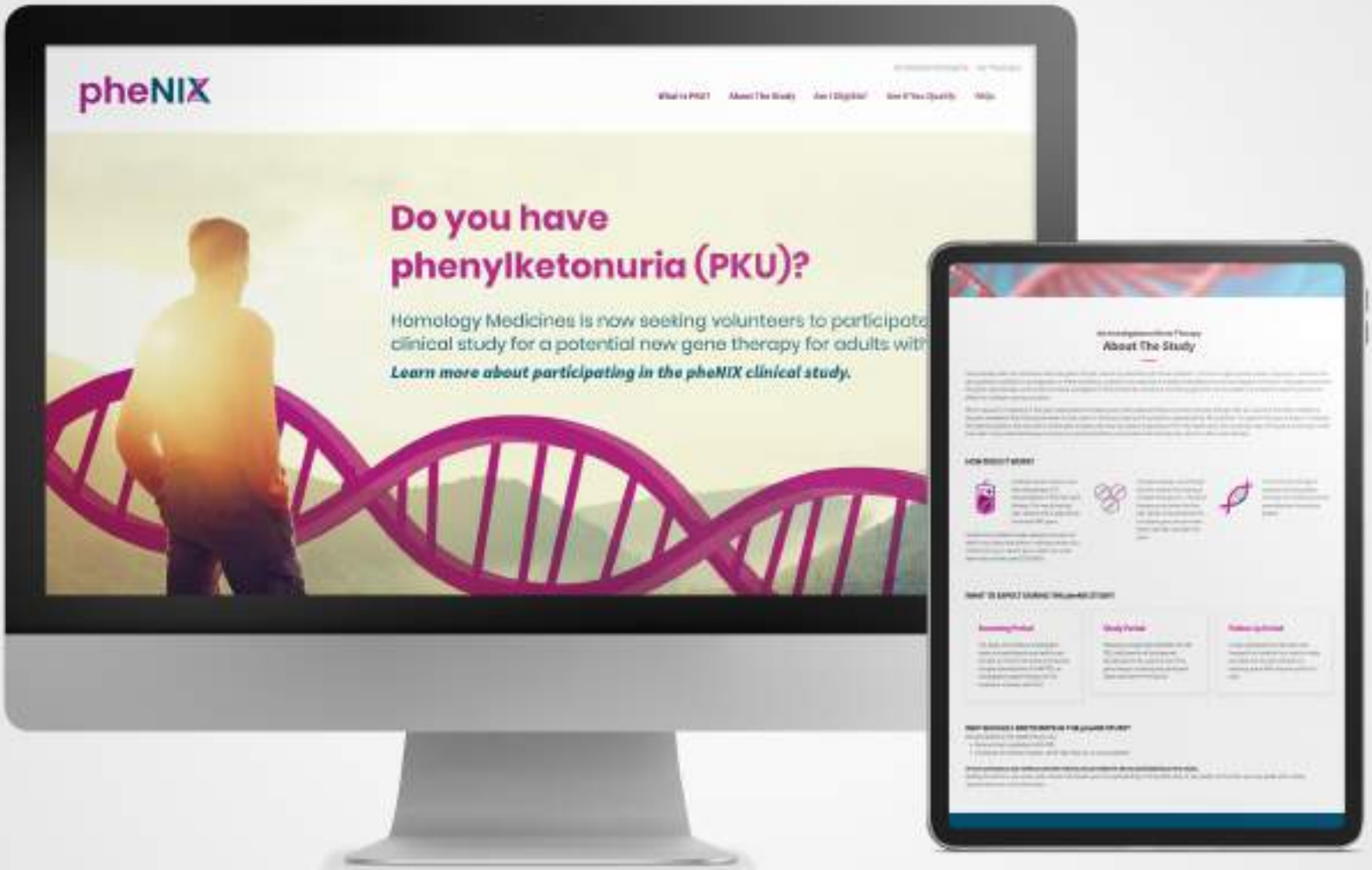
NON-SMALL CELL LUNG CANCER

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.


pheNIX
Do you have
phenylketonuria (PKU)?
Homology Medicines is now seeking volunteers to participate
clinical study for a potential new gene therapy for adults with
Learn more about participating in the pheNIX clinical study.
About The Study

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info@elligodirect.com