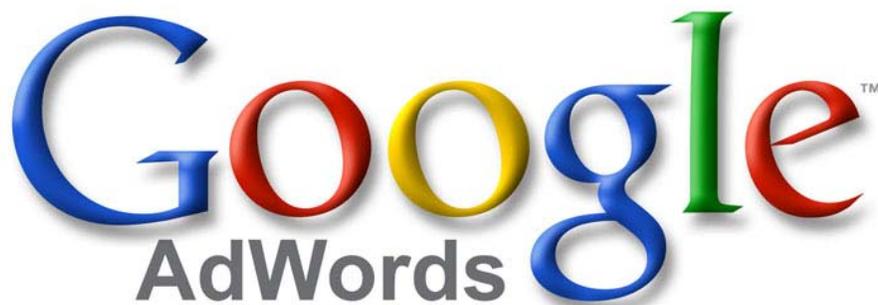




**Using Google Adwords and
Geo-targeting for Clinical
Trial Patient Recruitment**



WHITE Paper

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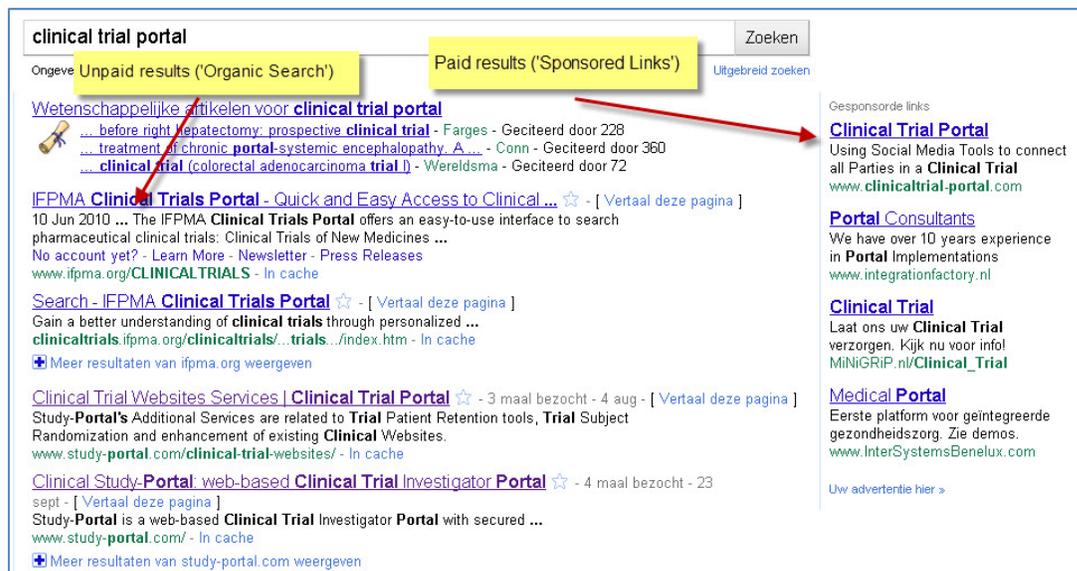
1 Google Adwords

1.1 Introduction

By introducing a proven marketing technology into the Biopharmaceutical arena, we will discuss how Google Search can be used to recruit additional Trial patients and reduce the Trial recruitment timeframe.

Many Clinical Development programs are adversely effected by delays in Trial Patient recruitments. Both Phase II and III trials are commonly extending 30% beyond planned deadlines.

Nowadays, marketing is almost synonym with showing up in a Google Search. There are two different ways a webpage can show up in a Google Search: in the Unpaid section (called 'Organic Search' section) or in the Paid section ('Sponsored Links' section).



Sponsored Links can show up either in the Right column or in the Top section, this is decided by Google.

This document will describe how the paid section can be used to assist in the recruitment process of trial patients.

1.2 Google Adwords

The Sponsored Links section is based on using Google Adwords ("Adwords"). Adwords is in fact a small advertisement ("Ad") which might show up in the Sponsored Link section. This Ad is linked to a specific page on a website.

It is based on a system which allows to set one or more search terms. If the search term is typed in Google by a Searcher, the Ad might show and if the Searcher clicks the Ad, he/she will be directed to the specific webpage.

Whether the Ad actually shows is dependent on how much you are willing to pay to direct a user to the webpage. This is called Cost per Click ("CPC"). So you don't pay for showing the Ad, you only pay when a User actually clicks the Ad and is directed to your webpage.

The CPC dictates how often your Add will show in the Sponsored Links and also how 'high' in the list it will show. The more you are willing to pay, the more often the Ad will be shown and the higher it will be listed in the Sponsored links section.

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The CPC is very much dependent on the competition within search terms. A general search term like 'trials' will require a high CPC to outrank competition. A specific Search term like 'isomerase deficiency' will suffice with a much lower CPC to still show up high in the Sponsored Links. If there is no other company who is using a Search term, a small CPC (say € 0,10) can be sufficient to have your add at the top of the Sponsored links list.

Therefore the CPC will depend on how much other companies are willing to pay to direct Searchers to their webpage.



Another issue you need to take into account is how many of the visitors which enter your site through Adwords are actually doing what you want them to do. This is called 'conversion rate'. As an example, if you are using Adwords to recruit patient for a trial, the required action could be defined as a person requesting information on the study, or even as a patient enrolled in the study. By tracking how many of your visitors actually are enrolled in your study, you are able to

decide the upper value of the CPC.

As an example, if you 'value' a patient enrolled at € 1.000, and you are able to 'convert' one out of every 100 website visitors into an enrolled patient, the maximum CPC should be set at € 10. Phrased differently, you would need to have 100 visitors, costing 100 x € 10, to get one enrolled patient.

1.3 Using Adwords for Trial Patient Recruitment

As more and more patients are using the Internet (read: Google) to search for information on their disease, the Adwords system can be used as an additional source for Trial patient recruitment. The value of using Adwords will be very much dependent on the type of patients you require for a study.



If there are a limited set of Sites where patients with the condition you are looking for are treated, and all of these patients have to visit one of these Sites for treatment, you will probably 'catch' most of these patients anyway and using Adwords might have limited value. Although, even in this case, a patient might be pre-informed when visiting the Site and it might be easier to convert such a patient into a Trial participant. In fact, a 'dream scenario' would be that a potential trial participant has read about your trial on a website and would be asking his/her treating physician: "I have read about this new study. Do you think this would be something for me?".

If you are looking for patient with a rare condition and do not know where such patients might be treated, Adwords would be ideal for finding such patients. Assuming that such patients will be looking on the Internet for information on their disease, your Ad will automatically show up with a reasonable chance that the patient might click on the Add.

Also when you are looking for patients from a much larger disease population, the Adwords system could support the patient recruitment process by pointing a patient to a nearby Site which participates in your trial.

1.4 Combining Paid search with Unpaid Search

The value of Adwords should not be overestimated. In general, people do not 'trust' Ads in the Sponsored Links section. A listing in the Organic Search section will usually result in a much higher click rate than a listing in the paid section. It goes without saying that this is very much dependent on what a Searcher is looking for. If you are a patient looking for information on your disease and you see an Ad on a new Treatment for your disease, you might very well be triggered to visit the paid link.

So ideally, you would like to show up in both the Organic Search section and the Paid Section. As a rule of thumb, if you have a trial on a 'common' disease, like diabetes, it will be difficult to have a high ranking (say first 8 – 10 listings on the first page) in the Organic search section. The more rare the disease condition, the easier it will be to have a higher ranking in Organic search. There are many variables which influence how high any website (or page within a website) will rank in Organic search. It is outside the scope of this White Paper to discuss these factors.



2 Adwords and Geo-Targeting

Part of setting up an Adwords system is the option of indicating a geographical region from which you want to attract Searchers. So basically, you could indicate that if a Searcher in Amsterdam is looking for information on 'isomerase deficiency', you are willing to pay a certain amount (the CPC) to show your Ad and to pay that amount (to Google) if the Searcher clicks your Ad.



In the Adwords system, you can also define to which specific page on your website the Searcher is directed to. This would allow to define specific regions in a Country (or different Countries) and define that a Searcher from each Region is directed to the corresponding page on your website for that Region. In other words, when searching with the same keywords, a patient from Amsterdam is shown the webpage with the Amsterdam contact details, while a patient from Brussels is shown the Brussels contact details.

There is no limit on the amount of geographical regions you can define, nor on the level of detail. So a geographical region can be set to a Country, a language, or even a City.

Two major benefits of using Geo-targeting with Adwords are therefore:

- *it allows to direct a patient to the proper webpage.*
- *if you have no presence in a certain region, there is no need to spend Adwords costs on that region.*

2.1 The Adwords Add in more detail

Below is an example of a Google Adwords Add. It has a number of different sections in which text can be entered:

Gesponsorde links

Clinical Trial Portal ← Title: max 25 characters

Using Social Media Tools to connect
all Parties in a **Clinical Trial** ← Description line 1: max 35 characters
Description line 2: max 35 characters

www.clinicaltrial-portal.com ← Visible URL: max 35 characters
Not shown in the Ad is the Actual URL: max 1024 characters.
The Actual URL directs the user to a specific page on a website

The 'Visible URL' is the URL (like 'www.study-portal.com/new-trial') as shown in the Add. Most Searchers use this URL to decide if it makes sense for them to visit the website. The 'Actual URL' is the URL to which they will be redirected. The actual URL is hidden in the Add.

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It goes without saying that the actual text in these four lines is essential to 'attract' visitors to your webpage.

2.2 Adwords and then?

In this era of 'Google Marketing', a first and essential step is to be listed on the first page of Google. That's where Adwords can help you, possibly in combination with Organic Search. The next step is to have an attractive webpage where Searchers can find the information they are looking for. An average person scans a webpage in a couple of seconds and decides if he/she wants to continue or not. So a first impression is essential.

2.2.1 Conversion rate

The key variable in this is 'conversion rate': how many of your visitors are doing what you want them to do. Again, there are many variables which influence this step. However, the design of your webpage ranks high in this. It has to be easy for a visitor to 'convert'.

If you want them to request more information, have a large button 'Get more information' and make it easy for them to enter the necessary information. And don't ask for more information than you need.

If you want them to contact a Site or an Agency, have the relevant information clearly visible on the webpage.

If you have multiple Sites in a region, include a Google map with all the sites references:



2.2.2 Web Statistics

Any Adwords policy should be based on Web statistics. There are many tools which allow you to track visitors. You can measure how effective your Adwords Ad is by counting how many visitors are clicking the Adwords Ad and actually visiting your site. Try a different text and you will be able to know the effect. It is not uncommon to double the click-through rate by having a more attractive text in your Ad.

You will be able to track how many visitors are 'converted' by clicking the 'Get more information' button. Or you can count how many visitors are viewing your page on 'Explain trial in more detail' (and how long they are staying on this page).

2.2.3 Privacy

The information collected by web statistics tools could possibly interfere with privacy. Some of these tools collect data per IP address. If you have a trial on a rare disease, knowing a person's IP address (and location) and his/her action on your website might come very close to knowing personal information.

This might be resolved by having different organizations handle the different sources of information. Like a Call centre handling the requests for information and Study-Portal handling the Adwords strategy based on the Web statistics.

2.3 Public and Secured webpages

Any link referenced from an Adwords Ad should always direct a Searcher to a page on a 'public' website.

With 'Public', we refer to a website or webpage which can be accessed by any internet user without need to supply login details (e.g. username and password).

With 'Secured', we refer to a website or webpage which can only be accessed by a user by entering login details (e.g. username and password).

By using a system like Study-Portal, it is possible to combine a Public section with a Secured section. The Adwords Ad could point a person to the Public section with all relevant details on the Trial or Study as far as a Pharma or Biotech company is willing to share with the general public.

As a next step, any person who has been seen or screened by a Site could then be granted access to the secured section in which he/she would be able to find more details on the Study.

2.4 Adwords and Medical Ethical Committee's (MECs)

As a Google Adwords is an advertisement similar to any other way of advertising a clinical trial, it would be wise to include the actual text of the Google Adwords add in your approval package to the MECs.

You will probably have to explain that there is only very limited space in a Google add (only three lines) and that therefore the actual text will have to be concise and appealing.

2.4.1 Landing page

A second issue which might require approval by a MEC is the actual 'landing page', that is the page to which a user will be redirected when he/she clicks that Adwords add.

If this page contains nothing more than just the address or contact details of your participating sites, there is no need to get approval from a MEC. Anything more than this will probably require approval.

2.5 Conclusion

Using Adwords in combination with Geo-targeting can be a very attractive and cost-effective method to recruit patients for clinical trials. The Adwords is sufficiently flexible to adjust to any specific requirement of a Clinical trial. The paid Ads can be supported by results from unpaid Searches. Using web statistics allows measuring the effect of your Adwords strategy on patient recruitment. It has to be decided which information on a Study is accessible by the general public and which information has to be secured with a login account.

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Study-Portal is a legal Tradename of Thorin B.V.

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