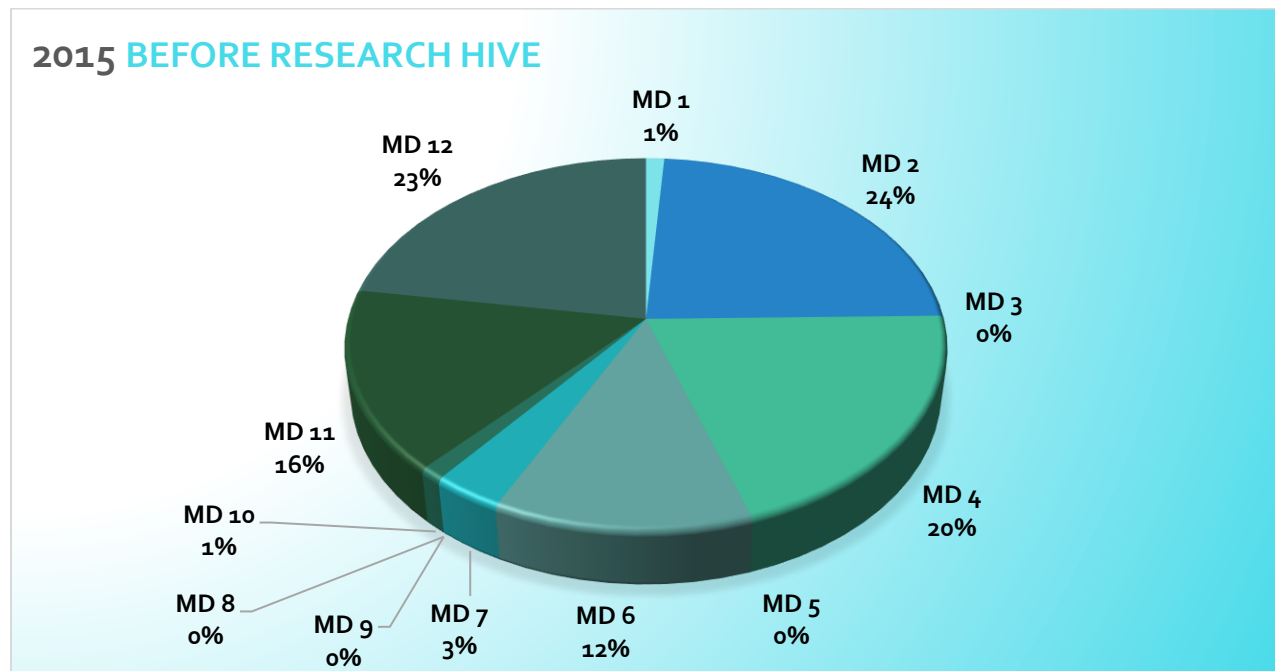


RESEARCH HIVE OPTHALMOLOGY

PROVIDER ENGAGEMENT – A Story of An Experienced Team Using Research Hive 16 Months Later

SITE BACKGROUND

This large Ophthalmology practice with 12 Providers, all of which are Investigators in the Clinical Research Department, have been participating in research for over 15 years. The practice and department have grown in that time for many reasons. In 2016, one big reason for additional growth was Research Hive. 12 Investigators were all trained in GCP, Human Subjects Protection, and many had been PI's on various trials. **Ultimately, 94% of Referrals came from ONLY 5 Physicians.**



NEW TECHNOLOGY INTRODUCED TO BUSY RESEARCH PRACTICE

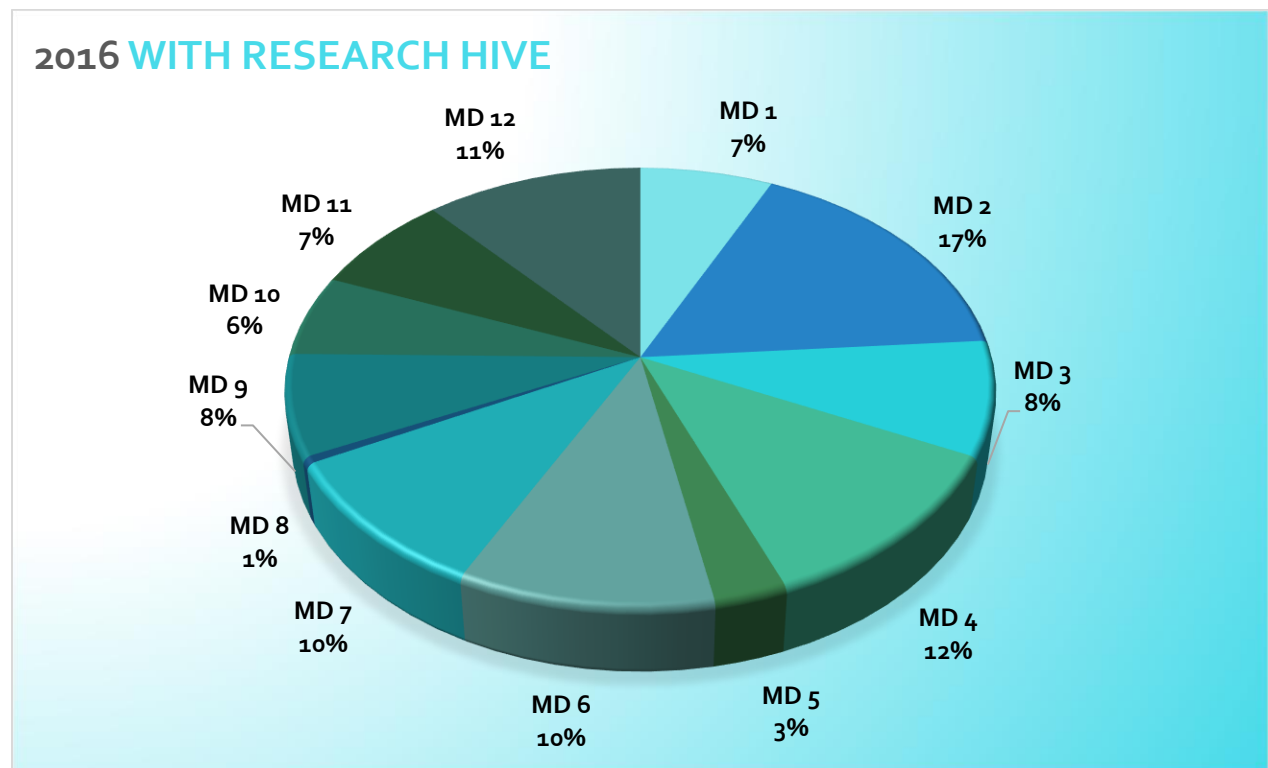
In late 2015, Research Hive was introduced to the group. By January 2016, ALL 12 Physicians started to participate in the site's trials. Why? Because when the process is simple, it's easier to participate. When the details about the trials are readily available, the physicians talk to more patients about them. When referring a patient is easy and quick, the doctors send more patients. When there is feedback about the result of the referral, the doctors send more patients.

THE RESULT

When every physician has the information they need to feel confident talking to patients, those conversations start occurring more often.

With Research Hive in EVERY physician's pocket (mobile phone), TEN (10) Physicians now refer 96% of the patients into trials.

Consider the ramifications on the demographics of these enrolled patients when the distribution of races between the physicians is just as diverse as the patients they serve.



WHY RESEARCH HIVE WORKS

1. Physicians/Investigators in the whole site are easily engaged
2. Physicians/Investigators compete to be #1
3. Confidence in EVERY protocol, no matter how small or rare, is maximized
4. EVERY protocol gets a fair shot, not just those 'top of mind'
5. Coordinator's jobs get easier