

CLINICAL TRIAL SERVICES

Beyond Celiac firmly believes that with a strategic approach to targeted research, an effective treatment or cure is possible by 2030. To accomplish that goal, we are laser-focused on addressing the many current barriers. Strategic partnerships are an important part of our plan.

Since 2014, Beyond Celiac has been involved in assisting clinical studies for celiac disease in all phases.

REACH AND CONNECT WITH QUALIFIED CANDIDATES

WE OFFER

- Study protocol design and development assistance
- Study branding
- Recruitment material creation and design
- Participant recruitment
- Lead screening
- Advisory board recruitment
- And more



REACH SNAPSHOT

3.2M

Annual website page views

100K

Email contacts

216K

Social media followers

8K

Registry participants

RECENT HIGHLIGHTS

- 6 research grants awarded
- Town Halls hosted with combined 5,000+ audience
- 35,000 podcast downloads in 2022
- 200 diverse stories collected via award-winning Voices of Celiac Disease project
- Diversity & Disparity Project presented at DDW 2022
- 2 poster presentations at ICDS 2022
- 36 Ambassadors
- Hosted 2022 Research Summit
- Launched Beyond Celiac Coalition
- Over 10,000 research surveys completed in one year

PATIENT RECRUITMENT & TRIAL MARKETING

With the largest celiac social community, a robust email and research database, an engaged patient registry and app, and a website that receives millions of visits a year, we are uniquely qualified to help your clinical trial recruit qualified candidates. Recruitment and trial marketing offerings include:

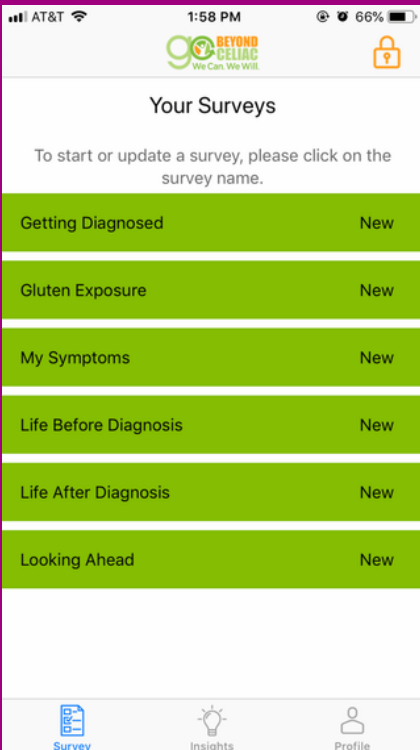
- Social media posts
- Dedicated research news articles
- Dedicated emails, geotargeting available
- Inclusion in monthly e-newsletter
- Inclusion in research news emails
- Website advertising
- Website newsletter banner ads
- Event sponsorship
- Town Hall sponsorship
- Town Hall guest
- Go Beyond Celiac registry insight post
- Dedicated Go Beyond Celiac registry email outreach
- Podcast advertising
- Podcast interview
- Inclusion in Getting Started Guide or Quickstart Guide email workflows

STUDY BRANDING & MATERIAL DESIGN

Beyond Celiac offers patient-focused design and branding services from our experienced in-house communications and design team. Whether you need a study logo or an entire trial brand, our team and our Ambassador and expert focus groups can help design the look and feel of your trial to resonate with patients. Our branding and design services include:

- Community surveys and focus groups
- Consulting on existing branding
- Complete branding and logo design
- Color palette, font, imagery, and messaging selection
- Consulting on marketing materials
- General materials design and creation
- Brochure, flyer, poster design
- Social media and email marketing design
- Reels or short social media videos
- Microsite consultation or design





LEAD SCREENING

The Beyond Celiac Science team is available for qualified lead screening and survey development. Our patient lead screening services include:

- Survey hosting on our website
- Participant screening survey development and hosting
- Screening for qualification

PROTOCOL DESIGN & DEVELOPMENT

The Beyond Celiac Science team works with our communications and community engagement staffers to design and develop protocols based on patient-experiences, PROs and our extensive database including location data. Our protocol and development services include:

- Background and location research
- Community surveys
- Community/ambassador focus groups
- Consulting on protocol design
- Assistance in site selection
- Select Go Beyond Celiac survey data

GO BEYOND CELIAC SURVEY DATA

Go Beyond Celiac is our patient registry and app that collects data to accelerate research for celiac disease. Our surveys include:

- Gluten Exposure
- Life Before Diagnosis
- Life After Diagnosis
- Looking Ahead
- My Symptoms
- Getting Diagnosed
- Demographics
- Longitudinal Study launching early 2023!



CASE STUDIES

1

A phase 1 clinical trial for a potential treatment for celiac disease needed to recruit participants at study sites across the United States. The study included a gluten challenge. The study originally did not have a dedicated website or online qualification survey. Interested patients were being sent to the clinicaltrials.gov listing. Beyond Celiac:

- Consulted on recruitment materials, graphics, emails, and messaging.
- Created a dedicated recruitment landing page on our website.
- Created a simple screening survey with low barriers to submission.
- Wrote and disseminated a research news article covering the study.
- Posted marketing materials on social media pages and newsletters.
- Replied to questions from our community about the trial.
- Sent dedicated recruitment emails to our contact list.

RESULTS

- Original trial enrollment estimate of 36
- 567 filled out the Beyond Celiac screener survey in 3 months
- 208 were qualified from the screener
- 41 participants ultimately enrolled in the trial from across all the study's recruitment activities
- Treatment moved on to phase 2

2

A later phase clinical trial for a potential treatment for celiac disease needed to recruit participants at study sites across the United States. Beyond Celiac:

- Consulted on recruitment materials, graphics, emails, and messaging.
- Utilized tracking URL codes to monitor and refine materials engagement.
- Wrote and disseminated a research news article covering the study.
- Posted marketing materials on social media pages and newsletters.
- Replied to questions from our community about the trial.
- Sent dedicated recruitment emails to our contact list.

RESULTS

- 771 referrals from Beyond Celiac completed the screener survey
- 24 were randomized from the Beyond Celiac campaign



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