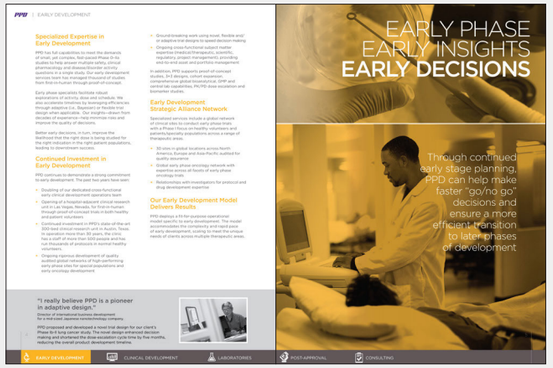
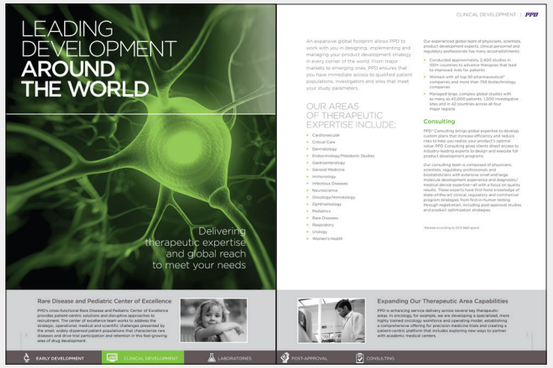
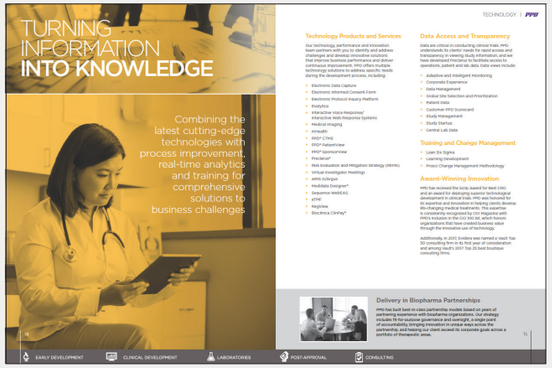
PPD Corporate Visual Design

Graphic Design
Creative Solutions
Brand Design
Collateral Development
Marketing Materials
Corporate Communications
Brand Implementation
Project Management
Brand Style Guide

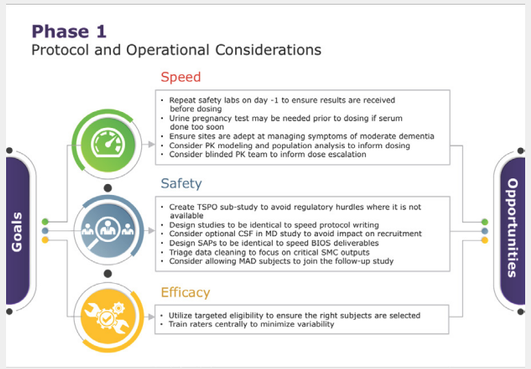


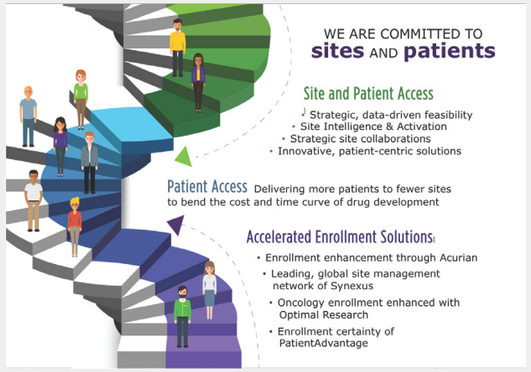


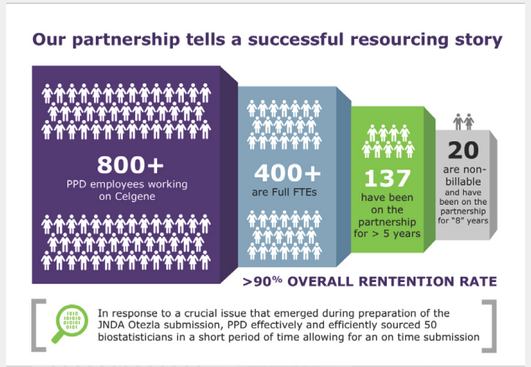


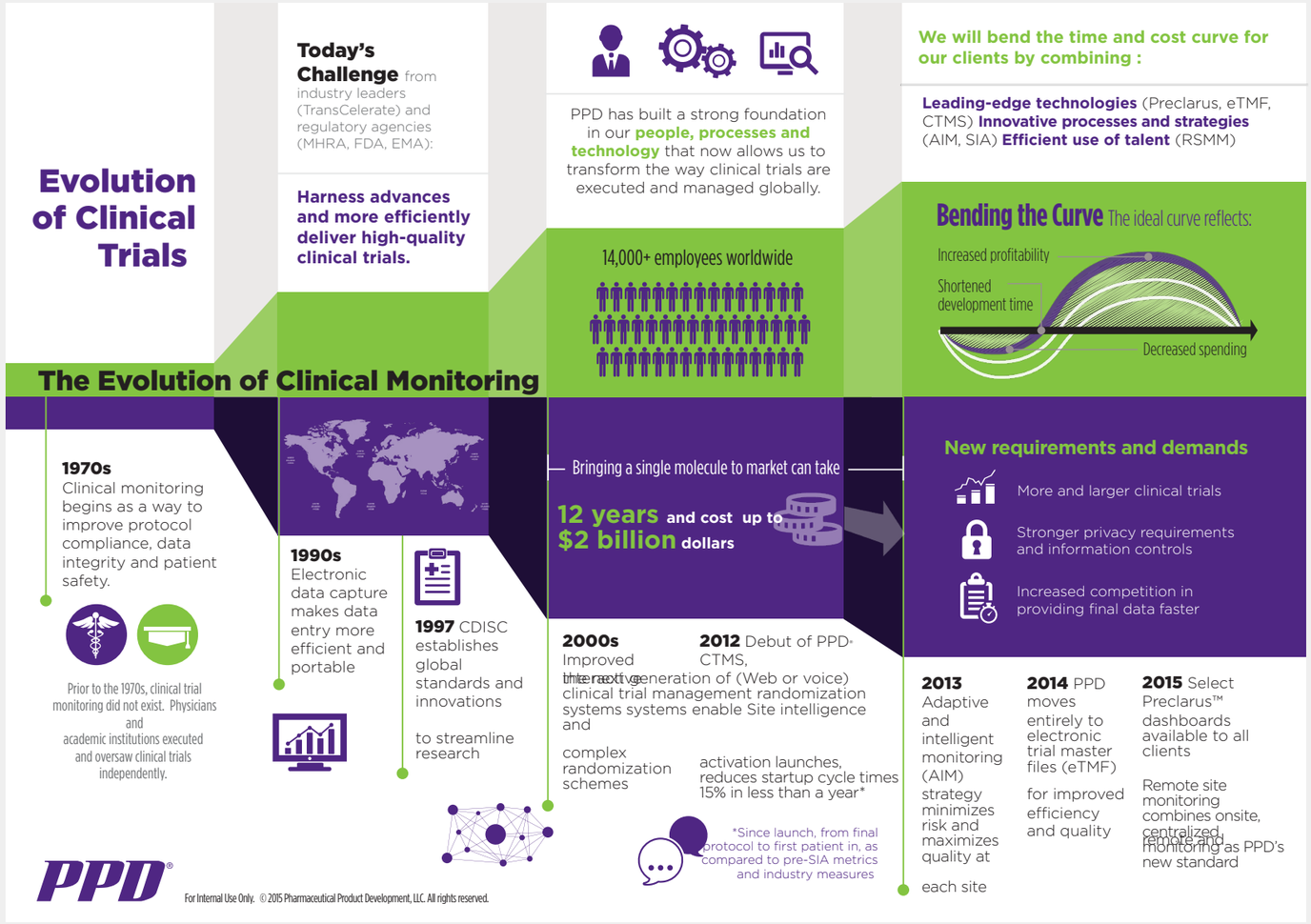
PPD Corporate Marketing Design

Marketing Collateral
Sales Presentations
Infographics
Email and Social Media
Tradeshow Graphics
Digital and Print Advertising
Website Graphics









PPD Corporate Collateral Design

- Brochures
- White Papers
- Overview Sheets
- Case Studies
- Brand Guide
- Templates

PPD

HELPING DELIVER LIFE-CHANGING THERAPIES

NEUROSCIENCE

A GLOBAL TEAM OF NEUROSCIENCE EXPERTS

PPD's dedicated neuroscience team is comprised of senior medical and operational professionals including seven board-certified physicians with specialties including neuroscience, psychiatry and ophthalmology. This cross-functional team also includes experts in trial management, pharmacovigilance, regulatory, medical writing, biostatistics and data management who partner together to deliver successful outcomes for complex neuroscience trials.

WIDE-REACHING NEUROSCIENCE EXPERIENCE AND SERVICES

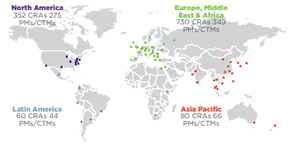
With experience conducting more than 310 studies covering a broad range of neurological, psychiatric and pain disorders within the past five years, our team of drug development professionals can expertly manage neuroscience trials.

From feasibility studies and protocol design to simultaneous multinational submissions and study execution, PPD has the global infrastructure, resources, integrated technologies and commitment to quality to help ensure successful clinical outcomes.

PARTNERSHIPS THAT DRIVE SUCCESS

PPD's established partnerships with Synexus, a global network of more than 185 sites, and Acurian, a leading patient recruitment organization, provide a comprehensive, integrated enrollment solution for neuroscience trials. Synexus has deep neuroscience experience that enables faster recruitment and enrollment, having enrolled thousands of patients in a wide-range of neuroscience studies. We continue to innovate and drive global expansion of our total enrollment platform to deliver industry-leading global patient recruitment capabilities to our clients.

310+ studies in **8,900+** sites worldwide with **49,900+** patients in the past five years



FULL-SERVICE NEUROSCIENCE CAPABILITIES

THERAPEUTIC EXPERTISE ACROSS THE NEUROSCIENCE LANDSCAPE

Multiple Sclerosis Our team of more than 520 members experienced in multiple sclerosis (MS) and four full-time neurologists bring a deep disease understanding to each study. This team has been involved in the development of the top-selling MS therapies including: five of the six top-selling MS drugs, three of the four approved MS drugs in the past five years, and three of the four top-selling drugs in 2015.

Neurodegeneration Within the past five years, PPD has conducted 13 global Alzheimer's disease studies, including studies in early Alzheimer's disease and mild cognitive impairment. Additionally, we have extensive global Parkinson's disease experience that includes 13 studies conducted in the past five years across various phases, ranging from early to advanced Parkinson's.

Pain Psychiatry PPD has managed more than 30 acute and chronic pain trials PPD assists clients in isolating the unique challenges associated in the past five years across a variety of therapeutic areas, with psychiatric studies such as subjective assessments, including multiple drug delivery methods. Our use of various inter-rater reliability, scale validation and placebo response data collection technologies allow for rapid retrieval, analysis rates. Over the past five years, we have conducted more than and delivery of quality data for single country or global 50 studies from schizophrenia to anxiety, expertly overseeing studies. Our key pain experience includes: acute pain, chronic global programs of all sizes, pain, neuropathic pain and migraine pain.

Ophthalmology We offer a clinical operations and therapeutic focus on ophthalmology studies with experienced project teams dedicated to all ophthalmic programs. Our professionals are experts in facilitating multinational submissions and expeditious agency reviews and have global experience in age-related macular degeneration, conjunctivitis, dry eye, glaucoma, keratitis, lens opacification and intraocular lenses (IOLs), diabetic macular edema, retinal vein occlusion and geographic atrophy.

WHITEPAPER

PPD

January 2018

Rare Dieases of the Eye Development—Opportunities for Novel Therapies

Jonca C. Bull, M.D., Vice President and Medical Director, Ophthalmology

Executive Summary

In part one of this rare disease whitepaper series, Dr. Jonca Bull provides an overview of orphan drug development, discusses the unique challenges associated with developing therapies for rare eye disorders and provides information on PPD's patient-centric strategies to overcome these challenges.

HELPING DELIVER LIFE-CHANGING THERAPIES www.ppdi.com

Clinical Trial Support Services

PPD

Helping you reduce the burden on sites while delivering a seamless clinical trial experience

PPD's Clinical Trial Support Services provide a dependable source of information and support for:

PATIENTS SITES CAREGIVERS

Bio-decision analysis points the process for optimal path of care throughout the patient journey

- Expedited enrollment
- Increased retention and less patient drop out
- Alignment of potential investigators and sites
- Insights/data obtained during outreach
- Ensuring only relevant calls reach the site
- Patients routed directly to their navigator
- Providing patient screening services
- Delivering global support

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CASE STUDY

Patient-centric Remote Enrollm
Eases Enrollment Challenges in

BACKGROUND

PPD conducted a multicenter, po
to evaluate transfer of drug into
treatment for Crohn's or rheuma

OBJECTIVE

We needed to identify and enroll
evaluate if the injectable drug pas
study data from the study would b
for women planning for pregnancy

CHALLENGES

Enrollment criteria for the study
because a small number of patie
both currently breast-feeding and
the U.S., investigators were not a
to a sufficient patient population
traditional approach of establishi
America and transporting eligible
also not a feasible solution. Pote
breast-feeding mothers. Traveling
of prolonged specimen collection
would not be possible.

STRATEGY

Patient-centric Remote

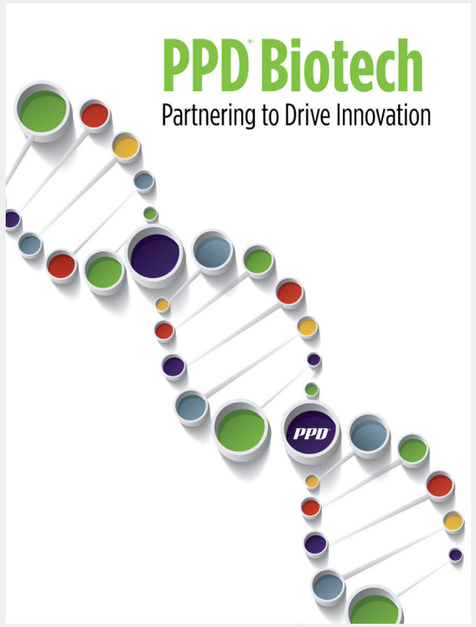
To enroll interested patients locate
PPD implemented a patient-centric
allows North American subjects no
to participate.

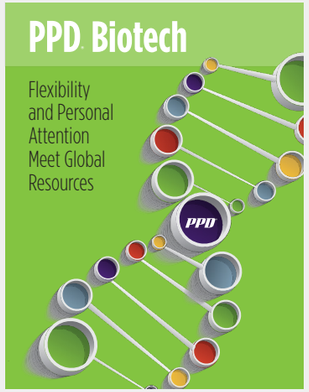
To develop this enrollment model,
investigator and site was establishe
advertising was used to identify el
coordination center (IRCC) worked
investigator to inform the patients
informed consent. The investigator

HELPING DELIVER LIFE-CH

PPD Biotech Brand Creation

- Key Visual
- Folders
- Brochures
- Presentations
- Website Design
- Infographics
- Overview Sheets
- Case Studies
- White Papers
- Business Cards
- Print Advertising





PPD Biopharma Partnership

- Key Visuals
- Sales and Marketing
- Co-brandied Folders
- Brochures
- Presentations
- Website Design
- Infographics
- Overview Sheets
- Case Studies
- White Papers
- Internal Communications
- Templates