Clinical Trial Awareness Campaigns and Educational Awareness Campaigns
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Introduction

AAKP is committed to increasing awareness on issues important to patients and making the patient and caregiver community aware of research opportunities that they may qualify for, such as market research and clinical trials. AAKP utilizes its various communication platforms to customize educational awareness campaigns and clinical trial awareness campaigns to target specific audiences to maximize reach, exposure, and recruitment efforts.

For more information on these opportunities, questions, or to partner with AAKP on a customized campaign, please contact Jennifer Rate at jrate@aakp.org or (813) 400-2394.
# Pricing Guide

<table>
<thead>
<tr>
<th>Communications Piece</th>
<th>Reach</th>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>aakpRENALIFE Magazine</strong></td>
<td>27,500+ circulation</td>
<td>Bi-monthly (Jan, March, May, July, Sept, Nov)</td>
<td>Ad size/costs: see the AAKP Media Kit</td>
</tr>
</tbody>
</table>

*Magazines archived on website and shared on social media platforms which significantly expands the overall reach.

<table>
<thead>
<tr>
<th>E-Newsletters</th>
<th>Subscribers:</th>
<th>Monthly:</th>
<th>Ad size/costs:</th>
</tr>
</thead>
</table>
| **Kidney Transplant Today** (focused on individuals who have received a kidney transplant) | KTT: 4,500+  
KB: 10,000+  
RF: 8,000+  
Home: 5,000+  
Peds: 1,500+ | KTT: 1st Thursday of every month  
KB: 2nd Thursday of every month  
RF: 3rd Thursday of every month  
At Home: 4th Thursday, bi-monthly  
Pediatric: 4th Thursday, bi-monthly | Please see the AAKP Media Kit |

*Newsletters archived on website and shared on social media platforms which significantly expands the overall reach.
## Social Media: Clinical Trial Awareness Campaigns

AAKP offers the opportunity to collaborate on clinical trial awareness campaigns. These campaigns are designed to increase awareness, education and information to patients and family members on a particular topic/issue or active trial. AAKP utilizes a number of its communication platforms to develop a campaign to maximize the message reach and frequency. Campaigns are customizable based on topic, campaign timeframe and outreach efforts used.

<table>
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<th>Communication Piece</th>
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<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook X LinkedIn Instagram</td>
<td>TBD with Client</td>
<td>Facebook Posts: $500/each</td>
<td>Facebook Ad Run: $2,500/one-week run</td>
</tr>
<tr>
<td>LinkedIn X Instagram</td>
<td>TBD with Client</td>
<td>Facebook Boost: $2,500/one-week run</td>
<td>X Tweets: $500/Tweet</td>
</tr>
<tr>
<td>Facebook Boost</td>
<td>TBD with Client</td>
<td>Facebook Posts: $500/each</td>
<td>Facebook Ad Run: $2,500/one-week run</td>
</tr>
<tr>
<td>X Tweets</td>
<td>TBD with Client</td>
<td>Facebook Boost: $2,500/one-week run</td>
<td>X Ads: $2,500/one-week run</td>
</tr>
<tr>
<td>Facebook Ad Run</td>
<td>TBD with Client</td>
<td>Facebook Posts: $500/each</td>
<td>Facebook Ad Run: $2,500/one-week run</td>
</tr>
<tr>
<td>X Ads</td>
<td>TBD with Client</td>
<td>Facebook Boost: $2,500/one-week run</td>
<td>X Tweets: $500/Tweet</td>
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</table>

*campaign prices may be subject to change*
<table>
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<th>Communication Piece</th>
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<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct E-Blasts - Patients/Care Partners</td>
<td>Direct E- Announcement</td>
<td>TBD with Client</td>
<td>$2,500/eblast</td>
</tr>
<tr>
<td>Via AAKP’s robust database, we have the opportunity to conduct direct outreach to our members through e-blasts. AAKP has the ability to geotarget and/or target based on self-reported information (ex. Stage of kidney disease, co-morbid conditions, cause of kidney disease, etc.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct E-Blasts - Healthcare Professionals</td>
<td>Direct E- Announcement</td>
<td>TBD with Client</td>
<td>$2,500/eblast</td>
</tr>
<tr>
<td>Via AAKP’s robust database, we have the opportunity to conduct direct outreach to our members through e-blasts. AAKP has the ability to geotarget and/or target based on self-reported information (ex. Stage of kidney disease, co-morbid conditions, cause of kidney disease, etc.)</td>
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### Pricing Guide Cont.

<table>
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<tr>
<th>Communication Piece</th>
<th>Reach</th>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAKP Website</td>
<td>AAKP Website Visitors</td>
<td>Duration of campaign</td>
<td>Banner on AAKP Home Page: $1,000/month Inclusion on AAKP’s Clinical Trial Web page: Free</td>
</tr>
</tbody>
</table>

* *design for materials is available as a service from AAKP - please contact jrate@aakp.org for pricing
* *pricing for tactics may be subject to change

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### Clinical Trial Awareness Campaign Examples

#### Example 1

**Social Media Posts**

If you have chronic kidney disease and itch, relief from itching may be possible. Explore whether the KICK studies are right for you! bit.ly/TheKickStudies

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**Living with CKD and looking for potential relief from itch?**

Consider taking part in a study of new investigational study medication.

Learn more about the KICK studies testing the safety and effectiveness of an investigational oral drug called difosfalin for those who have chronic kidney disease and have itch associated with this condition.

You may be able to join the KICK studies if you:
- Are 18 to 80 years of age
- Have been diagnosed with chronic kidney disease
- Have been experiencing itch for at least 3 months

Learn more about this study: bit.ly/TheKickStudies
Clinical Trial Awareness Campaign
Examples Cont.

Example 2

AAKP is raising awareness of a clinical trial currently enrolling! Are you a non-diabetic chronic kidney disease patient? Click here to learn more about this trial & take a short online screener to see if you qualify: https://bit.ly/FIND-CKD

Pre-screener: https://bit.ly/FINDCKDPrescreener

Example 3

Do you, or a loved one, have chronic kidney disease? The AMPLITUDE clinical research study is looking for people to take part. Everyone who joins will make a valuable contribution and improve our understanding of chronic kidney disease. Learn more: https://amplitudedstudy.com/

Website Home Page Banner

Are you a current hemodialysis patient?
Will you be starting hemodialysis soon?

Learn more about a clinical study evaluating an investigational dialysis access—the InnAVasc AV Graft

Click here to see if you're eligible and find a research site near you!

*Current hemodialysis patients are not required to change dialysis facilities to participate.
Clinical Trial Awareness Campaign Examples Cont.

**E-Newsletters**

*Click here to view the full e-newsletter*

**Direct Eblasts**

- Example 1 [to membership]
- Example 2 [to healthcare professionals]
Clinical Trial Awareness Campaign Examples Cont.

Magazine Ad

Living with CKD and looking for potential relief from itch?

Consider taking part in a study of new investigational study medication

Learn more about the KICK studies testing the safety and effectiveness of an investigational oral drug called difelikefalin for those who have chronic kidney disease and have itch associated with this condition.

You may be able to join the KICK studies if you:

- Are 18 to 85 years of age
- Have been diagnosed with chronic kidney disease
- Have been experiencing near daily itch for at least 6 months

There are other requirements for taking part in this study. The study team will discuss these other criteria with you.

If you qualify, you may receive at no cost:

- Treatment with the investigational oral form of difelikefalin
- Close care and follow-up throughout the study

Participants will be compensated for taking part in the study

Learn more about the KICK studies:

[QR Code: bit.ly/TheKickStudies]
December is Anemia Awareness Month! Many people with chronic kidney disease also have anemia. It’s important to recognize the signs and symptoms. Talk with your doctor if you are experiencing any of these. New treatments are available.

- Lack of energy
- Frequent headaches

To learn more and find out how anemia is treated at all stages of kidney disease, check out our new brochure Understanding Anemia of Chronic Kidney Disease! https://bit.ly/41uMqJm. To learn about new treatment options available, visit www.triferic.com and www.facebook.com/triferic

#anemiaawarenessmonth #AAKPandAnemia
Educational Awareness Campaign
Examples Cont.

Example 2
Learn about all your dialysis options. Take this PD Assessment to see if peritoneal dialysis may be a good fit for your lifestyle: http://bit.ly/PDempowers

Example 3
Protecting your heart and kidneys. Learn more: https://ospreymed.com/patient/
Educational Awareness Campaign Examples Cont.

Website Home Page Banner

Don’t Suffer From Iron Loss Anemia Anymore

- Know the symptoms: fatigue, lack of energy
- Know that you have treatment options which include Triferic®
- Ask what your ferritin and hemoglobin levels are
- Talk to your doctor today!

Anemia Awareness Campaign is brought to you in partnership with

AAKP | ROCKWELL MEDICAL

[hyperlinks to study website]

E-Newsletter Banner

AAKP Leads National High Potassium Awareness Day Campaign on May 1st (5.1.20)

Approximately 3 million people in the U.S. with chronic kidney disease and/or heart failure are living with high potassium levels*.

AAKP invites you to join in our campaign titled "Are You O-K+" for National High Potassium Awareness Day on May 1, 2020! This is an educational campaign that is aimed at increasing the awareness of the devastating effects that high potassium (also known as hyperkalemia) can have on individuals with chronic kidney disease (CKD).

Potassium (scientific symbol is K+) is an important mineral that plays a key role in controlling the function of nerves and

Click here to view the full e-newsletter.
Educational Awareness Campaign
Examples Cont.

Magazine Ad

**CAN A HEART PROCEDURE HURT YOUR KIDNEYS?**

Learn what your doctor can do.
If you're having a heart procedure, it's important for your doctor to take care of your kidneys too. That's because the contrast dye used in many procedures can be hard on the kidneys when you have renal disease. Fortunately, there are effective measures your doctor can take to protect you.

To learn more, download our patient education guide at ospreymed.com/dtpatient.