



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.



Deployment Guide

Communications Piece	Reach	Frequency
<p><i>aakpRENALIFE</i> Magazine</p>	<p>27,5000+ circulation</p>	<p>Bi-monthly (Jan, March, May, July, Sept, Nov)</p>
<p>E-Newsletters</p> <ul style="list-style-type: none"> • <i>Kidney Transplant Today</i> (focused on individuals who have received a kidney transplant) • <i>Kidney Beginnings</i> (focused on the recently diagnosed patient and those with risk factors for kidney disease) • <i>RenalFlash</i> (focused on individuals on some form of dialysis) • <i>At Home with AAKP</i> (focused on individuals on or interested in a home dialysis therapy) • <i>AAKP Pediatric Kidney Pals</i> (focused on pediatric kidney patient information and caregiver/family support) 	<p>Subscribers:</p> <ul style="list-style-type: none"> • KTT: 4,500+ • KB: 10,000+ • RF: 8,000+ • Home: 5,000+ • Peds: 1,500+ 	<p>Monthly:</p> <ul style="list-style-type: none"> • 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



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Deployment Guide Cont.

Communication Piece	Reach	Frequency
<p style="text-align: center;">Social Media: Clinical Trial Awareness Campaigns</p> <p>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.</p>	<p style="text-align: center;">Facebook X LinkedIn Instagram</p>	<p style="text-align: center;">TBD with Client</p>
<p style="text-align: center;">Social Media: Educational Awareness Campaigns</p> <p>AAKP offers the opportunity to collaborate on unbranded, patient education 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.</p>	<p style="text-align: center;">Facebook X LinkedIn Instagram</p>	<p style="text-align: center;">TBD with Client</p>



Deployment Guide Cont.

Communication Piece	Reach	Frequency
<p style="text-align: center;">Direct E-Blasts - Patients/Care Partners</p> <p>Via AAKP’s robust database, we have the opportunity to conduct direct outreach to our members through e-blasts. AAKP has the ability to geo-target and/or target based on self-reported information (ex. Stage of kidney disease, co-morbid conditions, cause of kidney disease, etc.)</p>	<p>Direct E-Announcement</p>	<p>TBD with Client</p>
<p style="text-align: center;">Direct E-Blasts - Healthcare Professionals</p> <p>Via AAKP’s robust database, we have the opportunity to conduct direct outreach to our members through e-blasts. AAKP has the ability to geo-target and/or target based on self-reported information (ex. Stage of kidney disease, co-morbid conditions, cause of kidney disease, etc.)</p>	<p>Direct E-Announcement</p>	<p>TBD with Client</p>



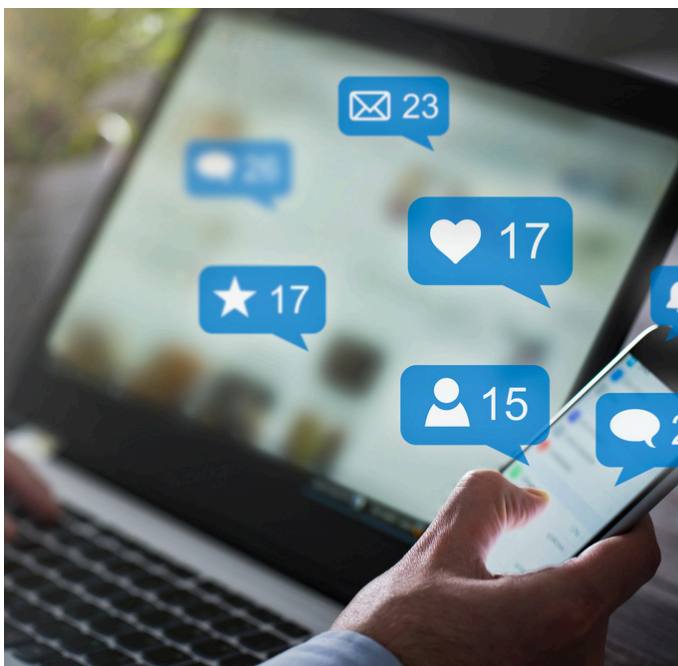
Deployment Guide Cont.

Communication Piece	Reach	Frequency
AAKP Website	AAKP Website Visitors	Duration of Campaign

*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

Clinical Trial Awareness Campaign Examples



Social Media Posts

Example 1

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

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

Learn more about this study:
bit.ly/TheKickStudies

CARA KICK
THERAPIES



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>

FIND-CKD is a clinical study evaluating the efficacy and safety of an investigational drug called finerenone in non-diabetic chronic kidney disease.

If you do not have diabetes and

- are being treated for high blood pressure
- were told by your doctor that you have increased protein levels in your urine

you may be eligible to participate in the FIND-CKD study.

For more information, contact: 888-842-2937 <https://bit.ly/FIND-CKD>

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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://amplitudestudy.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

Caution: investigational device limited by federal (United States) law to investigational use

INNAVASC

[hyperlinks to study website]



Clinical Trial Awareness Campaign Examples Cont.

E-Newsletters



Do you have chronic kidney disease?
The AMPLITUDE clinical research study is looking for
people of African ancestry to take part.

Learn More

[Click here to view the full e-newsletter](#)

Direct Eblasts

[Example 1 \[to membership\]](#)


[Example 2 \[to healthcare professionals\]](#)

A banner for the AAKP Center for Patient Research and Education. The top left features the text "CENTER FOR PATIENT RESEARCH AND EDUCATION" in blue and "RESEARCH ALERT" in green. The top right has the AAKP logo and the "DECADE OF THE KIDNEY" logo. Below the text is a paragraph: "As part of AAKP's National Strategy within the AAKP Center for Patient Research and Education, we continue to expand our capacities to involve a far larger and more representative number of patients in both research and clinical trial opportunities. The results of these opportunities will help create a clearer understanding of the patient experience and can help shape the future of kidney disease treatment and care." Below this is a section titled "DID YOU KNOW?" in green, with an illustration of a hand holding a magnifying glass over a kidney icon. The text "About 1 out of 4 people with" is partially visible at the bottom.



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:



bit.ly/TheKickStudies



Educational Awareness Campaign Examples

Social Media Posts

Example 1

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

Do you think you have Anemia?

December is Anemia Awareness Month. Learn the signs & symptoms of Anemia.

This Anemia Awareness Campaign is brought to you in partnership with

 **AAKP**
American Association of Kidney Patients
aakp.org

 **ROCKWELL**
MEDICAL

The graphic features a blue header with the question 'Do you think you have Anemia?'. Below this is a photograph of an elderly man with white hair, looking thoughtful with his hand to his chin. To the right of the photo, the text 'December is Anemia Awareness Month. Learn the signs & symptoms of Anemia.' is written in red. At the bottom, it states 'This Anemia Awareness Campaign is brought to you in partnership with' followed by the logos for AAKP (American Association of Kidney Patients) and Rockwell Medical.



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/>



Protecting your Heart & Kidneys. Learn more.



This Educational Awareness Campaign is brought to you in partnership with:




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



Meet Charlene and hear her story. [Click Here.](#)


[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

be kind to KIDNEYS 

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