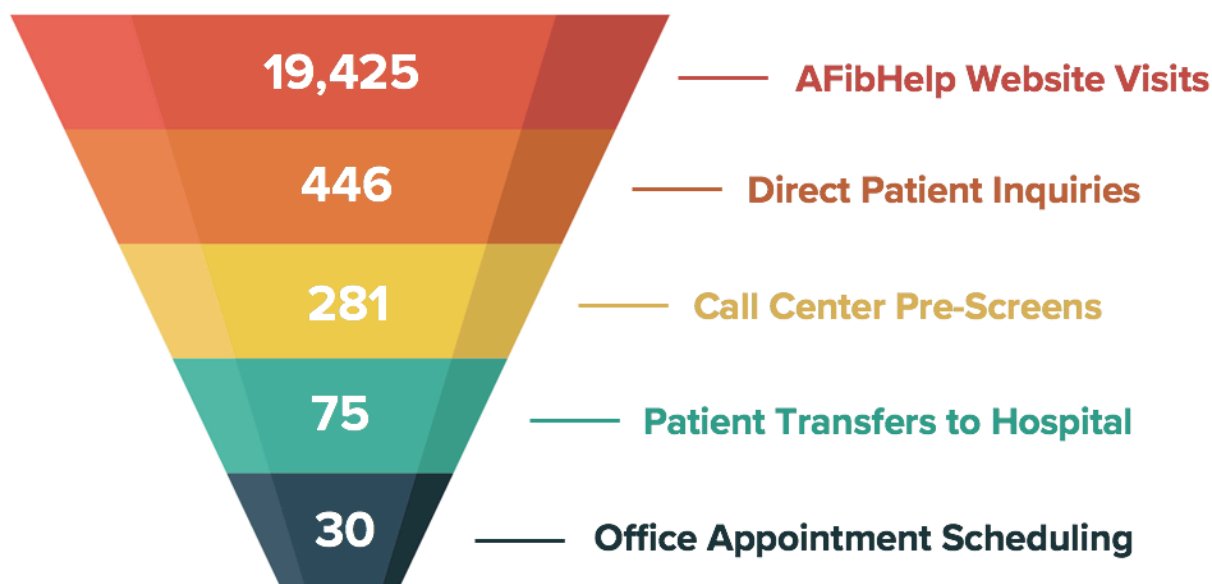


AFibHelp.org: 100-Day Case Study

The AFibHelp.org Launch: On May 30, 2018, PatientEvolution launched [AFibHelp.org](https://www.afibhelp.org) as a novel, digital patient recruitment platform for atrial fibrillation (“AFibHelp”). Using next-gen technologies, AFibHelp geo-locates, pre-screens and transfers patients to clinical sites in real-time.

Dedicated Call Center & Dynamic PRM: To educate and pre-screen AFib patients, a dedicated call center leverages trained recruitment specialists, a 28-question survey and a dynamic Patient Relationship Management System (PRM) to determine the patient’s treatment progression and CHA2DS2-VASc score. The AFibHelp call center transfers qualified patients to clinical sites instantly or determines follow-up protocols using a novel PRM algorithm.

100-Day Results: Key performance indicators include:



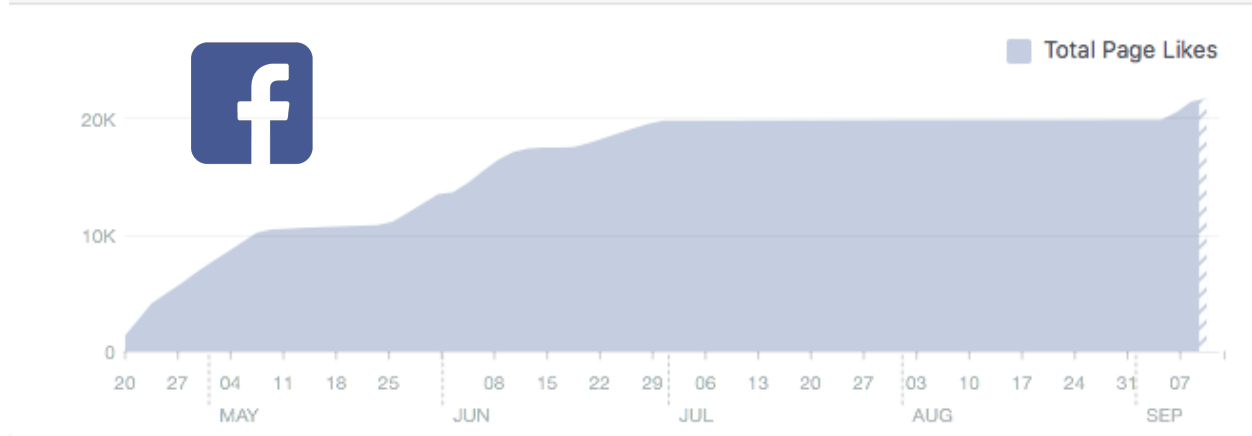
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AFibHelp.org: 100-Day Case Study

AFibHelp Facebook Page: For strategic reasons, PatientEvolution launched a dedicated Facebook page to amplify AFibHelp results. In a very short timeframe, the AFibHelp Facebook page has grown to 21,655 members.

Total Page Likes as of Today: 21,655



Facebook Engagement Rates: Client content gets featured across the AFibHelp Facebook page with engagement rates that exceed 7% (compared to an industry average of 0.5%).

The screenshot shows a Facebook post from AFibHelp.org, published by Hunter Podell on June 12 at 2:48 PM. The post features a video update titled "After Complex Heart Valve & Atrial Fibrillation Surgery, Clarissa Is Doing Great!". The video thumbnail includes a photo of a woman (Clarissa) and an ECG comparison between "NORMAL" and "ATRIAL FIBRILLATION". The post includes a link to a website and several hashtags: #AFib, #AtrialFibrillation, and #GoClarissaGo.

11,160 people reached

Bg Garren and 787 others

187 Shares

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