



LARGE SIMPLE TRIALS: MAKING IT REAL FOR PATIENTS

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get behind a cure.

TAKE CHARGE OF YOUR CARE.

MEDICAL STUDIES INDICATE MOST PEOPLE SUFFER A 68% HEARING LOSS WHEN NAKED.



GETTING THE MOST OUT OF A VISIT TO THE DOCTOR'S OFFICE

Take a friend, someone who will help you remember important information.

Educate yourself. Seek trustworthy information about illnesses or conditions that affect you.



Courtesy of United Health Foundation

get behind a cure.

Partners & Consumers not subjects

- Market research **before** product is developed
- Decision-making support
- Post-purchase updates

Create satisfied customers!





TALK DOESN'T COOK RICE

Chinese Proverb

get behind a cure.