

# PANORAMIC NEWSLETTER

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## Promotions/Communications

### Google Advert

- PANORAMIC now has a live Google advert to encourage sign up for the trial. It's resulted in an uptick in registrations! (We'd be grateful if you wouldn't click the advert yourself, however, as this will skew the analytics!)
- 19.2k impressions (how often the ad was shown)
- 579 clicks on our ad, i.e. 579 people directed to our website and this has been far reaching across the UK
- Most popular search terms: Covid, Covid-19, Paxlovid UK, Panoramic trial UK.

### Posters & Flyers

- You'll have recently received promotional posters and flyers.
- Please display the posters and circulate the flyers to potential participants.
- Flyers can be attached to the LFD kits.
- Posters can be added to your website and electronic display screens!

## Thank you!

PANORAMIC has now recruited

# 27,384

participants



## FREE LFD KITS

REMINDER

Please stock up on LFD kits whilst they are free and available to hubs!

**They are only available until September** so we recommend stocking up now ready for winter. You can order 392 tests at a time, every 21 days.

## Top Recruiters

Top recruiters for July were:

- Lothian Health Board
- Honiton Surgery
- Middlewood Partnership



Thank you to all our sites and hubs for your continued support. We couldn't do it without you!

## Spinnaker Issues

If you come across any issues with Spinnaker please report them using the feedback button on the right side of the page as shown here:



## Patient Identifiable Info



The Virology Sub-study team have noticed more samples being returned with patient identifiable information. Please remind participants who sign up for the VSS not to add any personal identifiable information on their sample kits they send off, eg no name/d.o.b., etc.

## Reminders



- Working instructions for the Safety Calls have been updated and disseminated.
- **The Hub Newsletter will now be monthly.** Expect it in your inbox on the first Monday/Tuesday of the month. If a big update needs to be given we will send an extra newsletter.