

# JEEVA INFORMATICS

## MEDIA CASE STUDY

*Jeeva Informatics' mission is to accelerate the development of new therapies by removing existing obstacles to clinical studies.*

**CLINICAL  
TRIAL**

DISRUPTION | EXPOSURE | INFLUENCE

**JOTO**<sup>™</sup>  
PR DISRUPTORS

# In This Case Study,

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## **WHO IS JEEVA INFORMATICS?**

Losing a child to a rare disease and witnessing his brother suffer from a chronic condition inspired Dr. Harsha Rajasimha to launch Jeeva Informatics. Its mission is to accelerate the development of new therapies by removing existing obstacles to clinical studies.

Millions of patients worldwide suffer from rare and chronic diseases. Meanwhile, clinical studies struggle to enroll qualified patients. Most require patients to live close to or travel to a location to participate.

Clinicians and patients face complex workflows and lack a comprehensive global database that connects patient experience and clinical efforts. For rare diseases, this means each physician starts over again in the dark, without the benefit of knowing what has and has not worked for other patients.

Jeeva Informatics democratizes the clinical trial process by enabling remote patient access, accelerating patient enrollment by a factor of three. The Jeeva eClinical Cloud™ simplifies workflows for diverse teams.

## **INDUSTRY**

- Technology SaaS
- Healthcare
- Clinical Research

## **THE CHALLENGE**

One of the biggest challenges is raising the awareness required to inspire behavior change. Despite the limits of current methodologies, they are well entrenched. Science-minded researchers and patient-oriented physicians are not already aware of the vastly superior benefits provided by for eClinical solutions.

Jeeva's staff had to explain its benefits to each stakeholder. Particularly because the aspects Jeeva offers are new, it is difficult for stakeholders to fully grasp the groundbreaking ways its methodology is unique and different.

With this barrier of needing to educate before selling, reaching clinical decision-makers with essential and action-inspiring information early in the planning phases presented a significant barrier.

Jeeva is a hybrid model that can be used in existing hybrid decentralized patient-centric clinical trial protocols which combine traditional in-person methods with virtual digital management. In this case, the challenge was helping clinical operations decision-makers already comfortable with the software they've been using understand that Jeeva is the most flexible, simple, easy-to-use software solution over all competitors.

Jeeva had an enthusiastic follower base who understood and loved the platform, but this was not converting to adequate sales. The team needed to penetrate into new organizations unfamiliar with their brand and build third-party credibility.

## **MEDIA EXPOSURE METRICS**

The 18-month Jeeva Informatics campaign has resulted in an average of 2.5 or more *monthly* media placements (e.g., articles, interviews, and TV/radio segments).

The 45 placements included three Tier 6 media opportunities from The Hill, Authority Magazine, and Yahoo Finance. Combined, these equate to an exposure aggregate of 563,524,370 unique views (and climbing). Per industry standards, you can expect 2.5%, or 14,088,109 people, to have read articles or have seen or listened to news clips.

## **THE RESULTS**

Working closely with Dr. Rajasimha and his team, JOTO PR leveraged timely news articles to highlight the urgent need for what Jeeva offers the industry, by crafting messages for each stakeholder involved in the planning, funding, and execution of clinical trials.

The media picked up and broadly promoted the relevant, timely, and thought-provoking work. As a result of this immense and consistent exposure, Jeeva's business multiplied by 14, and Dr. Rajasimha is now well-positioned as a thought leader in his industry.

For that level of exposure in paid advertising, Jeeva Informatics would have invested over \$5 million dollars. It has been a successful campaign for Jeeva and both Jeeva and JOTO PR look forward to an exciting journey in the future.

- In only 18 months, the media exposure is equivalent to \$5,000,000 in paid print and media advertising;
- Results include 14x business growth, and
- Dr. Rajasimha is well-positioned as a thought leader in the industry.

## **...AND JEEVA RESPONDED!**

"JOTO PR has been instrumental in the rapid growth of our company. As a startup with a disruptively innovative solution, it can be hard to gain traction and educate a large target market how the status quo needs to be improved. Through hard work and diligent persistence, we have been able to grow by a factor of 14X thanks to the media exposure the JOTO PR team generated for our brand. However, it's more than just exposure — our ideas are presented thoughtfully. As a result, we've connected with the right people who can make a difference in thousands of people's lives by implementing our clinical trial methodology and technology."

~ Harsha Rajasimha, M.S., Ph.D., Founder and CEO of Jeeva Informatics



## ABOUT JEEVA INFORMATICS SOLUTIONS

The personal experience of losing a child born with a rare disease and a brother with a chronic disease became the springboard for Dr. Harsha Rajasimha to apply his years of postdoctoral training at NIH and FDA to accelerating therapies for rare and common conditions. He knew that technology in itself is not the limiting factor and that patient-centered design guided by stakeholder needs and regulatory requirements would guide their continuous learning digital platform. By digitizing and automating repetitive manual tasks and reducing the logistical burdens on patients and study teams by over 70%, Jeeva accelerates the process of bringing new medicines or vaccines to patients who need them by over 3x faster. The Virginia-based company's modular software-as-a-service platform is fully scalable and facilitates patient enrollment, engagement, and evidence generation in clinical trials on any browser-enabled mobile device. Visit <https://jeevatrials.com/>

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