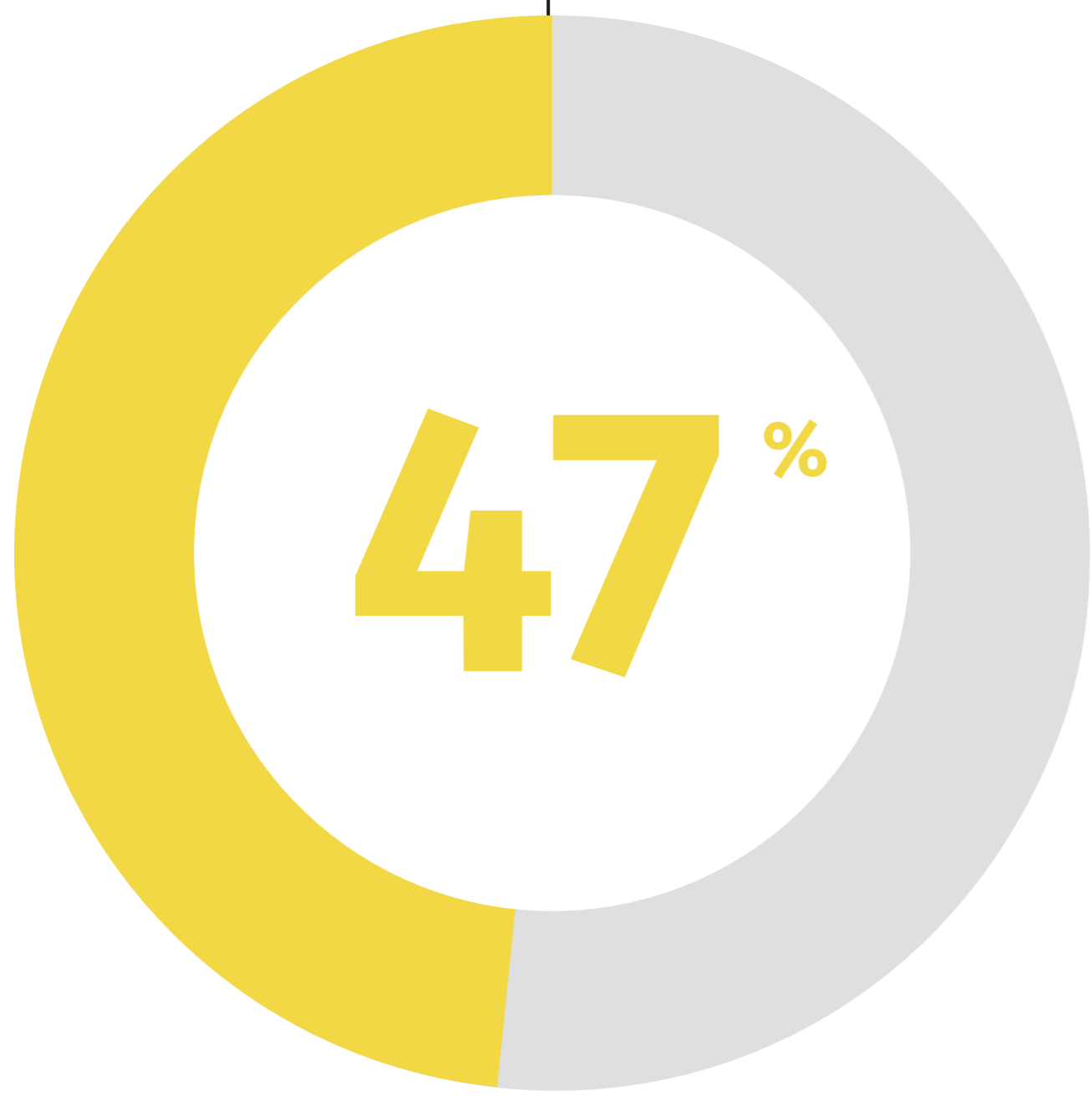


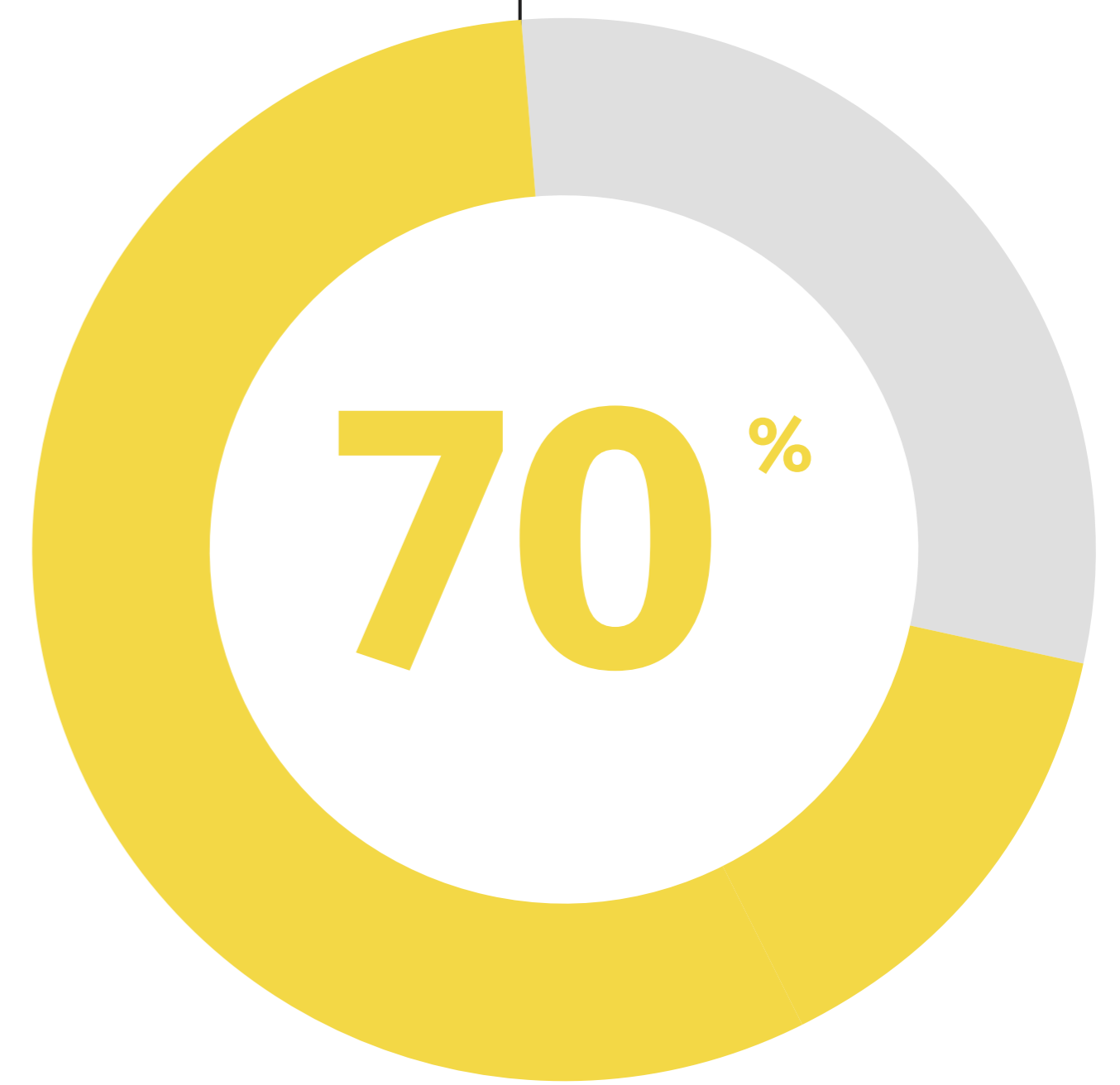
THE PROBLEM

Pre-COVID messaging does not align with post-COVID customer sensitivities, specifically, the new emphasis on safety as a “gating factor” in purchase selections

THE FACTS



47% of people say safety matters more now than before



70% are not comfortable going back to their old way of life

Source: 47% 70% figures. Source: Axios-Ipsos Survey April 17-20 N=1,021 US Adults.

THE SOLVE

Tune your messaging and your customer experiences to convey a commitment to reducing people’s risk of exposure to infectious disease in your clinical sites

LEARN MORE

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