GOMOHEALTH
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1.0 Cartilage Injury of the Knee Clinical Trial NCT03275064	
Title Tag	Cartilage Injury of the Knee Clinical Trial | NCT03275064
URL	Trials.novartis.com/clinical-trials/cartilage-injury-of-the-knee-clinical-trial/
Meta Keywords	cartilage injury of the knee, knee cartilage injury, cartilage injury of the knee clinical trial
Meta Description	Information on a clinical trial designed to assess the efficacy, safety and, tolerability of multiple injections of the study drug (or placebo) over 4-weeks into the affected knee joint in regenerating the knee joint cartilage surface in patients with cartilage injuries to the knee.

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Cartilage Injury of the Knee Clinical Trial NCT03275064

Novartis Pharmaceuticals is sponsoring a clinical research trial for males and females, ages 18-55 years, with a cartilage injury of partial thickness of one knee.

To learn more about knee joint cartilage injuries, click here. (links to 1.1)

This study is designed to assess the efficacy, safety and, tolerability of multiple injections of the study drug (or placebo) over 4-weeks into the affected knee joint in regenerating the knee joint cartilage surface in patients with cartilage injuries to the knee. The study will last a total of 28 weeks.

If you are eligible and agree to participate in this study, you will be given either the study drug or a placebo (an inactive drug used to compare its effects to the effects of the tested drug) for four weeks, and afterward, examined three times over the course of 24 weeks. Following the completion of your dosing, these examination visits will take place at 4 weeks, 12 weeks, and 24 weeks after dosing.

To see if you may be eligible, click here for a pre-screener/questionnaire. (Links 1.1.4)

Find out if there is a clinical study location nearby. (Links to 1.1.2)

Patients who participate in this trial must meet the following requirements:

- Must be between the ages of 18-55 years old
- Must have a cartilage injury of the knee
- Must have symptomatic (pain, impairment), single, partial thickness knee joint cartilage defect of one knee, as shown by MRI or arthroscopy performed within nine months before screening visit
- Must have an onset of pain and impairment of function between two months and two years before screening

Patients who are eligible and decide to enroll in this trial:

- Will receive the study drug four times by injection into the knee joint at seven-day intervals (once a week for four weeks)
- Will receive scheduled telephone calls approximately 48-72 hours after each study drug administration
- Will receive an additional scheduled telephone call two weeks after their last injection
- Will be asked to return to the study site for a follow-up visit at 4, 12, and 24 weeks after their last injection
- Will not be charged to participate
- May receive compensation for time and travel costs
- May withdraw from the trial at any time, for any reason

To learn more about knee joint cartilage injuries, click here. (Links to 1.1)

Additional study locations may be listed as they open in the future. We encourage you to share this information via the links at the top of the page.

Right-hand column (already approved):

Top links
Novartis clinical trials
The clinical trial process
(Video)
Right-hand column:
Related Links
Joint Cartilage Injury Information – links to 1.1
Cartilage Injury of the Knee Study Locations – links to 1.1.2

1.1 Joint Cartilage Injury Information	
Title Tag	Joint Cartilage Injury Information
URL	Trials.novartis.com/clinical-trials/cartilage-injury-of-the-knee-clinical-trial/information/
Meta Keywords	Joint cartilage injury information, joint cartilage injury info
Meta Description	Learn more about joint cartilage injuries, including frequently used terms and questions.

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Joint Cartilage Injury Information

Cartilage is the highly specialized tissue layer that covers the bone surface in a joint. Cartilage is essential for joint movement because it minimizes sliding friction, cushions the bone, and provides optimal weight-bearing. Cartilage injuries can be tears, cavities, or holes in the cartilage surface. This study will examine cartilage damage in the knee joint at the femoral (thigh) bone cartilage layer, or at the kneecap cartilage layer. When joint cartilage damage occurs, healing is limited, as the cartilage tissues (and the cartilage-generating cells in it) are not supplied by any blood vessels, but by the joint fluid (synovial fluid) only.

Currently, there is no approved treatment to regenerate fully functional cartilage (durable hyaline cartilaginous tissue), that would be capable of withstanding joint stress, and supporting an active lifestyle. Existing surgical procedures (e.g., microfracture) typically lead to unspecific repair tissue (fibrous, fibrocartilaginous, and/or calcified) with limited functional (biomechanical) properties.

Clinical evidence has also shown that untreated focal defects of the joint cartilage may progress, that is, to continuous “wearing down” of the cartilage layer, leading to osteoarthritis (OA), and often requiring joint replacement later in life, with mixed outcomes and high costs. Therefore, there is a high unmet medical need for more effective and efficient ways of repairing the joint cartilage, in order to intervene earlier, less invasively, and potentially stop the disease progression to OA.

Learn more about joint cartilage injuries, including commonly used terms, below:

Joint Cartilage Injury FAQs

Definitions, causes, and information on the study disease. (Links to 1.1.1)

Cartilage Injury of the Knee Eligibility

See if you may be eligible to participate in this study. (Links to 1.1.3)

Link to video: https://ln.sync.com/dl/db7135c90/pmkrfedb-prngqchc-je8hv6ek-ictmdgnm

Right-hand column (already approved):
Top links
Novartis clinical trials
The clinical trial process
(Video)

Left-hand column:
Joint Cartilage Injury FAQs – links to 1.1.1
Cartilage Injury of the Knee Contact – links to 1.1.2
Cartilage Injury of the Knee Eligibility – links to 1.1.3
Cartilage Injury of the Knee Pre-Screener – links to 1.1.4

1.1.1 Joint Cartilage Injury FAQs	
Title Tag	Joint Cartilage Injury FAQs
URL	Trials.novartis.com/clinical-trials/cartilage-injury-of-the-knee-clinical-trial/information/FAQs/
Meta Keywords	what is a cartilage injury, what causes a cartilage injury of the knee, symptoms of a cartilage injury of the knee
Meta Description	Learn more about joint cartilage injuries, including common symptoms, causes, and diagnosis criteria.

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Joint Cartilage Injury FAQs

1. What is a cartilage injury?

Damage to cartilage is a fairly common type of injury. Cartilage is a highly specialized and durable tissue which covers the bone surface of joints allowing bones to slide over one another. Cartilage injuries occur when this cartilage gets damaged.

2. What causes a cartilage injury of the knee?

A cartilage injury of the knee can be caused by a knee trauma, including but not limited to sports injuries, and it is often associated with damage to other structures of the knee.

3. What are the symptoms of a cartilage injury of the knee?

Symptoms of cartilage damage in a joint include:

- Pain in the joint
- The joint catching or locking
- Stiffness
- Swelling
- Grinding sensation or clicking of the affected joint

4. How is a cartilage injury of the knee treated?

Currently, there is no approved treatment to regenerate healthy durable cartilage (i.e., hyaline cartilaginous tissue), capable of withstanding joint stress and supporting an active lifestyle. Existing surgical procedures (e.g., microfracture) typically lead to unspecific repair tissue (fibrous, fibrocartilaginous and/or calcified) with limited functional (biomechanical) properties.

5. Who is most at risk for a cartilage injury of the knee?

Active people of every age, and particularly athletes, can experience a joint cartilage injury. This damage often occurs after a sports injury but can also result from activities of daily living.

6. What is the purpose of this study?

The purpose of this study is to assess the efficacy, safety, and tolerability of the study drug (or placebo) in regenerating the knee joint cartilage surface in patients with a cartilage injury of the knee.

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Top links
Novartis clinical trials
The clinical trial process
(Video)

Left-hand column:
Joint Cartilage Injury Information – links to 1.1
Cartilage Injury of the Knee Clinical Trial Contact – links to 1.1.2
Cartilage Injury of the Knee Eligibility – links to 1.1.3
Cartilage Injury of the Knee Pre-Screener – links to 1.1.4

1.1.2 Cartilage Injury of the Knee Study Contact	
Title Tag	Cartilage Injury of the Knee Study Contact
URL	Trials.novartis.com/clinical-trials/cartilage-injury-of-the-knee-clinical-trial /information/contact/
Meta Keywords	cartilage injury of the knee trial contact list, Novartis cartilage injury of the knee trial sites, cartilage injury of the knee clinical study contacts
Meta Description	Contact information for cartilage injury of the knee clinical trial sites, courtesy of Novartis clinical trials.

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Cartilage Injury of the Knee Contact

This study is being conducted at clinical sites in various locations. Additional study locations may be listed in the future.

Site Address	Site Name	PI Name	Coordinator Name	Coordinator Email Address	Coordinator Phone Number
1260 Innovation Parkway, #100 Greenwood, IN 46143	OrthoIndy	Jack Farr	Vicki Snodgrass	JackFarrResearch@orthoindy.com	317-884-5336
1611 W. Harrison St. Suite 400 Chicago, IL 60612	Rush University Medical Center	Brian Cole	Kavita Ahuja	kavita.ahuja@rushortho.com	312-432-2380 and 312-563-2216
5565 Grossmont Center Drive, Bldg. 3, Suite 256 La Mesa, CA91942	Grossmont Orthopedic Medical Group	Scott Hacker	Marisa Radeke	marisa@horizontrials.com	619-456-6012
15601 N. 28th Ave Suite 100, Phoenix, AZ 85053	Arizona Research	Joseph Gimbel	Mathew Freeman Lisa Zigler	recruitment@azresearchcenter.com	602-773-3040
26 Stonecreek Circle Suite A, Jackson TN 38305	Clinical Research Solutions	Jason Hutchison	Paul Owens		
600 W Robbins Road, Suite 402 Boise, Idaho 83702	St Luke's Intermountain Research Center	Kurt Nilsson	Kelli Bruni	brunik@slhs.org	208-489-4369

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Top links
Novartis clinical trials
The clinical trial process
(Video)

Left-hand column:
Related Links
Joint Cartilage Injury Information – links to 1.1
Joint Cartilage Injury FAQs – links to 1.1.1
Cartilage Injury of the Knee Eligibility – links to 1.1.3
Cartilage Injury of the Knee Pre-Screener – links to 1.1.4

1.1.3 Cartilage Injury of the Knee Eligibility	
Title Tag	Cartilage Injury of the Knee Eligibility
URL	Trials.novartis.com/clinical-trials/cartilage-injury-of-the-knee-clinical-trial/information/eligibility/
Meta Keywords	cartilage injury of the knee trial eligibility, Novartis cartilage injury of the knee trial eligibility, cartilage injury of the knee clinical study eligibility
Meta Description	Eligibility information for cartilage injury of the knee clinical trial

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Cartilage Injury of the Knee Eligibility

Key Inclusion Criteria

Patients who may be eligible to participate in the trial must meet the following criteria:

- Must be between 18-55 years old (inclusive)
- Must have a single cartilage defect of one knee of partial thickness, as shown by MRI or arthroscopy, performed within nine months before first study visit
- Must have pain at the concerned knee, and impairment of function (e.g., of movement) for at least two months and no longer than two years before the first study visit

If the requirements above apply, you may be eligible to participate. If you are interested in participating, please find the nearest study site (links to 1.1.2 Cartilage Injury of the Knee Contact) to discuss next steps. Please remember that only the trial investigator can determine whether a person is eligible to participate and that patients can leave the trial at any time for any reason.

Right-hand column (already approved):
Top links
Novartis clinical trials
The clinical trial process
(Video)

Left-hand column:
Related Links
Joint Cartilage Injury Information – links to 1.1
Joint Cartilage Injury FAQs – links to 1.1.1
Cartilage Injury of the Knee Contact – links to 1.1.2
Cartilage Injury of the Knee Pre-Screener – links to 1.1.4

1.1.4 Cartilage Injury of the Knee Pre-Screener	
Title Tag	Cartilage Injury of the Knee Pre-Screener
URL	Trials.novartis.com/clinical-trials/cartilage-injury-of-the-knee-clinical-trial/information/pre-screener/
Meta Keywords	cartilage injury of the knee trial pre-screener, Novartis cartilage injury of the knee trial pre-screener, cartilage injury of the knee clinical study pre-screener
Meta Description	Pre-screener for cartilage injury of the knee clinical trial

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Cartilage Injury of the Knee Clinical Trial Pre-Screener

Question	Yes	No	Not Sure
1. Are you between the ages of 18-55 years old (inclusive)?	X		
2. Do you have a single joint cartilage defect of one knee partial thickness, shown by MRI or arthroscopy in the last nine months?	X		X
3. Do you have knee pain and impairment of function for at least two months and no longer than two years?	X		X
4. Do you have a history of malignancy of any organ system within the past five years?		X	X

Result options after completed survey:
#1 Pre-qualify:

Thank you! Based upon your responses, you may be eligible to participate. If you are interested in participating, please contact one of the trial sites listed below.

To take the pre-screener again, please click here. (links back to pre-screener 1.1.4)

#2 Do not pre-qualify:

Thank you for your interest. Based on your responses, this trial is not a match for you. There may be other studies in which you are interested. Please check clinicaltrials.gov for other clinical trials.

To try again, please click here. (links back to pre-screener 1.1.4)

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Top links
Novartis clinical trials

The clinical trial process
(video)

Left-hand column:
Joint Cartilage Injury FAQs – links to 1.1.1
Cartilage Injury of the Knee Contact – links to 1.1.2
Cartilage Injury of the Knee Eligibility – links to 1.1.3
Cartilage Injury of the Knee Pre-Screener – links to 1.1.4

Vanity URLs

Vanity URLs

Domain	Status
cartilageinjurytrial.com	Registered
kneecartilagelesion.com	Registered
cartilage-lesion.com	Registered

Appendix A: Photography

Appendix A: Photography

Landing Page Image:

Additional Image 1:

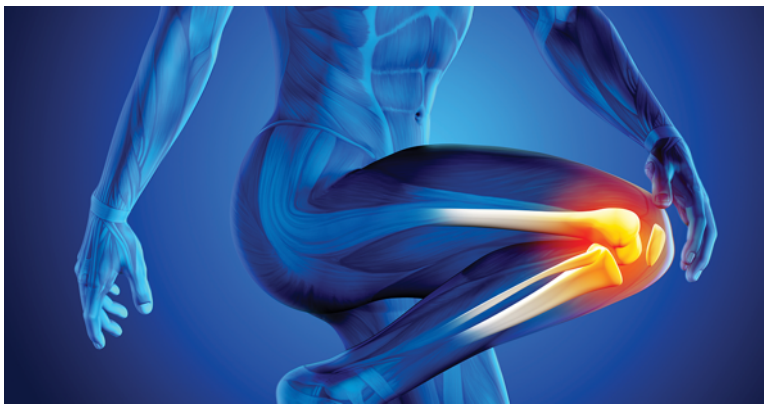
Additional Image 2:

Additional Image 3:

Additional Image 4:

Additional Image 5:

Additional Image 6:



Appendix B: CPC Ads and Google AdWords & Bing Ads (US Only)

Appendix B: CPC Ads and Google AdWords & Bings Ads (US Only)

Articular Cartilage Injuries - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Learn more about a study for patients with articular cartilage injuries.

Articular Cartilage Injuries - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Find out about a study for patients with articular cartilage injuries.

Articular Cartilage Injuries - Clinical Trial Now Recruiting
Ad trials.novartis.com/knee-cartilage/information
Learn about articular cartilage injuries, including causes, symptoms & more.

Cartilage Pain - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Learn more about a study for patients with articular cartilage injuries.

Cartilage Pain - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Find out about a study for patients with articular cartilage injuries.

Cartilage Pain - Clinical Trial Now Recruiting
Ad trials.novartis.com/knee-cartilage/information
Learn about articular cartilage injuries, including causes, symptoms & more.

Cartilage Repair - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Learn more about a study for patients with articular cartilage injuries.

Cartilage Repair - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Find out about a study for patients with articular cartilage injuries.

Cartilage Repair - Clinical Trial Now Recruiting
Ad trials.novartis.com/knee-cartilage/information
Learn about articular cartilage injuries, including causes, symptoms & more.

Knee Cartilage Injury Symptoms - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Learn more about a study for patients with articular cartilage injuries.

Knee Cartilage Injury Symptoms - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Find out about a study for patients with articular cartilage injuries.

Knee Cartilage Injury Symptoms - Clinical Trial Now Recruiting
Ad trials.novartis.com/knee-cartilage/information
Learn about articular cartilage injuries, including causes, symptoms & more.

Chondromalacia - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Learn more about a study for patients with articular cartilage injuries.

Chondromalacia - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Find out about a study for patients with articular cartilage injuries.

Chondromalacia - Clinical Trial Now Recruiting
Ad trials.novartis.com/knee-cartilage/information
Learn about articular cartilage injuries, including causes, symptoms & more.

Joint Cartilage Injury - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Learn more about a study for patients with articular cartilage injuries.

Joint Cartilage Injury - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
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Joint Cartilage Injury - Clinical Trial Now Recruiting
Ad trials.novartis.com/knee-cartilage/information
Learn about articular cartilage injuries, including causes, symptoms & more.

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Knee Cartilage Injuries - Clinical Trial Now Recruiting
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Knee Cartilage Injuries - Clinical Trial Now Recruiting
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Find out about a study for patients with articular cartilage injuries.

Knee Cartilage Injuries - Clinical Trial Now Recruiting
Ad trials.novartis.com/knee-cartilage/information
Learn about articular cartilage injuries, including causes, symptoms & more.

Knee Cartilage Damage - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Learn more about a study for patients with articular cartilage injuries.

Knee Cartilage Damage - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Find out about a study for patients with articular cartilage injuries.

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Knee Cartilage Injuries - Clinical Trial Now Recruiting
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Learn about articular cartilage injuries, including causes, symptoms & more.

Osteoarthritis - Clinical Trial Now Recruiting
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Learn more about a study for patients with articular cartilage injuries.

Osteoarthritis - Clinical Trial Now Recruiting
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Learn about articular cartilage injuries, including causes, symptoms & more.

Patellofemoral - Clinical Trial Now Recruiting
Ad trials.novartis.com/offer-page/clinical-trial
Learn more about a study for patients with articular cartilage injuries.

Patellofemoral - Clinical Trial Now Recruiting
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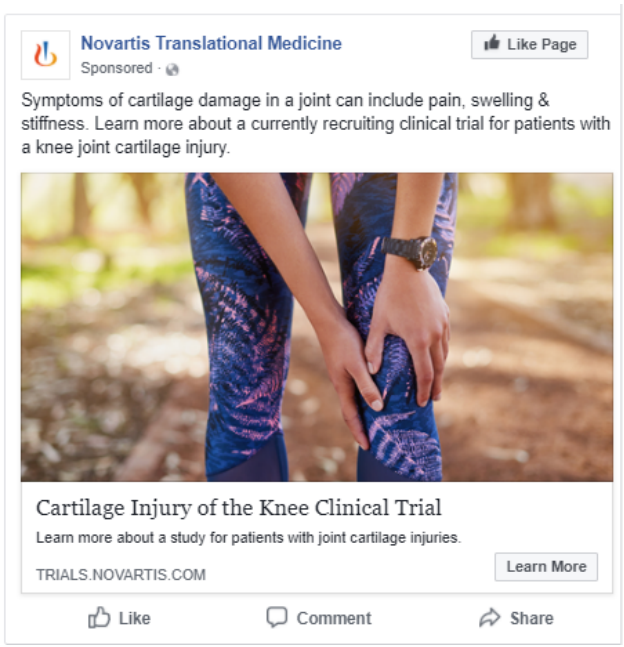
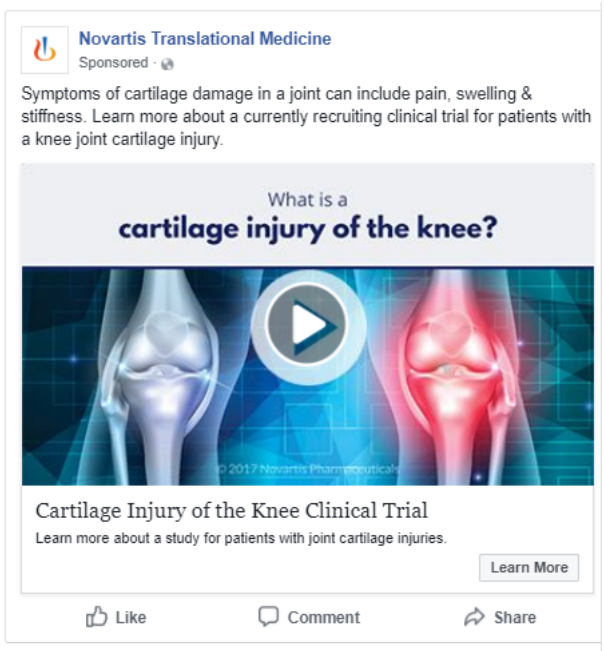
Find out about a study for patients with articular cartilage injuries.

Patellofemoral - Clinical Trial Now Recruiting
Ad trials.novartis.com/knee-cartilage/information
Learn about articular cartilage injuries, including causes, symptoms & more.

Appendix C: Facebook Ads (US Only)

Appendix C: Facebook Ads (US Only)





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Novartis is conducting a study designed to assess an experimental drug in patients with a partial cartilage injury to the knee. Learn more about eligibility criteria.

Cartilage Injury of the Knee Clinical Trial
Learn more about a study for patients with joint cartilage injuries.
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Cartilage is important for joint movement because it minimizes sliding friction, cushions the bone, and provides elasticity to pressure. Learn more about a study currently recruiting patients with a knee cartilage injury.

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A cartilage injury of the knee can be caused by a single accident but damage is more likely to occur in conjunction with other knee injuries. Learn more about a clinical trial currently recruiting patients.

Cartilage Injury of the Knee Clinical Trial

Learn more about a study for patients with joint cartilage injuries.

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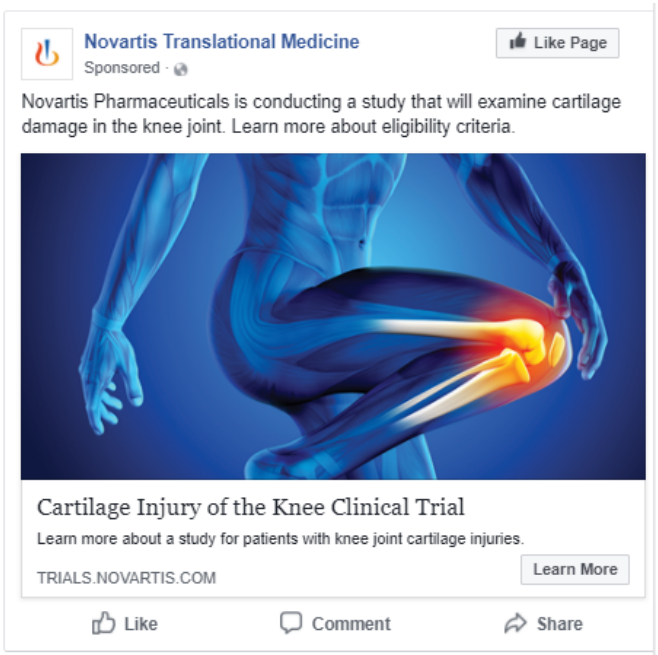
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Learn more about a study for patients with knee joint cartilage injuries.
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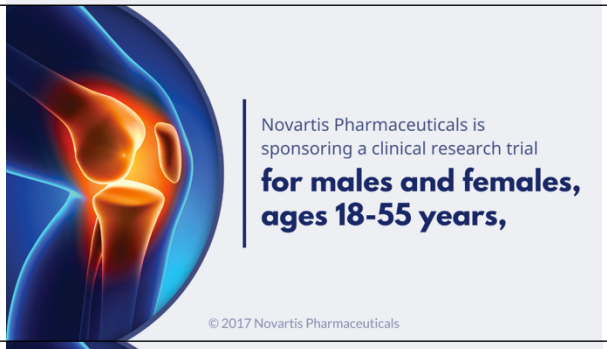
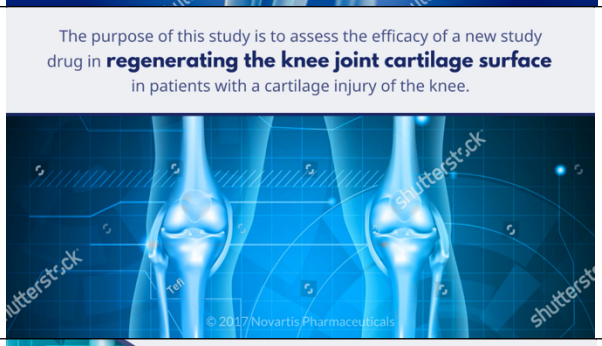
Appendix D: Video Manuscript

Appendix D: Video Manuscript

Manuscript Text	Assets
Novartis Pharmaceuticals is sponsoring a clinical research trial for males and females, ages 18-55 years, with a cartilage injury of the knee.	
What is a cartilage injury of the knee?	

Simply, a cartilage injury is damage to the cartilage - this can be a tear, a cavity, or a hole in the cartilage surface.	
Cartilage injuries are relatively common and can happen to active people of every age.	
This damage most often occurs after multiple injuries to the knee, but can sometimes also result from a sudden sports injury (although less common).	

Symptoms of a cartilage injury in a joint include joint pain, swelling, stiffness, a clicking or grinding sensation, and/or the joint locking or catching.	
There is currently no approved treatment to regenerate healthy, durable cartilage capable of withstanding joint stress and supporting an active lifestyle.	
The purpose of this study is to assess the efficacy of a new study drug in regenerating the knee joint cartilage surface in patients with a cartilage injury of the knee.	
To see if you may qualify, we invite you to take the pre-screener at www.cartilageinjurytrial.com/pre-screener	
For more information, please visit www.cartilageinjurytrial.com	