

# Case Study

## How We've Helped - Patient Outreach

### PROSTATE CANCER - US

#### Challenge

Launch a **multiyear, direct-to-patient marketing campaign** for a breakthrough technology that provides physicians with a way to precisely set up prostate radiation therapy and monitor patient's position during treatment.

#### Solution

ThreeWire began with a **pilot program** that was later **expanded to 12 sites**. The DTP campaign implemented **media, study-branded Website, Community Health Talks, and referral outreach tactics**.

#### Results

Sixteen percent of respondents were referred to sites and **11% of referrals** were treated using our client's product.