

Case Study

How We've Helped - Media, Site Materials, Website

OPHTHALMOLOGY STUDY - GLAUCOMA AND RETINAL DISEASE

Challenge

A leading pharma company needed assistance to rescue their enrolling ophthalmology study. The sponsor was attempting to complete enrollment for a normative, glaucoma and retinal disease study. With only a few months left for recruitment efforts, enrollment was lagging and would fall short of the target goal. **We had less than four months to conceive, develop, and execute a strategy** that would succeed in achieving the sponsor's enrollment goals and timeline.

Solution

ThreeWire moved quickly to execute the contract, plan and implement **a direct-to-patient media outreach strategy in three distinct markets, which included TV, radio, print, and web-based advertisements**. Patients who responded to the media were pre-screened centrally by our **Patient Interaction Center® (PIC)** and pre-qualified referrals were delivered to sites. We also produced and utilized **study-branded patient outreach materials, including brochures, posters, flyers**, and launched a **study website with an online self-screener** that gave potential patients access to important study information and the option to pre-screen 24/7.

Results

We generated our first referral just one day after running media, and contributed our first enrollment just a few weeks after that. Ultimately, our multi-tactic outreach efforts contributed a total of **19 consented patients and 12 enrollments in under two months**, enabling the sponsor to close enrollment.