

Case Study

How We've Helped - Media and Community Health Talks

MEDICAL DEVICE SLEEP STUDY - US

Challenge

The protocol design for this pivotal study required extensive pre-enrollment sleep studies, followed by multiple visits involving additional sleep studies that **reduced sites' available bandwidth for screening and consenting new patients.**

Solution

ThreeWire created a comprehensive enrollment solution involving **media outreach using radio, print and web advertisements** that directed respondents to our **Patient Interaction Center®** for prescreening. In order to reduce each site's screening workload, we scheduled patient referrals to attend **Community Health Talks® (CHTs)**, enabling patients and site staff to learn more about the study in an interactive environment, followed by the opportunity to schedule a site screening visit. This dramatically reduced the one-to-one time normally needed for patient first office visits, while streamlining screening and consent processes at each site.

Results

When enrollment closed, the media campaign had generated more than **12,000 responses** and as the result of extremely complex pre-screening criteria, approximately **1,400 referrals**. Over 1,200 were invited to a **CHT with more than 900 attending**. Nearly **850 patients scheduled first office visits**, resulting in **440 consents and 72 enrollments of the total 115 needed** to complete the study.