

Case Study

How We've Helped - Patient Outreach

ERECTILE RESTORATION - US

Challenge

Launch a **direct-to-patient marketing campaign** for an erectile restoration implant for men who have failed first- and second-line therapies. Campaign was targeted to Caucasian and Hispanic men seeking treatment.

Solution

ThreeWire implemented a **multi-tactic campaign consisting of radio, print and outdoor advertising, a Web landing page with on-line screener, and pay-per-click and remarketing program**. Patients were pre-screened through our Patient Interaction Center® (PIC). Our Site Services group worked closely with staff at each participating site to ensure rapid, efficient scheduling and screening of eligible candidates.

Results

Achieved **52% conversion rate** from pre-screened patient to referral, and **54% conversion rate** from referral to consultation.