

# Case Study

## How We've Helped - Media

### OBESITY IMPLANT DEVICE - US

#### Challenge

Recruit and enroll patients for a prospective medical device designed to obesity. The sponsor (a previous ThreeWire customer) **had to complete enrollment in less than six months** to meet the **enrollment goal of randomized 230 patients across only 10 sites**, with a protocol containing **very restrictive I/E criteria**.

#### Solution

ThreeWire developed and executed a custom, comprehensive recruitment program that included broadcast **media (TV)**, **print advertising** and a **study website with self-screener** and information for patients relative to their condition, and the study. All media respondents were directed to **ThreeWire's PIC** for screening and referral of pre-qualified candidates to participating sites. We also used **CHTs** to engage and inform multiple patients at one time, creating efficiency for sites, and patients.

#### Results

ThreeWire's efforts resulted in **175 implant procedures**, or 76% of the total enrollment goal. Our collaboration with the sponsor and sites resulted in the in the final implant being completed within the sixmonth goal that the sponsor had originally set.