

Case Study

How We've Helped - Media and Community Health Talks

MEDICAL DEVICE SLEEP STUDY - GERMANY

Challenge

A long term ThreeWire client needed assistance with enrollment at a **university-based site in Germany** for their study testing an active implantable device used in the treatment of a common sleep disorder. The site **did not have the volume of patient candidates** needed to meet their enrollment target for the study.

Solution

ThreeWire developed a comprehensive enrollment solution involving **media outreach using print advertisements** followed by prescreening of respondents. In order to maximize available site bandwidth and reduce screening workload, patient referrals were scheduled to attend a **Community Health Talk® (CHTs)** 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 and helped streamline the screening and consent process at the site.

Results

Three ad placements were made in local newspapers, generating **more than 200 responses and 80 referrals**. Nearly **60 patients attended one of two CHTs**, resulting in **more than 50 first office visits and 12 enrollments**, thereby **completing site enrollment requirements** for the study.