

# Case Study

## How We've Helped - Media

### PHASE II COPD DRUG - US AND CANADA

#### Challenge

Randomize 200 subjects in 45 days, including obtaining IRB approval, and launching the recruitment program within 30 days of contract signing.

#### Solution

ThreeWire developed **radio, television and print ads**, as well as a dedicated **study website** and patient portal. Respondents were pre-screened at our Patient Interaction Center® and referred as appropriate to approximately 75 sites.

#### Results

More than 4,000 screenings were completed in three weeks. Recruitment goals were reached two weeks ahead of schedule, with **ThreeWire's contribution of 95 patients**.

*"[ThreeWire's] performance-based fee structure is one of the most aggressive in the industry which diminishes risk for the Sponsor."*

Recruitment Lead

*Top 10 Pharma Company*

