

# Case Study

## How We've Helped - Direct Mail and Patient Outreach

### PHASE II HYPERTENSION - US

#### Challenge

Assist the sponsor with meeting enrollment timelines and goals for **two rescue studies at 80 sites** without using "traditional" media advertising.

#### Solution

A program was developed and implemented to employ **direct mail** and **outbound calls** to patients in an opt-in database. Respondents were pre-screened by nurses at our Patient Interaction Center® (PIC) and referred as appropriate to a nearby site. Our Site Services group provided referral management and support through to final disposition of either enrollment or disqualification/screen failure.

#### Results

**4,708 patients were pre-screened, with 1,175 referred to sites, resulting in 133 enrollments.** The program was completed in three months and met both the enrollment and timeline goals for completion of the study.

*"Working with our old vendor versus working with ThreeWire is like night and day."*

Study Project Manager

*Medical Device Company*

