

# Case Study

## How We've Helped - Media and E-Marketing

### PIVOTAL IMPLANT STUDY - DRUG REFRACTORY EPILEPSY - US

#### Challenge

ThreeWire was called on to assist the sponsor with completing enrollment ahead of multiple competitors with similar study designs and timelines.

#### Solution

ThreeWire implemented **media outreach, online recruitment and site kits**. Respondents were prescreened by our Patient Interaction Center® and qualified candidates were referred to participating sites.

#### Results

**1,412 referrals were generated** to sites. Issues with reimbursement for site-based diagnostic testing caused the sponsors to stop media outreach and focus on site-based and online recruitment. **Media outreach produced 422 referrals and 5 enrollments**. Online and site-based recruitment generated **921 and 69 referrals respectively**. Although enrollment numbers were not tracked, the campaign continued through the end of study enrollment, which finished more than 6 months ahead of the nearest competitor.

*"On behalf of <sponsor blinded>, I thank you for your dedication and amazing performance."*

Clinical Lead

*Top 5 Global Pharma Company*

