

Case Study

How We've Helped - Patient Outreach

UTERINE FIBROIDS - US

Challenge

Launch a **direct-to-patient marketing campaign** for a medical device therapy used to treat uterine fibroids and possibly avoid hysterectomy. Campaign focused on urban demographics and emphasized outreach to African American women.

Solution

ThreeWire implemented a **localized multitactic campaign** around treating centers consisting of **radio, print and public transit advertising and a Web landing page with on-line screener**. Patients were pre-screened through our Patient Interaction Center® (PIC) and those that passed were referred to a nearby treating center. Our Practice Support Services group worked closely with staff at each participating **center to ensure rapid, efficient scheduling** of eligible candidates.

Results

Over **eight months, generated 2,200 patient leads** from outreach, with **38% of these resulting in referral** to a treatment center and a **52% conversion rate** of practice appointments to treatments.