



Pinpoint your audience. Find out what makes them tick. Develop a message that will resonate with them and tell your story. That's not just making the plan, it's working the plan. Do that, and results will follow.

Challenge There are approximately 1,000,000 foot/ankle fusion or corrective procedures performed annually in the US. Our client wanted to build on the success of their bone regeneration technology — a material that eliminates the need for a second procedure to harvest autologous bone and was already approved and proven in other applications — for use in the lucrative foot and ankle fusion market.

www.
anklefusion
study.com



Strategy Ankle is easy, but how do you describe “hind foot?” ThreeWire needed to make sure that the message was both compelling and easy to understand. After researching both the condition and its effect on patients’ lives, we developed concepts that spoke to and engaged patients. Armed with several strong ideas, we took the next step and tested these messages with over 100 actual patients. Utilizing respondents’ perceptions, likes (“bright, dramatic and clear...caught my attention”) and dislikes (“the name ‘ankle fusion’ scares me”), we refined the message to accurately target potential patients.

Results The message rang loud and clear — and in spite of having to work within a tight budget and time frame, the response to advertising in the media-saturated large markets was particularly successful. In the study sites we represented, our nurses prescreened over 1,000 potential patients in four months that converted into a 28 percent enrollment of ThreeWire-referred patients.

01 CASE STUDY