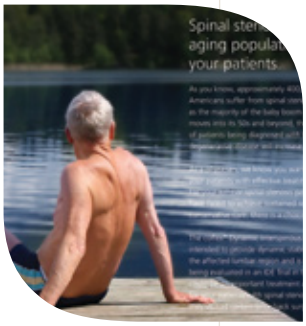
Finding a great solution is almost always a roll-up-your-sleeves exercise. You have to find the facts and examine the options — and keep digging to get at the diamond in that bed of coal. Hard work is the means to the most rewarding ends. And the best results.

Challenge

While our client had some success recruiting on their own in the competitive spinal stenosis device market, they needed help to reach their goal of 470 patients. ThreeWire not only had to provide the expertise to complete their enrollment on time, we also needed to inform and excite physicians about this new dynamic stabilization device and have them refer viable patients to the trial. To make this even more challenging, randomization was to spinal fusion.

www.coflexspinestudy.com



Strategy

The trick was to keep the pipeline full, but not overflowing. Utilizing the right mix of advertising and PR kept interest high. Since radio and newspapers were key media for our target age group, we were able to aggressively leverage remnant advertising to get the greatest ROI for our customer while still maximizing our reach to patients. Because more than 1500 qualified patients were referred to the sites, ThreeWire developed customized service plans to support site coordinators during times of heavy referrals.

Results

Targeted tactics and a strategic media plan were the underpinnings of a nearly 214 percent increase in enrollment in the first six months of ThreeWire's involvement, keeping our client well on-track to meet their goal by the end of 2008. An extensive media campaign generated 7,300 calls in a single month, with a total of 16,000 calls in six months.

05 CASE STUDY

ThreeWire™
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