



Case Study

## Exceeding Goals: Patients, Procedures, and ROI

83bar was able to track the patient pathway from interest to procedure within a nationwide digital direct-to consumer campaign for chronic reflux sufferers.

The Results



# Case Study

## THE CHALLENGE

The client needed to connect marketing efforts with **completed medical procedures**. Our robust solution delivered procedure-ready patients, with **tracking at every step** in the patient journey.

The client had difficulty correlating marketing efforts to increased procedure volume. 83bar was challenged with demonstrating that **1-3% of all leads (patients)** would receive a **procedure for gastroesophageal reflux disease (GERD)**.

## THE RESULTS

- **89,000 qualified leads**
- **4.7% of all leads received a procedure for GERD**
- **6X ROI over three years**
- **4,830 hours saved by qualification through the clinical contact center**

## THE STRATEGY

- Enhance sales** efforts by delivering high-intent patients in new markets
- Grow emerging markets** by driving consumer demand in additional markets
- Empower patients** to have informed discussions with their provider on solutions\*

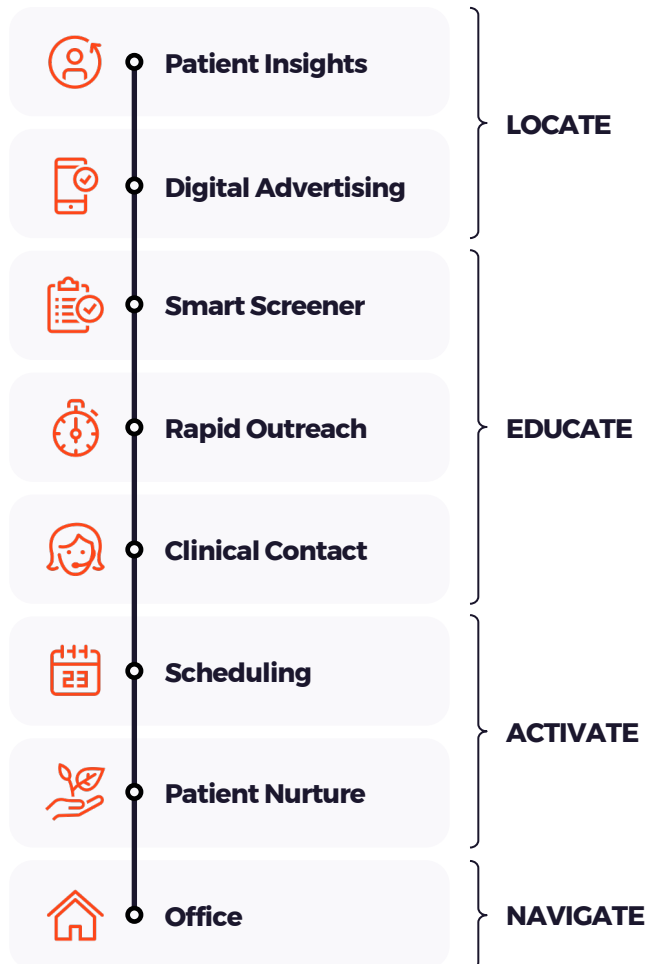
\*83bar DOES NOT provide medical advice and will present your product in the scope of available treatment options.

## KEY INDICATIONS

- Must be at least 18 years old
- Regularly experience troublesome symptoms of symptomatic chronic GERD
- No longer respond adequately to, or are dissatisfied with anti-reflux medicines
- Concerned about the adverse long-term effects of taking proton pump inhibitors and other medicines
- Have a hiatal hernia less than two cm in size or a repair immediately prior to the procedure

## THE PROCESS

We found the right patients, connected them with an empathetic clinical specialist and nurtured them through to a procedure.



## Case Study

### THE FUNNEL

Tracking performance across the patient journey provides opportunity for optimization and continuing success. Approximately 4.7% of all leads converted to procedures. This represents **176% of the client target** of 3%.



**Total Leads**

**100,000**



**Qualified Leads**

**89,000**



**Rapid Outreach**

**29,000**



**Hand-offs & Referrals**

**17,000**



**Patient Procedures**

**4,700**

“

83bar has been **a great partner**; they listen, brainstorm, and use data-driven decision making to develop patient activation strategies that **drive results and increase ROI** for our business.

”

**Ted Stephens - Vice President**  
Marketing & Professional Education

### CONCLUSION

We were able to continue to **help patients find relief from their symptoms**, while providing them with the peace of mind of being able to do so from the comfort and safety of their own home.

We achieved these goals due to our **decentralized clinical contract center's patient outreach and support**, combined with:

- **Increased online engagement** because of state COVID lock-downs
- The **inability for most patients to meet** with their existing physicians
- The **support we provided to physician practices** during their transition to telehealth platforms

### ABOUT 83bar

At 83bar, we shorten the patient journey from years to minutes using our Patient Activation Platform to Locate, Educate, Activate and Navigate patients for Commercial, Clinical Trial, Device, Diagnostic & Pharma clients.

We bridge the gap between patient awareness and patient action to drive positive healthcare outcomes.

### Schedule a call to learn more

Let's discuss your requirements and our Patient Activation Platform, can recruit healthcare consumers for clinical trials or commercial products or treatments.

[Schedule a call](#)