

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

Let's talk!



THE CHALLENGE

83bar was tasked with connecting the client's 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 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

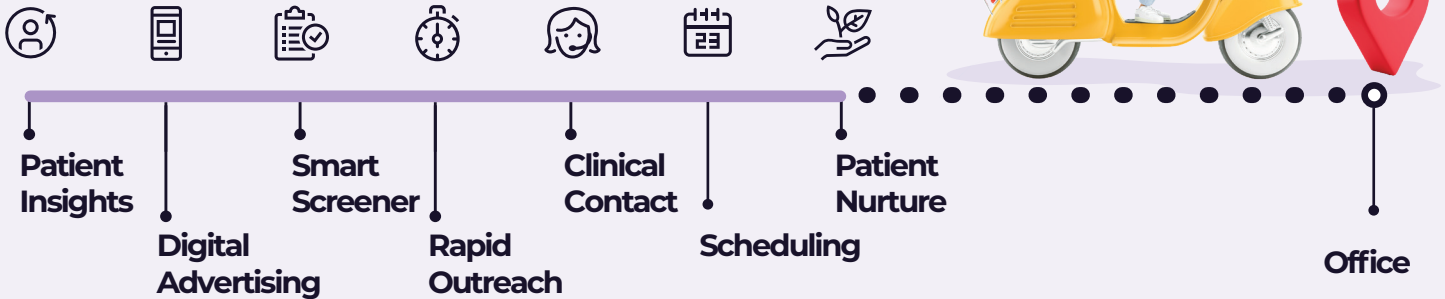
- Must be at least 18 years old
- Regularly experience troublesome symptoms of symptomatic chronic GERD
- No longer respond adequately to, or are dissatisfied with anti-reflux medicines
- Concerned about the adverse long-term effects of taking proton pump inhibitors and other medicines
- Have a hiatal hernia less than two cm in size or a hiatal hernia repair immediately prior to the procedure
- Have a Body Mass Index (BMI) of less than 35

THE RESULTS

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

THE PROCESS

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



LOCATE

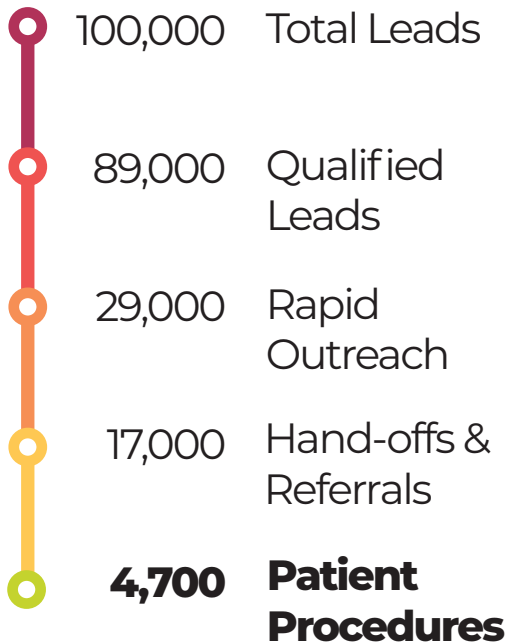
EDUCATE

ACTIVATE

NAVIGATE

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%.



LET'S TALK!

Schedule a meeting with 83bar experts or send us a message on our website.

[Book a call](#)

[Send message](#)

CLIENT BENEFIT

“ 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

CONTACT US

Get in touch with the team

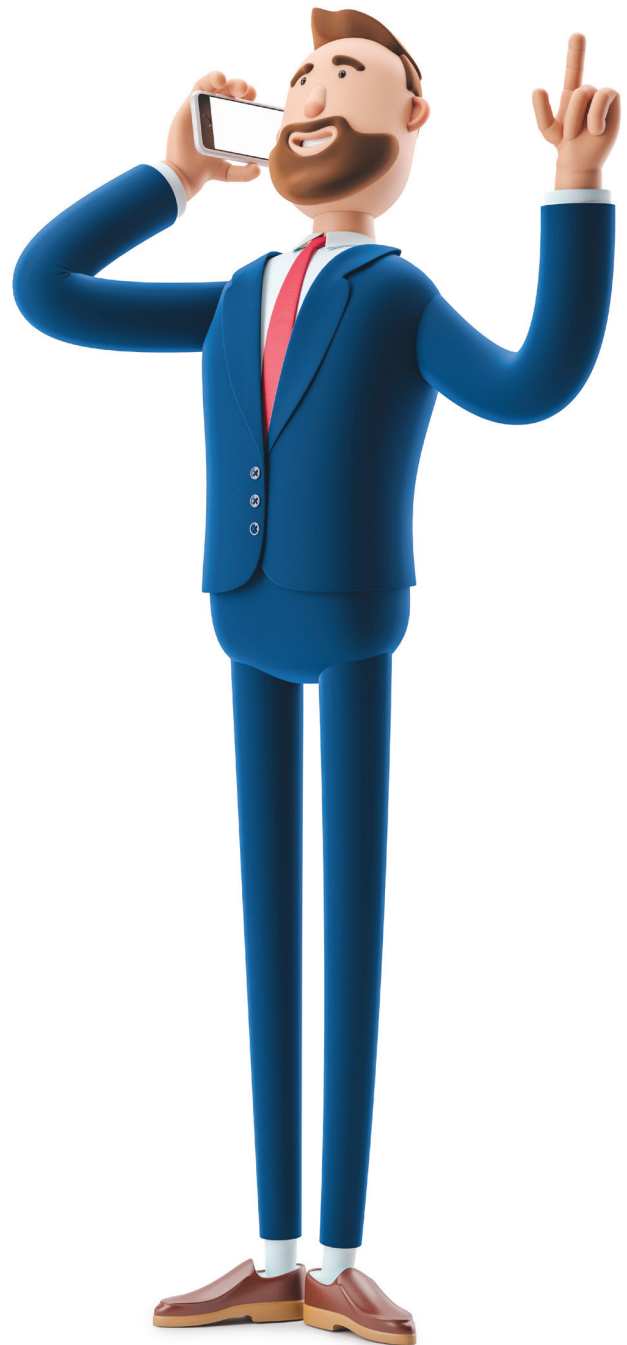
Learn about 83bar and our Patient Activation Platform for recruiting healthcare consumers for clinical trials or commercial products or treatments.

[Send a message](#)

SCHEDULE A CALL

Urgent Inquiry?

We'll get back to you as soon as possible, but if you have a more urgent need to discuss your patient recruitment issues, please schedule a short call with our experts below.

[Schedule a call](#)

ABOUT 83BAR

83bar.com

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. We envision a world where patients are empowered with the knowledge and hope they need to pursue personalized healthcare solutions from innovative life science companies who aren't satisfied with the status quo.