

Case Study:
Early Stage MedTech Company

Immediate wins: How to quickly generate patient demand, design a predictable, scalable model, and boost case volume

A medical device company had recently developed a disruptive technology and needed to drive patient demand for their new technology.

Having recently gained FDA clearance, the company was poised to make a big entry into the market, but needed a clear plan and partner for growing and scaling patient demand.

Services Utilized:

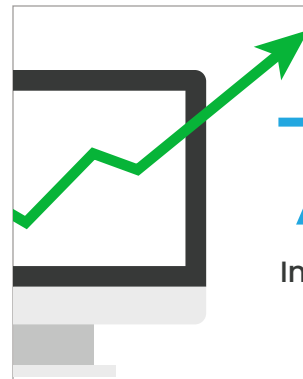
- Campaign Strategy
- Behavioral Ad Strategy
- Multi-Media Ad Creation
- Media Placement and Buys
- Call Management
- Appointment Setting
- Analytics and Tracking

Mediums:

- Radio
- TV

+6,762

Total Appointments
Generated

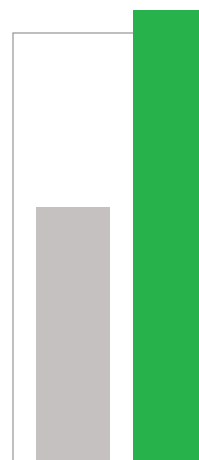


75%

Increase in Web
Traffic

Return on Investment:

\$1 = \$27.50



79%

Increase in Case
Volume

The Challenge

Their technology helps treat a patient population that falls between medical therapy and traditional surgical techniques. This minimally invasive procedure was revolutionary for patients because the traditional treatment options either came with unnecessary (and painful) side effects, or patients had to endure an invasive surgery with painful recoveries that would cause patient candidates to wince at just the thought of the procedure.

The company needed to drive patient demand quickly and generate an ROI that could allow them to scale the number of procedures they were doing nationwide. They also wanted a predictable formula for their advertising and marketing investment that they could trust going forward.

One of the medical device reps for the company knew about the proven ROI model deployed by TrackableMed. So he made the introduction — confident that TrackableMed could deliver.



The Solution

The TrackableMed team met with company leadership and discussed the approach. TrackableMed wanted to create a buzz in the marketplace that would actually drive patients to call their provider and request the procedure!

“Too many medical professionals advertise procedures or fancy technology the same way you might advertise a ‘thing’, like tires,” says Zed Williamson, founder of TrackableMed. “For this client, we wanted to really understand the trigger points of the target audience and structure our advertising acceleration program in a way that would have patients calling and requesting the procedure or technology because they believe it will help them.”

TrackableMed started by interviewing patients who had the procedure done. Armed with this insight, the team was able to draft a direct-to-patient campaign strategy that allowed them to pilot the initial ads in a test market. The goal of this test was not only to generate calls — it was also to determine whether or not the ads were on target and resonated with the target audience.

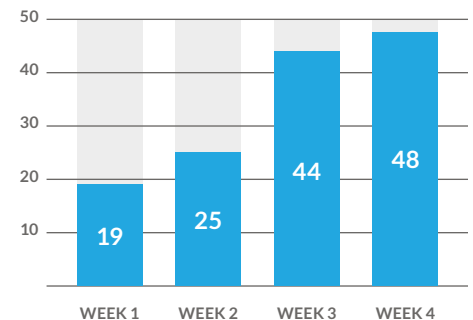
The results of that test indicated not only that they had a winning combination, but that patients were eager to get more information!

In the first month of ads in a single city, TrackableMed received 136 calls.

This initial success provided the green light needed to expand the ads to three markets. Because of the immediate increase in revenue, the team began talking expansion to additional media channels. The target demographic was one that would garner significant exposure on TV, so TrackableMed layered TV ads on top of the radio ads.

As a result, the response simply exploded.

Calls Received During First Month of Radio Ads:



The Results

Comparing quarter over quarter:

Total Number of Cases Increase By

651 

\$27.50

Return on Every Dollar Invested in Advertising

79%

Increase in Case Volume



75%

Increase in Web Traffic

The keys to the results were based on a few factors:

- TrackableMed tailored their advertising placement recommendations based on which market would get the biggest bang for the buck for advertising.
- TrackableMed took the calls so that none of them were missed or handled improperly.

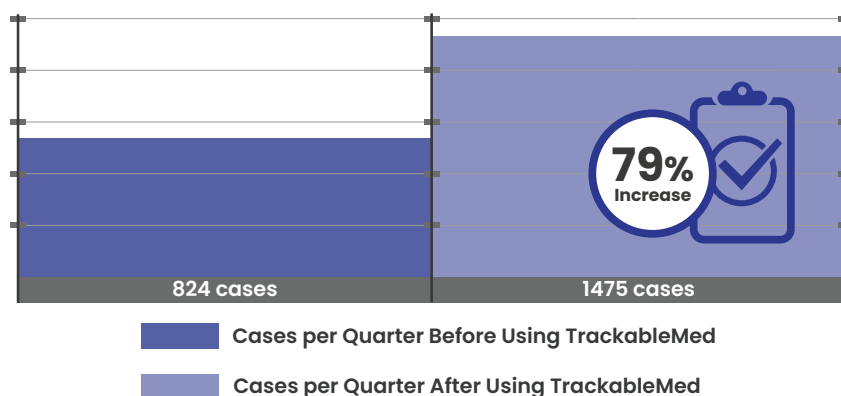
A Predictable Growth Formula

Through the campaign strategy, tracking, and monitoring, TrackableMed was able to develop a predictable, trackable formula for advertising growth.

Each phone call generated was worth \$478 to the company.

This made it possible to know how many impressions they needed to serve in a market in order to generate a result.

With TrackableMed, Cases Increased 79% Quarter Over Quarter



Are you ready to grow your results in a trackable, predictable way?

Learn more about TrackableMed's advertising and growth acceleration services.

[Book a Free Consultation](#)



Visit TrackableMed.com or call (855) 219-9984