

HEALTHCARE CASE STUDY

Medical device manufacturer discovers SmartBase Advocate most effective at driving device implant

The Challenge

Over the years, we've created and/or assisted with 14 patient support tools for a national medical device manufacturer, to help drive eligible patients to choose an implantable device. The company wanted to uncover which of the tools was most effective, so it could focus its resources most cost-effectively.

The Solution

We analyzed 3 years of results from the various support tools, including a newsletter, email campaign and SmartBase Advocate — in which patients who have the device volunteer to share their experiences with those considering the device.

The Results

Our analysis showed that SmartBase Advocate was the most effective tool. It drove 40% of participating prospects to choose the device — well above the least effective tool, an email-only campaign that drove only 4% conversion. In terms of overall implants, SmartBase Advocate drove more than half of them.

Most Advocate patients also made their decision faster. In looking at percentage of patients who had their device implanted within 180 days of opting in to the company's email program, it was 80% for those who spoke with an Advocate and only 40% for those who didn't.

About SmartBase Solutions

For 11+ years, SmartBase has been managing data and delivering actionable insights to clients of all levels of data sophistication. As technology continues to evolve, so does SmartBase. Our SmartBase IQ Data Platform, Data Analytics, Communication Automation and Marketing Research services round out our full capability to streamline operations and improve management. **We make your data work for you.**

Highlights

- Analyzed 25,000 prospective patient records and 14 support tools.
- Discovered that SmartBase Advocate drove the greatest implant rate at 40%.
- Discovered that SmartBase Advocate drove a faster time-to-implant rate.
- Maintained HIPAA compliance at all stages.