



Patient Power

Expanding the demand through DTC

The product:

Injectable treatment for fecal incontinence

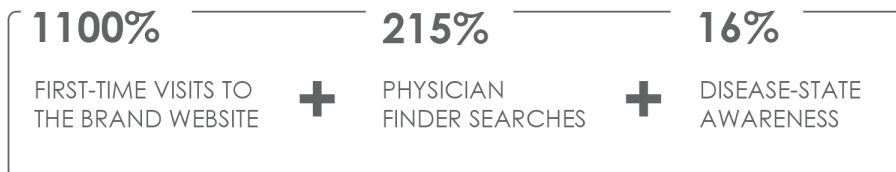
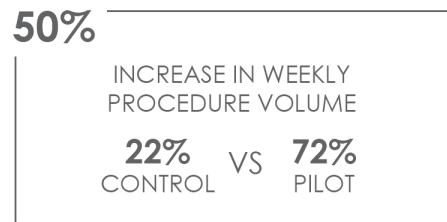
The challenge:

Increase patient flow to the offices of physicians who had been trained and certified to administer the injection

The Data+Soul™ approach:

- **We discovered** that patients often accept fecal incontinence as normal, resulting in a large, undiagnosed population
- **We identified** the most influential touchpoints along the patient journey, and developed content to increase disease awareness as well as drive procedures among patients who had already been diagnosed
- **We created** and launched the client's first DTC campaign in pilot markets comprising high-potential metropolitan statistical areas, along with matched control markets to test the program's success

DATA+SOUL™ RESULTS



The promotional channels

To achieve these results, we developed a multichannel campaign using both digital and offline media, with trackable URLs and phone numbers, including

- Banner ads
- Paid search
- Email
- Brand website with physician locator
- Magazine
- Newspaper
- Shelf talkers
- Direct mail



GET IN TOUCH!
info@medthink.com



VISIT US AT
www.medthink.com



FOLLOW US
[@medthink](https://twitter.com/medthink)