

## CASE STUDY

# WCG Partnership with Medical Device Company Generates 2,000+ Participant Referrals

## CHALLENGE

A medical device company faced the challenge of enrolling participants for their percutaneous peripheral nerve stimulation (PNS) study for the treatment of back pain.

## RESULTS

Through the deployment of a centralized media campaign and a customized study website, WCG successfully supported 17 sites.

WCG's support generated 2,000+ participant referrals and accounted for 31% of total enrollments recognized since support activation, helping the sponsor meet contract timelines and enrollment milestones on time.

“Thank you for the work that you have put into getting this site to where we are today. If given the opportunity to work with you again, I would jump at the occasion.”

– Site Study Coordinator

## WCG Total Funnel Metrics

**7,500+**  
Pre-Screened

**2,000+**  
Referrals

**250+**  
Appointments Scheduled

**150+**  
First Office Visits

**80+**  
Consented

**40+**  
Enrollments

## SOLUTION

WCG developed and launched a targeted media campaign that ran across Meta, Google, GoodLab, Reddit, and FM radio. The media campaign seamlessly directed traffic to a customized study website featuring video information about the study and a user-friendly online self-screener.

Potential participants who completed and passed the self-screener were compiled in

WCG's My Patient<sup>®</sup> portal and contacted by WCG study support experts for further pre-screening.

For those who did not qualify for the study but indicated interest in accessing the SPRINT device commercially, WCG provided an alternate care access pathway.

WCG's multifaceted, customized solution produced strong study performance, engaged study sites, and a satisfied client.

**“We could not have done this without you! WCG's services were instrumental in helping us get enrollment back on track.”**

– Senior Manager of Clinical Affairs