

90-Day Case Study: AtriCure, Inc.

**New Patient Acquisition for
AFib Pivotal Clinical Trial**



Executive Summary

AtriCure, Inc. (NASDAQ: ATRC) hired NewAFibPatients to accelerate patient recruitment for its Dual Epicardial and Endocardial Procedure clinical trial (the “DEEP Trial”). At the time of engagement, the Pivotal Phase 3 DEEP Trial had enrolled 10 percent of its patient recruitment goal during a 14-month timeframe.

Just 90 days after implementing the NewAFibPatients Patient Recruitment Platform™, the DEEP Trial received 913 patient inquiries, 477 online screening passes and 111 qualified patients were transferred to clinical sites participating in the trial.

Client Situation

AtriCure is a leading medical device company that provides innovative atrial fibrillation solutions that reduce the economic and social burden of atrial fibrillation. With over \$200 million in annual revenues and 400 employees, AtriCure is focused on developing proprietary products that offer doctors expedient methods to ablate tissue during surgical procedures.

Clinical Trial Enrollment Challenges

For its DEEP Trial, AtriCure was experiencing several patient recruitment challenges including:

- Low patient inquiries and enrollment
- Lack of awareness among patients and referring physicians
- **No Internet promotion or online screening activities**

AtriCure’s management team was searching for a partner to develop and manage a dedicated, interactive platform to accelerate patient recruitment efforts for the DEEP Trial.

The Solution

NewAFibPatients implemented its proprietary Patient Recruitment Platform™ for AtriCure on an expedited basis. The solution included:

1. Dedicated Website. NewAFibPatients launched AFibStudy.org, an interactive website that (i) educates patients about the DEEP Trial and (ii) pre-screens atrial fibrillation patients in real-time.



The screenshot shows the AFibStudy.org website. At the top, there is a navigation bar with the logo and links for "About Study", "Do I Qualify?", "Patient Screener", and a phone icon with the text "To Learn If You Qualify (XXX) XXX-XXXX 8a-8p M-F". The main content area features a large image of an elderly woman with her hand on her chest. Overlaid on this image is a dark blue box with the text "Are You Struggling with Atrial Fibrillation?" and "You may qualify for a minimally invasive therapy for AFib patients." Below this is an orange button labeled "Do I Qualify?". Below the image, there is a section titled "A Minimally Invasive Therapy for Atrial Fibrillation Patients" with a paragraph explaining the purpose of the DEEP research study. To the right of this text is a photo of a smiling male doctor in a white coat. Below the text is another orange button labeled "Start Patient Screener" with the subtext "60-second questionnaire". At the bottom of the page, a light blue banner contains the text: "Compensation may be provided to patients who qualify. There are no study related costs. Call (XXX) XXX-XXXX to learn more."

AFibStudy.org About Study Do I Qualify? Patient Screener To Learn If You Qualify (XXX) XXX-XXXX 8a-8p M-F

Are You Struggling with Atrial Fibrillation?
You may qualify for a minimally invasive therapy for AFib patients.
[Do I Qualify?](#)

A Minimally Invasive Therapy for Atrial Fibrillation Patients

The purpose of the Dual Epicardial and Endocardial Procedure (DEEP) research study is to establish a **safe, reliable and minimally-invasive therapy for atrial fibrillation.**

If you have been diagnosed with atrial fibrillation, you may qualify for this study. **Patients may also receive compensation for participating in this study.**

Your medical care will be provided by **board-certified physicians and hospitals** that specialize in AFib therapy.

[Start Patient Screener](#)
60-second questionnaire

Compensation may be provided to patients who qualify.
There are no study related costs. Call (XXX) XXX-XXXX to learn more.

The Solution (Continued)

2. Geo-Targeted Online Promotion. NewAFibPatients activated 20+ online and geo-location services to promote the DEEP Trial to patients with atrial fibrillation.

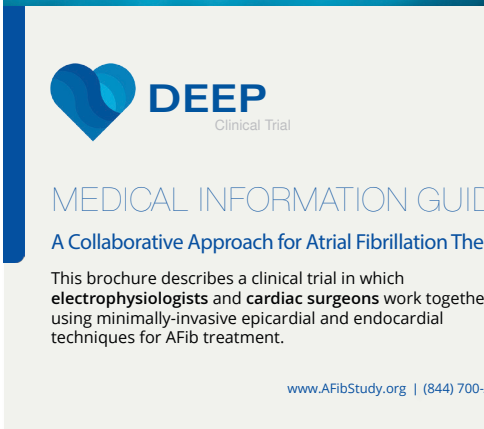



3. Call Center. NewAFibPatients launched a live call center with trained enrollment specialists to (i) educate patients, family members and referring physicians about the DEEP Trial and (ii) pre-screen patients with a questionnaire approved by institutional review boards.



The Solution (Continued)

4. **Educational Marketing Collateral.** NewAFibPatients developed, published and syndicated unique educational materials for patients and medical professionals interested in the DEEP Trial.



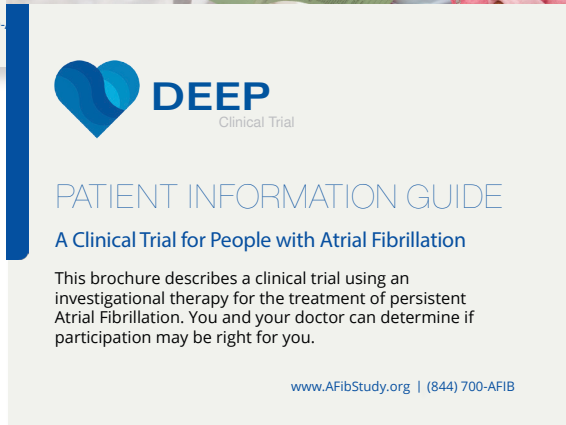
 **DEEP**
Clinical Trial


MEDICAL INFORMATION GUIDE

A Collaborative Approach for Atrial Fibrillation The

This brochure describes a clinical trial in which **electrophysiologists** and **cardiac surgeons** work together using minimally-invasive epicardial and endocardial techniques for AFib treatment.

www.AFibStudy.org | (844) 700-



 **DEEP**
Clinical Trial

PATIENT INFORMATION GUIDE

A Clinical Trial for People with Atrial Fibrillation

This brochure describes a clinical trial using an investigational therapy for the treatment of persistent Atrial Fibrillation. You and your doctor can determine if participation may be right for you.

www.AFibStudy.org | (844) 700-AFIB

The Solution (Continued)

5. Cloud-Based Portal for 24/7/365 Patient Recruitment Tracking. NewAFibPatients launched a cloud-based portal for all clinical sites to manage the entire patient recruitment process -- from inquiry to enrollment. Plus, a de-identified portal was developed for AtriCure to provide real-time visibility for all patient inquiries, screenings, site transfers and enrollments.



90-Day Results

Just 90 days after launching the NewAFibPatients Patient Recruitment Platform™ for AtriCure, the following results were achieved:



24,382

24,382 website visits



913

913 patient inquiries



477

477 online screening passes



111

111 patients transferred to sites

The Client Says...

In response to the implementation of the NewAFibPatients Patient Recruitment Platform™, Shana Zink, Vice President, Clinical Affairs at AtriCure stated:



“NewAFibPatients transformed AtriCure’s approach to digital patient recruitment for clinical trials. Just 90 days after launching their interactive platform for our DEEP trial, we received 913 patient inquiries, 477 online screening passes and 111 qualified patients were transferred to our clinical sites. This team is fantastic!”

– Shana Zink, VP, Clinical Affairs, AtriCure

Ready to Schedule a Demo?

To see a demonstration of the NewAFibPatients technologies and to learn how NewAFibPatients.com can support your new patient acquisition goals, please [click here](#), call (888) 410-9210 or email info@newafibpatients.com.

[Schedule Demonstration Here](#)



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