

## **100-Day Case Study: Northwestern Medicine**

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**New Patient Acquisition for  
Commercial AFib Therapies**



## Executive Summary

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Northwestern Medicine (“Northwestern”) hired [NewAFibPatients](#) to accelerate new patient acquisition for its atrial fibrillation program. To support and amplify Northwestern’s marketing objectives, a novel instance of the AFibHelp.org platform was implemented.

**Just 100 days after launch, Northwestern received 19,425 unique website visits and 446 direct patient inquiries. With a 94% positive screening rate, 75 patients were provided to Northwestern for follow-up and 30 patients were scheduled for an office appointment.**

## Client Situation

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According to *US News & World Report*, Northwestern is the #7 Cardiology & Heart Surgery Program in the country and the #1 ranked cardiac center in the Chicago Metro region. Led by world-renowned clinicians including Dr. Patrick McCarthy and Dr. Bradley Knight, Northwestern specializes in atrial fibrillation therapy.

## Client Opportunity

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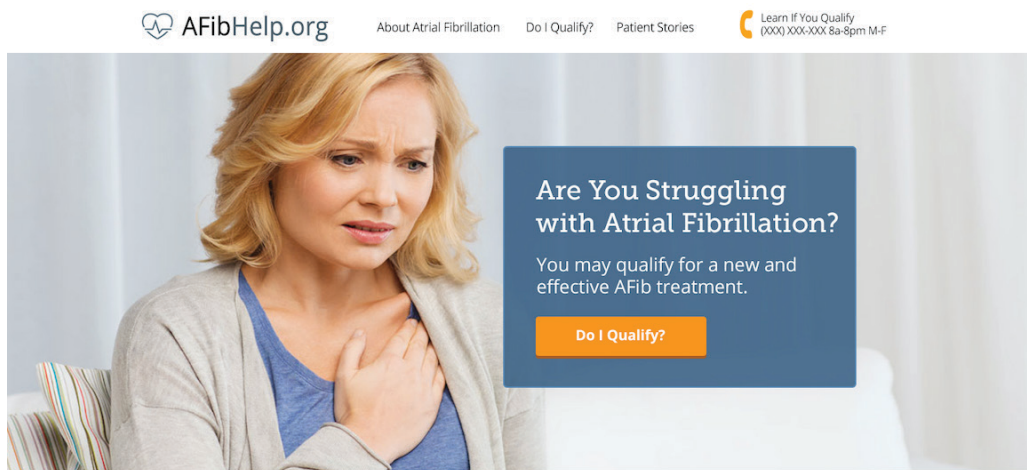
Northwestern has deployed many digital strategies to educate patients about atrial fibrillation and to drive awareness for its atrial fibrillation program. To amplify these efforts, Northwestern wanted to develop a next-generation “**Direct-to-Patient**” platform to:

- Increase direct inbound patient activity.
- Deploy new digital technologies capable of pixelating and tracking atrial fibrillation patients throughout the entire patient recruitment process.
- Implement geo-targeting tactics, landing page optimization and phone call tracking for qualified traffic identified within search engines and social media outlets to minimize cost per inquires (CPIs) and enhance return-on-investment (ROI).
- Leverage engagement, loyalty and retention strategies to develop and expand a database of AFib patients.

## The AFibHelp.org™ Solution

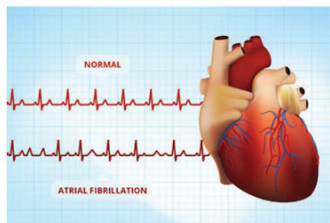
NewAFibPatients implemented its proven AFibHelp.org platform for Northwestern on an expedited basis. The solution included:

**1. Dedicated Website.** NewAFibPatients launched [AFibHelp.org](https://www.afibhelp.org), an interactive website that educates patients about atrial fibrillation and pre-screens patients in real-time.



### What Should You Know About Atrial Fibrillation?

You are not alone! Atrial Fibrillation (also called AFib) is an abnormal heartbeat that impacts millions of people in the United States. Patients with AFib may experience symptoms including fatigue, shortness of breath, heart palpitations, dizziness and weakness.



AFib can be life threatening! While some patients may live for years without any problems, AFib can lead to serious health issues. People with AFib are 5 times more likely to have a stroke and AFib can lead to heart failure. If you have been diagnosed with AFib, get the right treatment today!

## The AFibHelp.org™ Solution (Continued)

2. **Geo-Targeted Online Promotion.** NewAFibPatients activated many online and geo-targeted services (e.g. Google, Bing, Facebook) to promote Northwestern to patients with atrial fibrillation in the Chicago area.



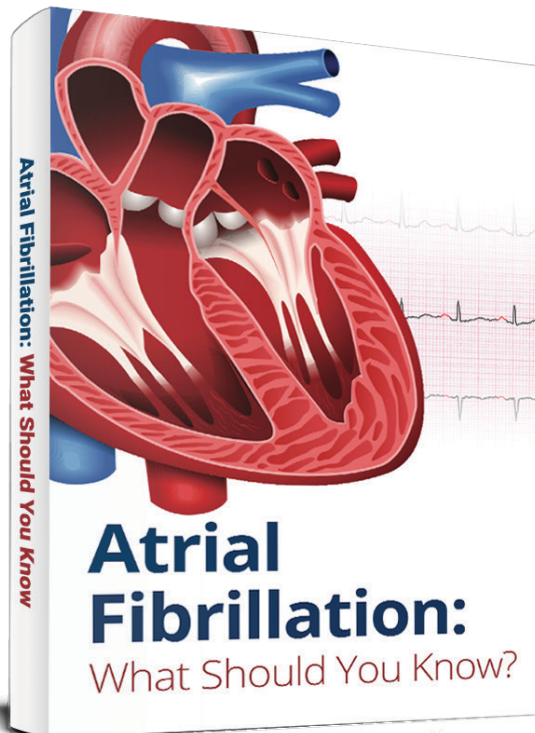
3. **Text, Video & Display Promotions.** Across its promotional partners, NewAFibPatients leveraged variant forms of media to drive awareness to AFibHelp.org for Northwestern including text ads, videos and display banners.



## The AFibHelp.org™ Solution (Continued)

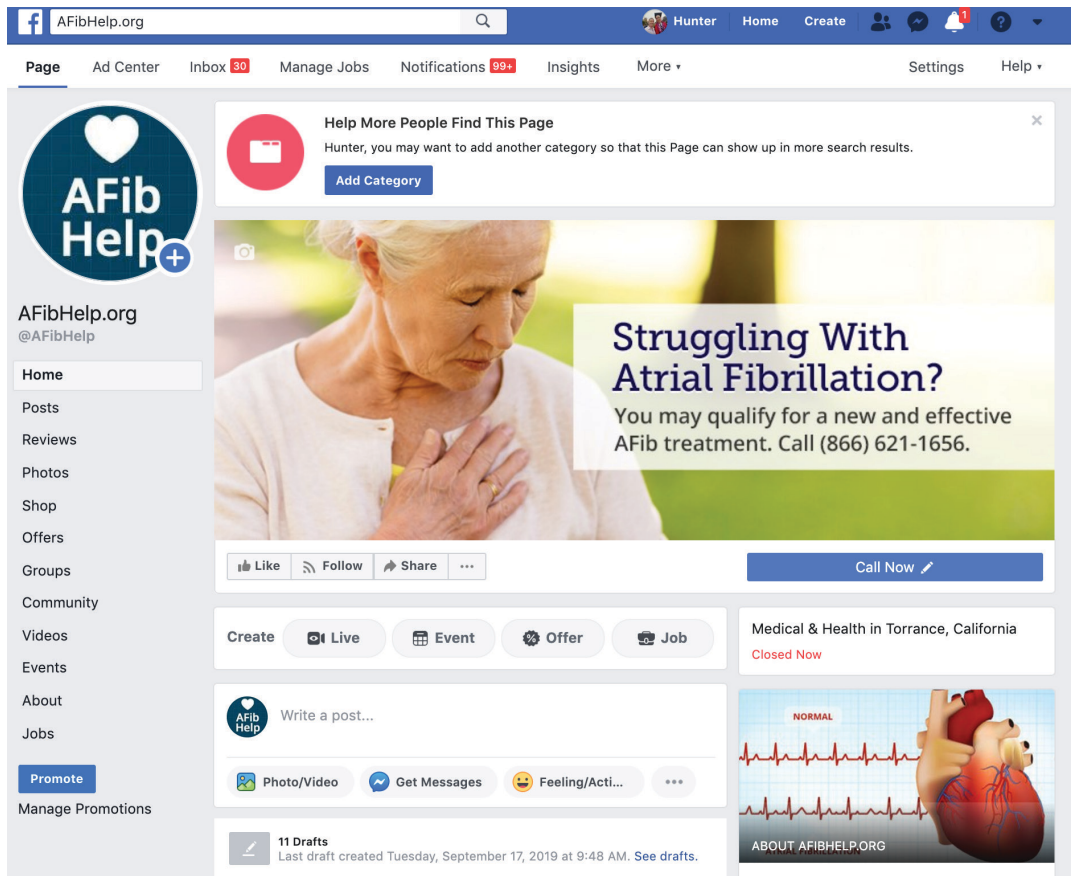
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4. **Educational Marketing Collateral.** To enhance patient engagement and retention for Northwestern, NewAFibPatients developed and distributed unique educational materials for patients with atrial fibrillation.



## The AFibHelp.org™ Solution (Continued)

5. **Dedicated Facebook Page.** NewAFibPatients developed and launched a dedicated AFibHelp.org Facebook page to educate patients about atrial fibrillation and Northwestern.



## The AFibHelp.org™ Solution (Continued)

**6. HIPAA-Compliant Cloud-Based Portal for 24/7/365 Patient Recruitment Tracking.** NewAFibPatients launched a HIPAA-compliant, cloud-based portal for Northwestern to manage the patient acquisition process from a patient inquiry, to a phone screening, to an office screening and, ultimately, to a scheduled therapy.



## 100-Day Results

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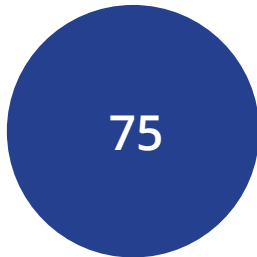
Just 100 days after launching the program, Northwestern achieved the following results:



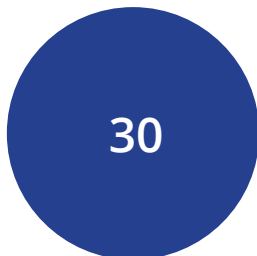
19,425 website visitors



446 direct patient inquiries



75 “pre-screened” patients transferred to Northwestern



30 patients ready for office appointment scheduling



## The Client Says...

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In response to the initial 100-day results achieved by NewAFibPatients, Dr. Patrick McCarthy, the Executive Director of the Bluhm Cardiovascular Institute and the Chief of Cardiac Surgery at Northwestern stated:



“In a very quick timeframe, NewAFibPatients developed and launched an effective, turn-key platform for new patient acquisition at Northwestern Medicine. We are very happy with the results and it continues to improve.”

– Dr. Patrick McCarthy, Executive Director of the Bluhm Cardiovascular Institute and Chief of Cardiac Surgery, Northwestern Medicine

## Ready to Schedule a Demo?

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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](mailto:info@newafibpatients.com).

[Schedule Demonstration Here](#)



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