



PatientWise
Smart, savvy, patient focused.

TAKE PATIENT RECRUITMENT OFF YOUR TO-DO LIST.

We are PatientWise – a full-service patient recruiting and marketing agency for clinical trials. We are committed to a commonsense approach to both central and local campaigns.

OUR OFFERINGS

Creative Development

Every clinical trial campaign needs a look and feel that provides a sense of credibility, a strong hook, and a clear call to action for potential patients to learn more. Our creative team designs with that idea in mind – get potentially qualified patients interested through a multi-prong approach.

From concepting to printing, we save you time and money by being your one-stop creative house.

- Brochures
- Postcards
- Posters
- E-mail templates
- Patient e-mails
- Online and traditional ads

Market research

Need to know more about your targeted patient population? Through online market research, you will gain valuable demographic, psychographic, and socio-economic insight. We are also able to panel your targeted population with potential recruitment campaign concepts to gauge their opinions and reactions before placing it in public.

Media Planning and Placement

Stop using big agencies with big agency fees. Our team is a savvy group of negotiators who understand the need for an immediate, manageable response. We start by honing in on the target populations' demographic, psychographic, and geographic information to create highly-targeted ads. After the ads are IRB-approved, we are able to scale media buys to ensure Study Coordinators can handle the incoming calls.

- Localized online and traditional media (planning and placement)
- Online (Facebook, Craigslist, Google, disease-specific websites, association groups, etc.)
- Print (newspapers, disease-specific magazines, etc.)
- Radio
- TV

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more offerings

Website Development

More than ever, patients are gathering information online. We can use study-specific websites, or simple landing pages, in conjunction with a media placement or on its own. Each of these websites can offer a pre-screening questionnaire that will allow for even more qualified patients to be sent to the investigator site.

- Study-specific website with pre-screen form
- Study-specific web landing page with pre-screen form

ClinicalStudyFinder.com

Get patients – fast! ClinicalStudyFinder.com is an easy-to-navigate website providing potential patients with a resource to sign up to receive more information about clinical trials in their area. With this established database, sites can identify clinical trial participants to meet patient population goals for conducting current and future studies.

Patient Seminars

From planning to execution, use our team to handle registration, logistics, and on-site coordination.

With a Primary Investigator leading the presentation, these seminars are a great way to generate interest for particular patient populations. Pre-qualification can even be done on-site.

- Invitation copy and design development
- Promotion for seminar
- Registration management
- Coordination of venue, food and beverage, etc.
- On-site assistance

Drop us a note, or give us a call – we'd love to hear from you.

Annie Garvey

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