

## Physician Visits Prompted



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## hallenge & Solution

### Targeted Mailing Successfully Motivates Consumers to Consult with Doctor

An information-only mail campaign to a segment sampled from our database was effective in prompting over half of potential patients to take positive action. The objective of the mailing was to drive response to healthcare professionals.

**SeniorTalk**'s client was a medical device maker with a relatively new treatment for severe bladder control symptoms. Client wanted to measure the effectiveness of a direct mail strategy, using an information package to generate interest and motivate potential patients to consult a doctor about the treatment. Other objectives included finding key reasons for interest/disinterest in the procedure and the potential patient trial and conversion rates for recipients of the information.

We generated the sample from a segment of our customers and leads known to experience severe symptoms, by reason of the type of products used, and developed the mail piece. It contained client's brochure about the treatment, a lift card with testimonials, business reply envelope and reply card to request more information, plus a cover letter. The cover stated our friendly intent to keep recipients informed about new products and services and asked that they read the brochure and see a physician.

We performed both pre- and post-mailing surveys. The pre-mailing study verified degree of bladder leakage, product usage, and awareness of treatment options. Post-mailing, we surveyed those individuals who had used the reply card to request additional information. More than half (55 percent) of potential patients were prompted by what they read to consult or consider consulting a doctor. For those who had consulted a doctor, over half were proceeding with the treatment qualification process.

Unaided awareness also rose by 195 percent as a result of the campaign. Although we proved that direct-to-patient communication is effective, without a larger physician pool from which motivated consumers could select, future ROI could be adversely affected. The client agreed with our assessment and our recommendation to suspend further marketing efforts to inform potential patients until the number of trained physicians increased.

**SeniorTalk** demonstrated that direct-to-patient communication can drive physician visits and raise awareness of a relatively new and unknown medical procedure.