



## 60-Day Case Study: Northwestern Medicine

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Digital Patient Recruitment Using  
the MitralValveHelp.org™ Platform



## Executive Summary

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Northwestern Medicine (“Northwestern”) engaged PatientEvolution to accelerate patient recruitment for its mitral valve disease program. PatientEvolution developed MitralValveHelp.org™, a novel online platform, to support and amplify Northwestern’s marketing objectives.

**Just 60 days after launch, MitralValveHelp.org received 8,016 unique website visits and 149 direct patient inquiries. With an 82% positive screening rate, 111 patients were transferred to Northwestern for follow-up.**

## Client Situation

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According to *US News & World Report*, Northwestern is the #6 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. Robert Bonow, Northwestern specializes in mitral valve therapy – both open heart and transcatheter approaches.

## Client Opportunity

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Northwestern has deployed many effective strategies (i) to educate patients about mitral valve disease and (ii) to drive awareness for its mitral valve program. To amplify these efforts, Northwestern wanted to develop an interactive “**Direct-to-Patient**” platform to:

- Increase direct inbound patient activity.
- Deploy next-generation, online marketing technologies capable of pixelating and tracking mitral valve 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 new mitral valve patients.

## The MitralValveHelp.org™ Solution

PatientEvolution implemented its proprietary MitralValveHelp.org platform for Northwestern on an expedited basis. The solution included:

1. **Dedicated Website.** PatientEvolution launched [MitralValveHelp.org](http://MitralValveHelp.org), an interactive website that (i) educates patients about mitral valve disease and (ii) pre-screens patients in real-time.



The screenshot shows the MitralValveHelp.org website. At the top, there is a navigation bar with the logo, "About Mitral Regurgitation", "Patient Screener", and a phone number "To Learn If You Qualify (844) 4-MITRAL, 9am-5pm". The main content area features a large image of an elderly man with a distressed expression, overlaid with a dark blue box containing the text "Are You Struggling with Mitral Regurgitation?" and "You may qualify for a minimally invasive therapy for mitral regurgitation patients." Below this is an orange button labeled "Do I Qualify?". The lower section has the heading "A Minimally Invasive Approach For Mitral Regurgitation Patients" and three paragraphs of text. To the right of the text is a photo of a smiling doctor in a white coat. At the bottom left, there is an orange button labeled "START PATIENT SCREENER" with "60-second survey" below it. A footer at the bottom states: "In Chicago... Top-ranked medical centers including Northwestern Memorial Hospital now offer new minimally invasive approaches for patients with mitral regurgitation."

MitralValveHelp.org About Mitral Regurgitation Patient Screener To Learn If You Qualify (844) 4-MITRAL, 9am-5pm

**Are You Struggling with Mitral Regurgitation?**  
You may qualify for a minimally invasive therapy for mitral regurgitation patients.  
[Do I Qualify?](#)

### A Minimally Invasive Approach For Mitral Regurgitation Patients

Mitral regurgitation is the most common form of heart valve disease in the United States, resulting in more than 500,000 hospital admissions every year. Patients with mitral regurgitation may experience symptoms including fatigue, shortness of breath, chest pains and heart palpitations.

If you have been diagnosed with mitral regurgitation, you may qualify for a new "minimally invasive" approach that typically results in faster recovery times, less pain and shorter hospital stays.

During a minimally invasive procedure, your medical care will be provided by board-certified doctors and hospitals that specialize in mitral valve research.

[START PATIENT SCREENER](#)  
60-second survey


In Chicago... Top-ranked medical centers including Northwestern Memorial Hospital now offer new minimally invasive approaches for patients with mitral regurgitation.

## The MitralValveHelp.org™ Solution (Continued)

**2. Geo-Targeted Online Promotion.** PatientEvolution activated many online and geo-targeted services (e.g. Google, Bing, Facebook) to promote MitralValveHelp.org to patients with mitral valve disease in the Chicago area.



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



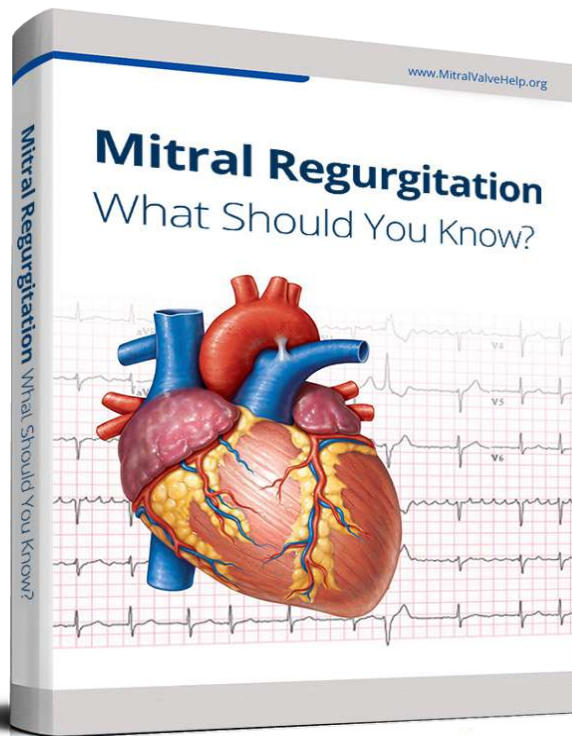
**Struggling With Mitral Valve Prolapse?**

In Chicago... You may qualify for a **minimally invasive** mitral valve procedure.

[Am I Eligible?](#)

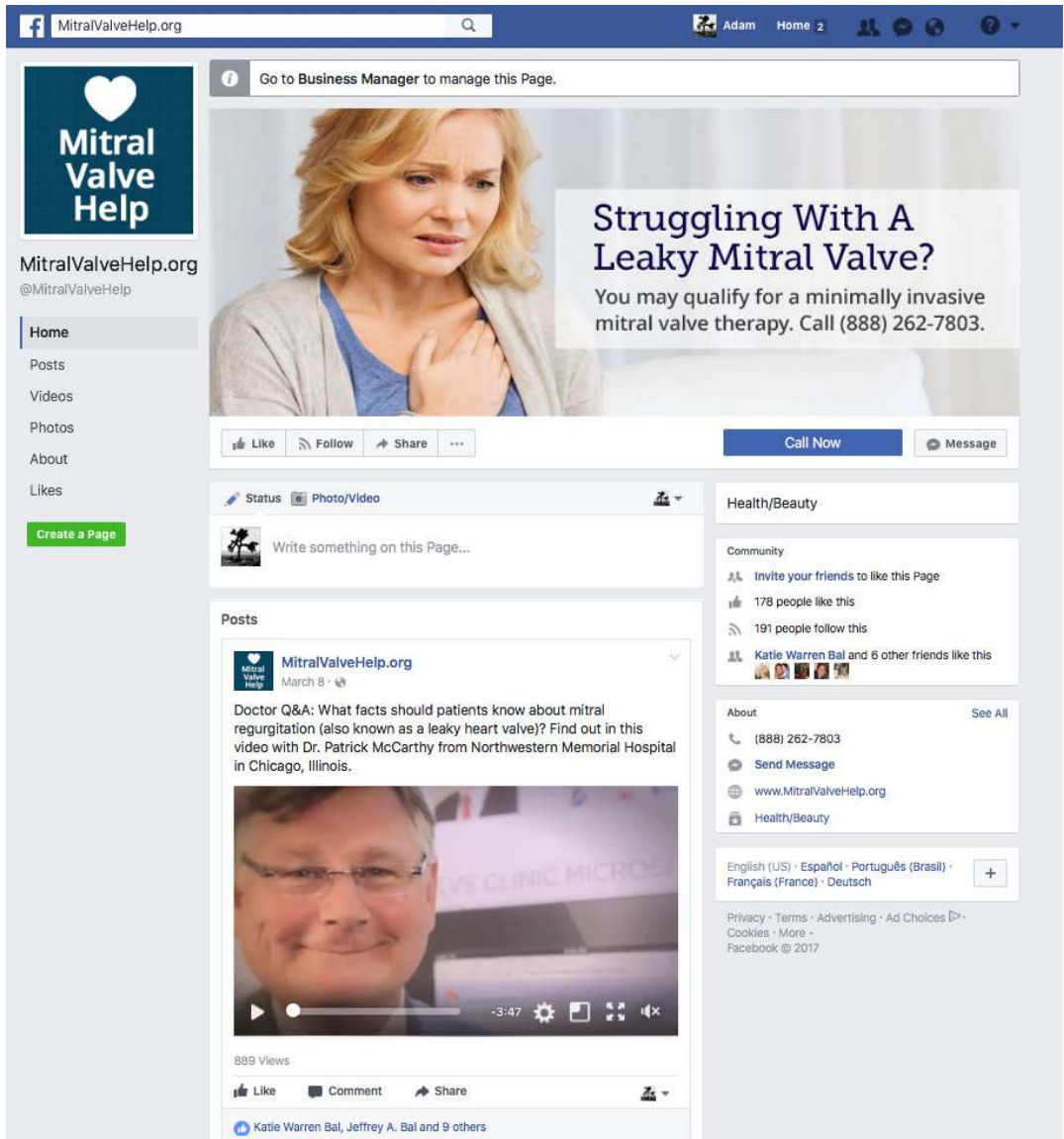
## The MitralValveHelp.org™ Solution (Continued)

4. **Educational Marketing Collateral.** To enhance patient engagement and retention for Northwestern, PatientEvolution developed and distributed unique educational materials for patients with mitral valve disease.



## The MitralValveHelp.org™ Solution (Continued)

5. **Dedicated Facebook Page.** PatientEvolution developed and launched a dedicated MitralValveHelp.org Facebook page to educate patients about mitral valve disease and Northwestern.



The screenshot shows the Facebook page for MitralValveHelp.org. The page header includes the name "MitralValveHelp.org" and a search bar. Below the header is a navigation menu with options: Home, Posts, Videos, Photos, About, and Likes. A "Create a Page" button is also visible. The main content area features a large banner image of a woman with blonde hair, looking thoughtful. The banner text reads: "Struggling With A Leaky Mitral Valve? You may qualify for a minimally invasive mitral valve therapy. Call (888) 262-7803." Below the banner are buttons for "Like", "Follow", "Share", "Call Now", and "Message". The page also displays a "Status" section with a "Write something on this Page..." prompt. The "Posts" section shows a video post from MitralValveHelp.org, dated March 8, with the text: "Doctor Q&A: What facts should patients know about mitral regurgitation (also known as a leaky heart valve)? Find out in this video with Dr. Patrick McCarthy from Northwestern Memorial Hospital in Chicago, Illinois." The video player shows a man speaking, with a play button and a progress bar. The video has 889 views and is liked by Katie Warren Bal, Jeffrey A. Bal, and 9 others. The right sidebar contains a "Health/Beauty" category, a "Community" section with "Invite your friends to like this Page" and "178 people like this", and an "About" section with contact information: (888) 262-7803, Send Message, www.MitralValveHelp.org, and Health/Beauty. The footer includes language options (English (US), Español, Português (Brasil), Français (France), Deutsch) and links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with a Facebook copyright notice for 2017.

## The MitralValveHelp.org™ Solution (Continued)

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



## 60-Day Results

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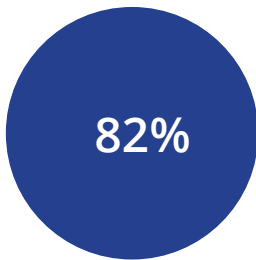
Just 60 days after launching MitralValveHelp.org, the following results were achieved for Northwestern:



8,016 website visitors



149 direct patient inquiries



82% positive online screening rate



111 patients transferred to Northwestern for follow-up



## The Client Says...

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In response to the initial 60-day results of MitralValveHelp.org, 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, PatientEvolution developed and launched MitralValveHelp.org as an effective, turn-key platform for patient education and recruitment at Northwestern Medicine. We are very happy with the early results and it continues to improve as we review the results and refine the website.”

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

## Ready to learn more?

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To learn how PatientEvolution can support your patient recruitment goals, please contact Adam Pick at (310) 990-3401 or [adam@patientevolution.com](mailto:adam@patientevolution.com).



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