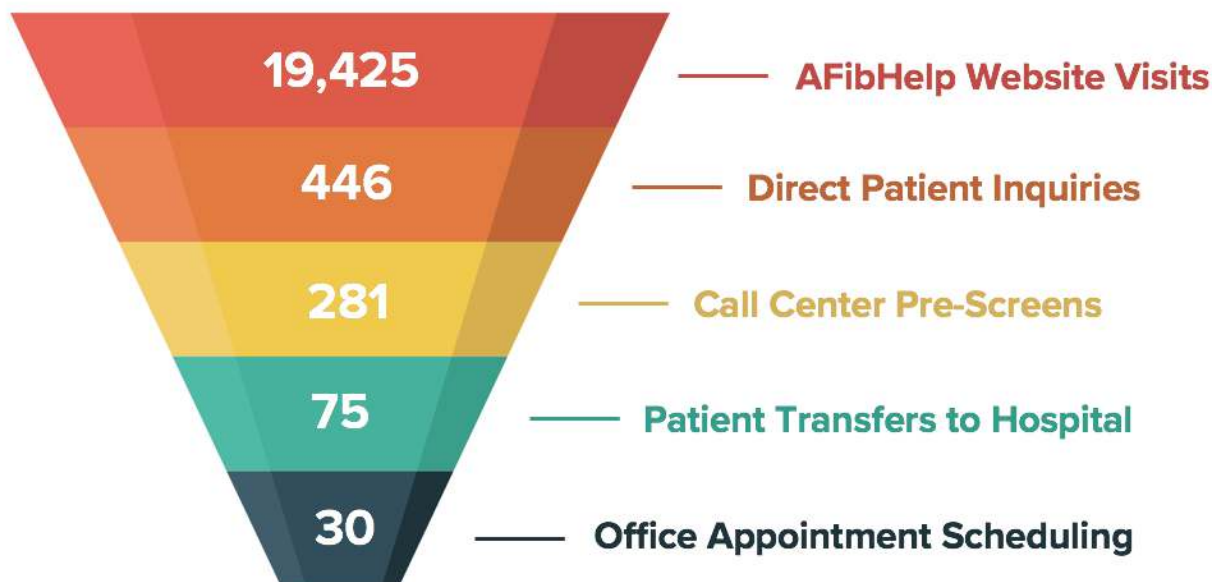


# AFibHelp.org: 100-Day Case Study

**The AFibHelp.org Launch:** On May 30, 2018, PatientEvolution launched [AFibHelp.org](https://www.afibhelp.org) as a novel, digital patient recruitment platform for atrial fibrillation (“AFibHelp”). Using next-gen technologies, AFibHelp geo-locates, pre-screens and transfers patients to clinical sites in real-time.

**Dedicated Call Center & Dynamic PRM:** To educate and pre-screen AFib patients, a dedicated call center leverages trained recruitment specialists, a 28-question survey and a dynamic Patient Relationship Management System (PRM) to determine the patient’s treatment progression and CHA2DS2-VASc score. The AFibHelp call center transfers qualified patients to clinical sites instantly or determines follow-up protocols using a novel PRM algorithm.

**100-Day Results:** Key performance indicators include:



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**AFibHelp Facebook Page:** For strategic reasons, PatientEvolution launched a dedicated Facebook page to amplify AFibHelp results. In a very short timeframe, the AFibHelp Facebook page has grown to 21,655 members.



**Facebook Engagement Rates:** Client content gets featured across the AFibHelp Facebook page with engagement rates that exceed 7% (compared to an industry average of 0.5%).

AFibHelp.org  
Published by Hunter Podell [?] · June 12 at 2:48 PM · 🌐

AFib Success Story: What happened when Clarissa was diagnosed with Atrial Fibrillation and Heart Valve Disease? Find out at <https://www.heart-valve-surgery.com/.../complex-valve-afib-p.../>. #AFib #AtrialFibrillation #GoClarissaGo

HEART-VALVE-SURGERY.COM  
Video Update: After Complex Heart Valve & Atrial Fibrillation Surgery, Clarissa Is Doing Great!

👤 11,160 people reached

👍❤️😱 Bg Garren and 787 others

187 Shares

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