

# Promotional Products

Philadelphia ■ Pittsburgh

www.jackhorner.com



## Case Study:

## BARI 2D — Branding a Medical Study for Patient Recruitment & Retention

### The Challenge

When it comes to medical clinical trials, the Bypass Angioplasty Revascularization Investigation for Type 2 diabetes (BARI 2D) is as expansive and ambitious as it comes. Imagine recruiting 2,300 patients with Type 2 diabetes and heart disease across more than 50 investigational sites, some internationally, without ever being permitted to approach potential candidates directly.

Privacy laws prohibit any contact with possible study patients, unless the patient individually authorizes it. That restriction could have signaled the end of this crucial medical science undertaking — but creative marketing kept BARI 2D top-of-mind.

Unlike other marketing communications projects that are designed to sell a product or service, this campaign sold the idea of contributing to medical science as well as coordinated patient care, a feeling of accomplishment for participants, knowledge . . . and hope.

The study's data collection and analysis could reveal treatment preferences that improve the quality of life for patients with Type 2 diabetes and heart disease all over the world.



### The Solution

The late Dr. Katherine Detre, founder of the Epidemiology Data Center at the University of Pittsburgh, was undeterred. Her combination of vast intellect and energetic leadership secured funding from the National Institutes of Health (NIH) for BARI 2D.



Dr. Detre and her dedicated staff spearheaded a multifaceted patient recruitment effort that relied on word-of-mouth from doctors and nurse coordinators to enroll eligible subjects.

In so doing, BARI 2D engaged the creative public relations and marketing expertise at Jack Horner Communications (JHC). The JHC team developed the "Window of Opportunity" identity and messaging for BARI 2D, along with a physician and nurse visibility

### The Results

- BARI 2D met its recruitment goal of 2,300 patients and continues to collect and analyze patient data.
- Integrating merchandise with other elements of the "Windows of Opportunity" marketing campaign introduced economy and efficiency for BARI 2D.
- Tapping JHC's in-house Promotional Products group has proven to be a strategic advantage for recruitment and retention, raising BARI 2D visibility with physicians and nurse coordinators — and ultimately with enrolled patients.
- Recognition, anticipation and demand for BARI 2D merchandise helped establish a sense of camaraderie among patients.

## Jack Horner Communications Inc.

Public Relations ■ Graphic Design ■ Advertising ■ Promotional Products



campaign — creatively and strategically using promotional products — to accomplish the study's recruitment goals.

**Study Launch:** JHC armed physicians and nurse coordinators across the entire network with buttons for their lab coats that read, "2D or Not 2D? That is the question. Ask." Other office-launch items included BARI 2D pens, coffee mugs, post-it notes, patient brochures and posters.

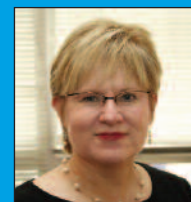
A cadre of additional merchandise was created to reinforce and thank enrolled patients as they signed on for the study. Items included BARI 2D medication bags and calendars.

**Annual Physician Meeting:** JHC developed and delivered a presentation at the BARI 2D annual physicians' meeting to all site coordinators, demonstrating the value of recognition of the BARI 2D logo in increasing patient awareness of the study.

A showcase of BARI 2D products was created and displayed so that attendees could see for themselves the merchandise available to them for promoting the study.

**Ongoing Promotional Products Fulfillment:** JHC further developed a Web link through [www.bari2d.org](http://www.bari2d.org) for nurse coordinators to electronically submit requests directly to JHC for BARI 2D items as patient recruitment grew.

Through JHC's in-house fulfillment services, we were able to inventory, warehouse and fulfill not only BARI 2D promotional product orders but customized patient care binders as well.



*"Jack Horner Communications was a vital component to our success, and in fact became great partners in*

*advancing the marketing of BARI 2D with us. JHC provided turnkey promotional marketing services that kept BARI 2D momentum high. The agency has a high-service culture, which is particularly meaningful. They really care, and we can tell."*

*Sharon Crow  
Project Coordinator  
University of Pittsburgh*

# BARI 2D