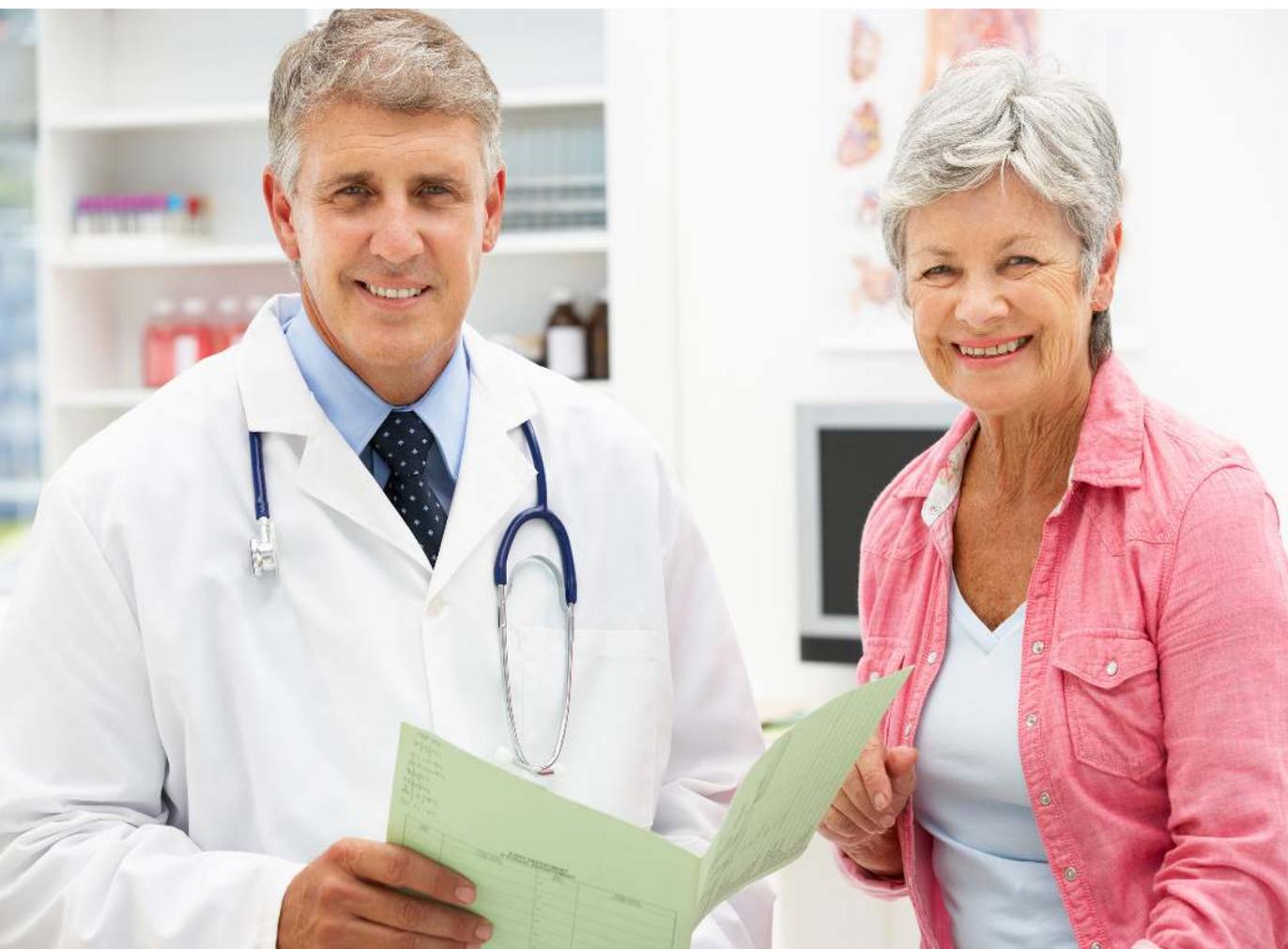




## Case Study: AtriCure, Inc.

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Digital Patient Recruitment for the  
DEEP Pivotal Phase 3 Clinical Trial



## Executive Summary

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AtriCure, Inc. (NASDAQ: ATRC) engaged PatientEvolution to accelerate patient recruitment for its Dual Epicardial and Endocardial Procedure clinical trial (the “DEEP Trial”). At the time of engagement, the Pivotal Phase 3 DEEP Trial had enrolled 10 percent of its patient recruitment goal during a 14-month timeframe.

**Just 90 days after implementing the PatientEvolution Patient Recruitment Platform™, the DEEP Trial received 913 patient inquiries, 477 online screening passes and 111 qualified patients were transferred to clinical sites participating in the trial.**

## Client Situation

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AtriCure is a medical device company that provides innovative atrial fibrillation solutions that reduce the economic and social burden of atrial fibrillation. With over \$120 million in annual revenues and 400 employees, AtriCure is focused on developing proprietary products that offer doctors expedient methods to ablate tissue during surgical procedures.

## Clinical Trial Enrollment Challenges

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For its DEEP Trial, AtriCure was experiencing several patient recruitment challenges including:

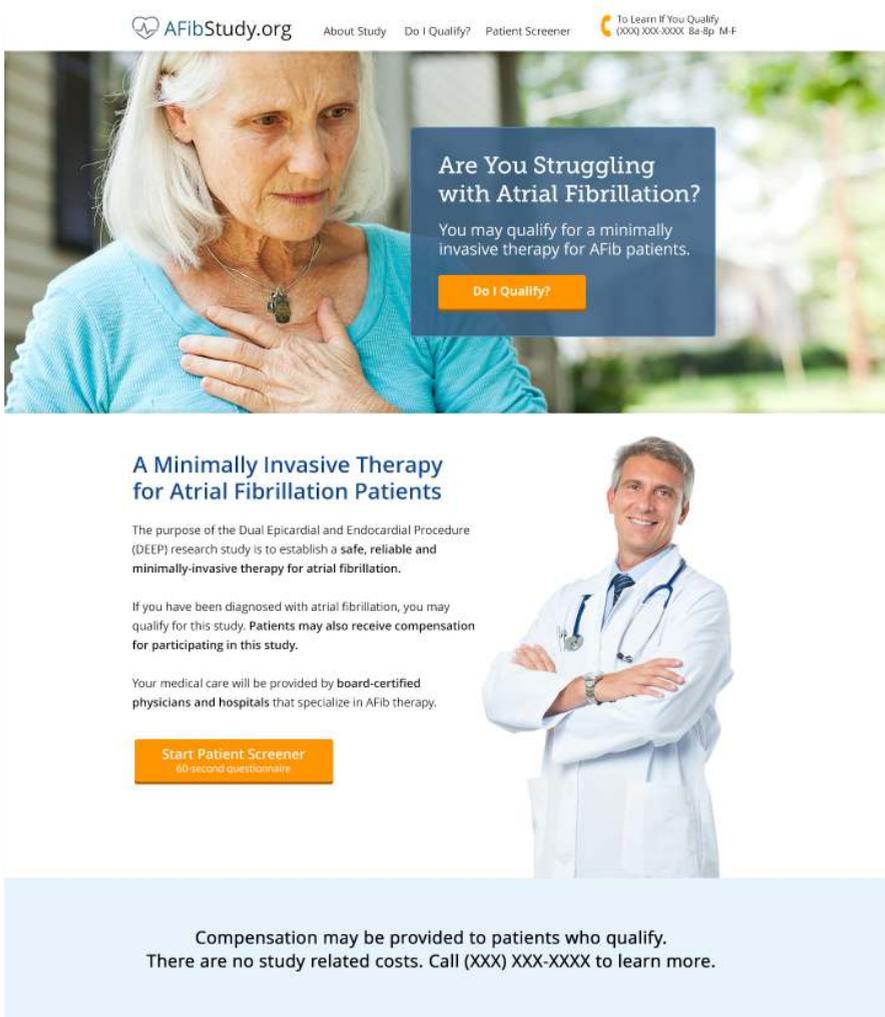
- Low patient inquiries and enrollment
- Lack of awareness among patients and referring physicians
- **No Internet promotion or online screening activities**

AtriCure’s management team was searching for a partner to develop and manage a dedicated, interactive platform to accelerate patient recruitment efforts for the DEEP Trial.

## The Solution

PatientEvolution implemented its proprietary PatientEvolution Patient Recruitment Platform™ for AtriCure on an expedited basis. The solution included:

**1. Dedicated Website.** PatientEvolution launched AFibStudy.org, an interactive website that (i) educates patients about the DEEP Trial and (ii) pre-screens atrial fibrillation patients in real-time.



The screenshot shows the AFibStudy.org website. At the top, there is a navigation bar with the logo and links for "About Study", "Do I Qualify?", "Patient Screener", and a phone icon with the text "To Learn If You Qualify (XXX) XXX-XXXX, Ba Sp Mt F". The main content area features a large image of an elderly woman with her hand on her chest. Overlaid on this image is a dark blue box with the text "Are You Struggling with Atrial Fibrillation?" and "You may qualify for a minimally invasive therapy for AFib patients." Below this is an orange button labeled "Do I Qualify?". Below the image, there is a section titled "A Minimally Invasive Therapy for Atrial Fibrillation Patients" with a sub-heading "The purpose of the Dual Epicardial and Endocardial Procedure (DEEP) research study is to establish a safe, reliable and minimally-invasive therapy for atrial fibrillation." This is followed by two paragraphs of text explaining the study and compensation. To the right of this text is a photo of a male doctor in a white coat with his arms crossed. At the bottom of this section is an orange button labeled "Start Patient Screener" with the sub-text "60-second questionnaire". A light blue footer bar at the bottom contains the text: "Compensation may be provided to patients who qualify. There are no study related costs. Call (XXX) XXX-XXXX to learn more."

AFibStudy.org About Study Do I Qualify? Patient Screener To Learn If You Qualify (XXX) XXX-XXXX, Ba Sp Mt F

**Are You Struggling with Atrial Fibrillation?**  
You may qualify for a minimally invasive therapy for AFib patients.  
[Do I Qualify?](#)

**A Minimally Invasive Therapy for Atrial Fibrillation Patients**  
The purpose of the Dual Epicardial and Endocardial Procedure (DEEP) research study is to establish a **safe, reliable and minimally-invasive therapy for atrial fibrillation.**  
If you have been diagnosed with atrial fibrillation, you may qualify for this study. **Patients may also receive compensation for participating in this study.**  
Your medical care will be provided by **board-certified physicians and hospitals** that specialize in AFib therapy.  
[Start Patient Screener](#)  
60-second questionnaire

Compensation may be provided to patients who qualify.  
There are no study related costs. Call (XXX) XXX-XXXX to learn more.

## The Solution (Continued)

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**2. Geo-Targeted Online Promotion.** PatientEvolution activated 20+ online and geo-location services to promote the DEEP Trial to patients with atrial fibrillation.



**3. Call Center.** PatientEvolution launched a live call center with trained enrollment specialists to (i) educate patients, family members and referring physicians about the DEEP Trial and (ii) pre-screen patients with a questionnaire approved by institutional review boards.



## The Solution (Continued)

**4. Educational Marketing Collateral.** PatientEvolution developed, published and syndicated unique educational materials for patients and medical professionals interested in the DEEP Trial.




**DEEP**  
Clinical Trial

MEDICAL INFORMATION GUIDE

**A Collaborative Approach for Atrial Fibrillation** The

This brochure describes a clinical trial in which **electrophysiologists** and **cardiac surgeons** work together using minimally-invasive epicardial and endocardial techniques for AFib treatment.

[www.AFibStudy.org](http://www.AFibStudy.org) | (844) 700-




**DEEP**  
Clinical Trial

PATIENT INFORMATION GUIDE

**A Clinical Trial for People with Atrial Fibrillation**

This brochure describes a clinical trial using an investigational therapy for the treatment of persistent Atrial Fibrillation. You and your doctor can determine if participation may be right for you.

[www.AFibStudy.org](http://www.AFibStudy.org) | (844) 700-AFIB

## The Solution (Continued)

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**5. Cloud-Based Portal for 24/7/365 Patient Recruitment Tracking.** PatientEvolution launched a cloud-based portal for all clinical sites to manage the entire patient recruitment process -- from inquiry to enrollment. Plus, a de-identified portal was developed for AtriCure to provide real-time visibility for all patient inquiries, screenings, site transfers and enrollments.



## 90-Day Results

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Just 90 days after launching the PatientEvolution Patient Recruitment Platform™ for AtriCure, the following results were achieved:

24,382

24,382 website visits

913

913 patient inquiries

477

477 online screening passes

111

111 patients transferred to sites

## The Client Says...

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In response to the implementation of the PatientEvolution Patient Recruitment Platform™, Shana Zink, Vice President, Clinical Affairs at AtriCure stated:



“PatientEvolution transformed AtriCure’s approach to digital patient recruitment for clinical trials. Just 90 days after launching their interactive platform for our DEEP trial, we received 913 patient inquiries, 477 online screening passes and 111 qualified patients were transferred to our clinical sites. Adam and his team are fantastic!”

– Shana Zink, VP, Clinical Affairs, AtriCure

## Ready for a FREE 30-Minute Consult?

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For a free 30-minute consult to discuss your clinical trial, please contact Adam Pick at (310) 990-3401 or [adam@patientevolution.com](mailto:adam@patientevolution.com).



Contact Information:  
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adam@patientevolution.com  
[www.patientevolution.com](http://www.patientevolution.com)