



SCORR // Omaha AMA Award Entries

Elligo: Physician Campaign

Small Business: Total Marketing Campaign

Objective

Elligo Health Research was new on the scene, with an innovative concept that it hoped would improve participation in clinical trials by bringing together physicians, patients and pharmaceutical companies to perform clinical trials at the point of care. Because the methodology was a distinct departure from standard practice, it required considerable effort to explain both the program and its benefits to its multiple audiences. To recruit more physicians to conduct clinical research as a part of their medical practice, Elligo created a suite of materials for the clinic development team to use in face-to-face meetings with physicians or groups as well as in a targeted drip campaign to the same audience. The stated goal was to build awareness of Elligo's Goes Direct™ approach with physicians and to expand the clinic network to 250 by end of 2018.

Execution

When the Elligo representative arrived at the meeting, he or she came bearing a branded pizza box containing goodies ranging from an actual pizza to bagels, cookies or sandwiches. Representatives discussed the problem of patient recruitment for clinical trials and described the new Elligo program and its benefits for doctors with the aid of a two-sided sell sheet as well as a video brochure loaded with three videos touching on different aspects of the program. These materials were all left behind at the end of the meeting.

Results

Elligo is well on track to success, have achieved about 20 percent of its clinic network goal by the end of January. Interest in the videos remains high. "The Patients' Experience" has received 135 views; "Running a Trial With Elligo" has 859 views; and "Why Elligo" has been seen some 23,658 times.

100 Words

Elligo was launching an innovative concept that it hoped would improve participation in clinical trials by bringing together physicians, patients and pharmaceutical companies at the point of care. To recruit more physicians to conduct clinical research, Elligo created a suite of materials for the clinic development team to use in face-to-face meetings as well as in a targeted drip campaign. Among the materials is a branded pizza box containing goodies ranging from an actual pizza to bagels, cookies or sandwiches for face-to-face meetings, in addition to a comprehensive sell sheet and videos on different aspects of the program.