

# CASE STUDY: A Call for Health

*Successful, Ongoing Outbound Campaign for Prestigious Children's Hospital*



## Client objectives

A world-renowned children's hospital wanted to organize a clinical weight loss intervention research study to examine if one diet is better than another for weight-loss maintenance.

To gather participants, the hospital reached out to adults who submitted an online application. Next, potential candidates were contacted for a 20 to 30-minute phone screening. If the individual was deemed a viable candidate, a member of the research team called them to schedule an informational session.

## About the Hospital

Founded in the mid-1800s, this prestigious children's hospital is dedicated to improving the health and well-being of children and adults around the world. It is also the primary pediatric teaching hospital for one of the top medical schools in the country, and has been ranked number one in the nation by *U.S. News & World Report* in recent years.

## The challenges

Soon after the launch of the study, the pool of potential participants grew so rapidly that the research staff quickly found themselves unable to reach out to enough candidates per day to move the study forward on the schedule they desired. Although they initially planned to do all of the outbound calling themselves, they soon realized they needed additional outbound phone support.

Additionally, the hospital needed assistance with developing a tracking system to record the answers the candidates submitted on their questionnaires.

## The solution

The client hired AnswerNet to assist them in their efforts. This outbound call campaign included screening and interviewing candidates, as well as creating a reporting & tracking system. We began by holding multiple conference calls with the research staff to clarify details and gain a full understanding of the programming and technical specifics. We then got to work implementing a complex reporting system for easier organization and tracking of potential candidates.

Next, we began contacting the candidates to complete their screening process. If they did not answer the phone, our agents left a voicemail which provided them with a local number that was directed to one of our call centers. This gave them the ability to call back and complete the questionnaire at a later time.

## The result

Because of the hospital's clear communication with our team about the mission of their study and exactly what they needed to get it off the ground, the launch was a great success!

*In fact, AnswerNet continues to work with the hospital today – enlisting additional participants to help them in their mission to advance the health and well-being of people around the world.*



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