NICK HEINEN, MD
CEO OF CHRONIC DISEASE SOLUTIONS

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CHRONIC DISEASE SOLUTIONS

Dr. Heinen Selects **Fulcrum** as a Patient Engagement Parter to Support their Smoking Cessation Program

AT A GLANCE

Challenges

- Lack of clinical bandwidth
- Patient education need is high
- Full-time employee not needed

Benefits

- Easy set up and tear down
- Affordable economic model
- More effective when compared to traditional approach

CLIENT'S NEED

Dr. Nick Heinen was faced with the challenge of fielding hundreds and hundreds of patient inquiries regarding their Smoking Cessation program. The program was being advertised through various channels and it proved difficult for Heinen's clinical team to keep up with the demand for patient engagement, re-engagement, and education.

FULCRUM'S SOLUTION

Fulcrum Sales and Marketing was engaged to develop a simple, compliant, and effective process of identifying patients seeking the QSLA program, engaging with said patients, fielding questions and then logistically coordinating next steps with the care team.

Fulcrum's team not only co-developed the technology, logistical workflows and messaging but also executed alongside the care team to ensure results and a seamless patient experience.

RESULTS

Over 400+ Visits Conducted

Fulcrum's team worked hand-in-hand with Dr. Heinen's care team to convert and coordinate **495** patient interactions.

Over 30 First Consults Conducted

Fulcrum supported **31** patients through the process of considering, learning more about and eventually enrolling in the cessation program.

Increased Commitment and Longevity

With Fulcrum's support and nurturing patients along their journey through the program; most patients reached their 9th visit!

Scale Down Easily

Dr. Heinen was able to scale down the effort in short-order once the programmatic funding was no longer available.

Get Help Quit Smoking
SMOKING CESSATION TRUST