

ThreeWire Inc. expands into pharma

Katherine Grayson
Staff writer

ThreeWire Inc., a consulting firm that helps medical-device companies target consumers, is expanding its staff as it prepares to pursue a new set of customers: pharmaceutical companies.

Mark Summers founded the firm in 2000, with a plan to craft direct-to-consumer marketing campaigns for med-tech firms who have long aimed sales pitches more at doctors than potential patients.

In 2005, ThreeWire expanded by offering a service that lets med-tech firms outsource enrollment in clinical trials. Three years later, that service makes up about 70 percent of revenue and has

contributed significantly to Threewire's growth, said Summers, CEO. It now has 70 employees, up from 45 last year.

The Eden Prairie company is aiming to market its clinical-trial outsourcing service to drug companies, using much the same model it has with med-tech firms. So far, it's hired two people to focus on the pharmaceutical industry, and plans to add more employees if it's successful in making inroads into the market. Summers is confident its strategy will succeed, saying enrollment in drug trials can be sluggish due to problems with the process. For now, drug companies often rely on patients to respond to ads. Intermediaries then collect their information and give it to clinical-research centers and physicians. It's not unusual, however, for doctors to not reconnect with those potential patients, Summers said.

"Our experience has been most of those follow-ups never happen because they don't have time to call the patient."

THREEWIRE INC.

CEO: **Mark Summers**

City: **Eden Prairie**

Business: **Consulting for med-tech firms**

Revenue: **Targeting \$8 million to \$12 million for 2008**

Web site: **www.threewire.com**