

# CASE STUDY

## Multichannel touches move HCPs from awareness to education to trial

The path from awareness to trial to adoption requires multiple touches, optimally timed and targeted based on an audience's preferred and inferred attributes. The key to success lies in the ability to deploy precise, data-driven campaigns with the cadence and channel mix that's best suited to healthcare professional (HCP) audiences as they make the journey towards advocacy for your brand.

To help move HCPs in their journey from awareness to trial, we designed a series of multichannel touches to naturally engage this audience in high-value content, followed by contextually relevant messaging with a clear call to action to equip their patients with appropriate therapy. With all channels developed and managed by Aptus Health, we are able to swiftly integrate content and monitor activity to create a seamless customer journey for our target audiences—and meaningful results for our clients.

### CAMPAIGN DESIGN

- Engage HCP audience with diabetes-specific educational content within our digital community
- HCPs are offered access to relevant sample medications in the Sample Center, within the context of the educational content
- Call to Action: Eligible HCPs are encouraged to access diabetes samples via our Sample Center to drive patient trial and adoption

### RESULTS

- 24% growth in transfers to the Sample Center
- 4-fold increase in the number of sample request transactions for diabetes medications

**Key learning:** Integrating high-value messages—within the context of HCP-specific conversations and impressions—drives increased engagement and utilization

