

CLEARING THE PATH TO PULL-THROUGH

Communicating Market Access Through Geo-Targeted Mobile Campaigns

In their efforts to promote good formulary status, many life sciences companies focus on the healthcare professionals (HCPs) whose patient pools can take advantage of these preferred therapies. Marketers may also use mass media or other tactics to let patients and other healthcare consumers (HCCs) know that the brand name therapies that may be right for them are available at a lower cost than other similar drugs. Yet these HCP and HCC campaigns are often deployed as separate initiatives, with no clear way to connect the experience.

The most effective approach for increasing formulary pull-through engages both HCPs and HCCs with timely, relevant, localized content that promotes brands with good formulary status for these audiences. When thoughtfully designed and executed, these campaigns build a powerful doctor-patient connection at the point of care and deliver exponential value to the brand.

SITUATIONAL ANALYSIS

To capitalize on favorable formulary positioning for two of its mature brands, we worked with our client to develop a Market Access Pull-Through Program (MAPP) powered by Aptus Health's Tomorrow Networks division.

The geo-targeted mobile ad campaigns were designed to promote the brands' formulary positions to both healthcare consumers (specifically those who may be eligible for the brand and who are also members of a healthcare payor for which the brand has formulary coverage) and healthcare professionals (specifically those who are likely to see these patients) with relevant, point-of-care messaging optimized for these multiple audiences.

The goals were to communicate value to consumer and HCP audiences, enable brand-specific discussions between consumers and HCPs, and pull through these messages to generate prescription lift.

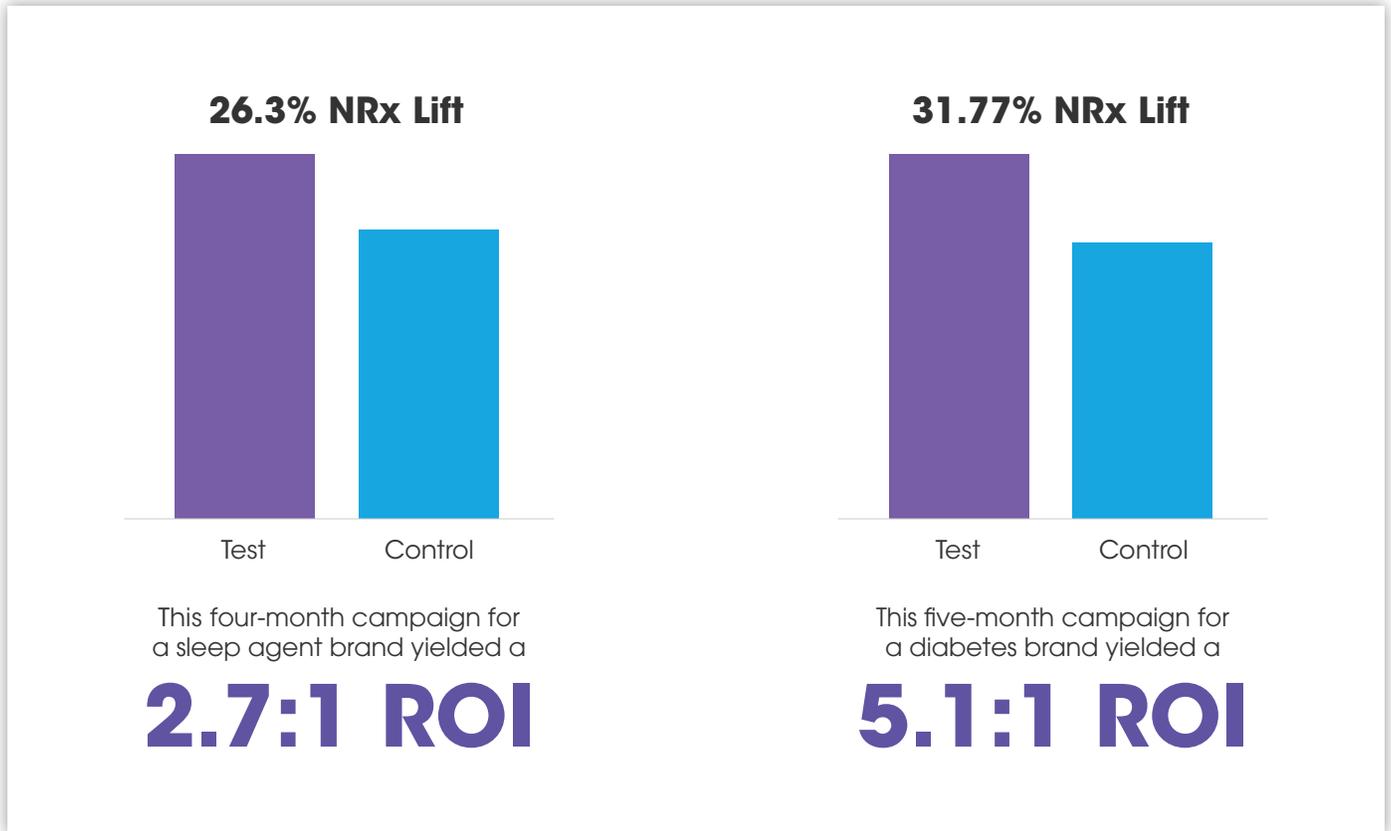
SOLUTION DESIGN AND IMPLEMENTATION

These data-driven campaigns targeted consumer and HCP audiences with relevant content, in the locations where care decisions are most likely to happen, by:

- Identifying HCPs and point-of-care locations where formulary access and clinical opportunity are the highest, based on industry data
- Segmenting these HCP audiences by attributes including market decile, brand decile, practice patterns, managed market access, and more, including our proprietary Aptus Propensity Index, a statistical model that assigns HCPs different engagement journeys based on historical and predictive behaviors
- Applying big data analytics and device-level data to increase the probability of delivering the right message to the right audience, right where it's actionable using in-app banner ads

RESULTS

Our measurement methodology—designed to objectively estimate, isolate, and value the impact of the Aptus Health campaign—revealed the below metrics for these multi-audience campaigns:



KEY TAKEAWAY

Combining a strong targeting methodology with proven mobile engagement tactics efficiently and effectively engages consumers and HCPs about favorable formulary coverage and clinical messages—so they can make more informed care decisions together.

For more information, contact us at info@aptushealth.com