

CASE STUDY

Integrated campaign with insights-driven cadence yields greater awareness and NRx lift

In the competitive pharmaceutical market, it can be hard to break through the noise with messaging that resonates with target audiences—even when launching a new brand.

Yet the right multichannel engagement strategy—including a mix of targeted, deep education and lighter, more frequent awareness touches—can yield measurable impact on healthcare professionals' awareness of the therapy, their knowledge of the new brand's profile, intent to prescribe, and ultimately, their use for the newly launched brand. Let's take a look at an example of this approach in action.

SITUATIONAL ANALYSIS

A large U.S. life sciences company challenged us to increase awareness and knowledge of a newly launched brand among a broad population of healthcare professionals (HCPs).

We had previously partnered with the company to grow its flagship brands, designing digital engagement solutions that yielded positive outcomes, even as the company experienced a realignment in their field force. Our goal was to extend this positive engagement experience to a new brand in the company's franchise.

SOLUTION DESIGN AND IMPLEMENTATION

To increase awareness and educate physicians about this new brand, we developed an integrated multichannel solution that included the following features, strategically deployed over an 18-month period:

- Targeting and messaging assessment based on client goals and our own proprietary knowledge of the audience
- A series of light engagement touches featuring branded and unbranded content, leveraging particularly newsworthy clinical topics
- Deeper engagement experiences including interactive, multimedia content
- Pre- and post-campaign surveys designed to measure the target audiences' awareness, education, and intent to prescribe this specific therapy

RESULTS

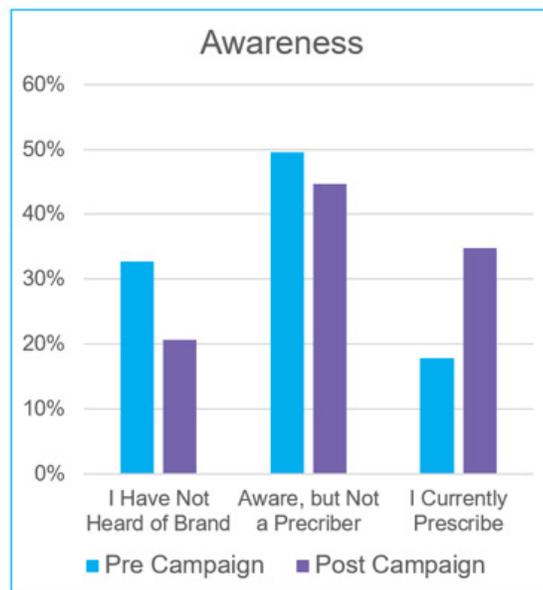
The program's performance exceeded expectations, and delivered on our promise to yield measurable outcomes for our client. Highlights include:

- **Awareness:** the number of target HCPs who say they currently prescribe the therapy nearly doubled
- **Intent to prescribe:** The percentage of target HCPs who say they intend to prescribe the branded therapy increased more than 2.5-fold
- **NRx lift:** Across more than 57,000 target HCPs, the new brand achieved a 21.72 % lift in NRx over the course of the 18-month campaign, after for controlling for other promotional efforts

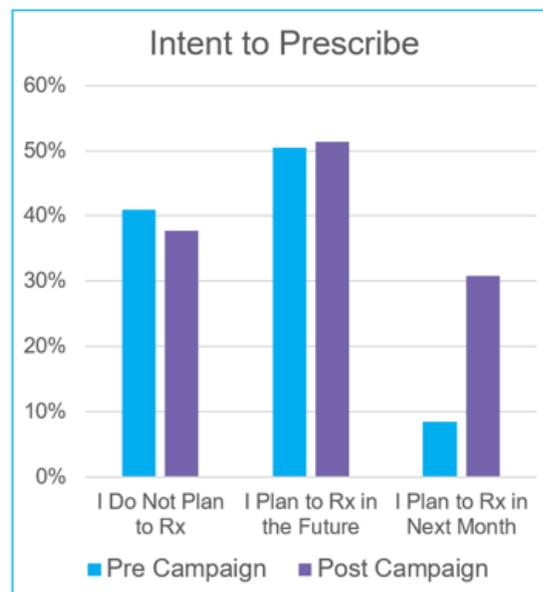
INSIGHTS

Cross-tactic reporting and analysis revealed actionable insights throughout the campaign. Here are just a few examples:

- Nearly three-quarters of targeted HCPs engaged in more than one tactic across this multichannel campaign, demonstrating the stickiness of a series of well-timed touches
- Engagement rates were higher among Non Called On HCPs compared to those with access to sales reps, suggesting the power of a digital ecosystem to supplement a field force
- Non-writers engaged at a slightly higher rate over writers, suggesting that these campaigns are an effective way to uncover new opportunities for a brand
- **Key takeaway:** When executed using the right mix of tactics and measured through Aptus Health's rigorous processes, these solutions have the power to help healthcare audiences better identify patients who may be eligible for a new therapy



What is your experience with Brand A?



Which statement best describes your intention to prescribe Brand A in the future?

Contact us at info@aptushelath.com for more information on our approach to multichannel engagement solutions.