Coordinated HCP and Patient Campaign Generates 35% Higher Total Script Lift for Leading Pharmaceutical Company

**Challenge**
DeepIntent® sought to prove that integrating healthcare provider (HCP) and patient (direct-to-consumer) digital campaigns results in a significant and positive impact on script writing behaviors.

**Strategy**
DeepIntent conducted a case-match control study in partnership with a leading healthcare media agency and its largest pharmaceutical client. The study leveraged DeepIntent Outcomes™ to coordinate and measure the combined effect of HCP and patient marketing on total scripts filled.

**Results**
(Detailed results on page 2)

- **35%**
  - higher TRx¹

Coordinated HCP and patient media drove 35% higher TRx vs. non-integrated media, demonstrating that integrated campaigns generate a significant and positive impact on total script lift.

- **#1**
  - performing partner

DeepIntent was named the top performing partner due to exceptional audience quality, targeted reach, and cost efficiency²

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¹ data collected from case-match control study of a beta program running HCP and patient digital advertising; integrated exposures vs. control group
² 3rd party measurement platforms, based on total segment performance vs. benchmark
Results

Highly Qualified HCPs
HCP target list matched to build custom segments based on script writing behavior

#1 Targeted Reach; Most Efficient Cost

Precise Patient Populations
Campaign-specific patient modeled audiences

Highest On-Target Patient Reach; Most Efficient Cost

Integrated HCP and DTC Media
Coordinated media within clinically-relevant geos

35% Higher TRx with Integrated Exposures

1 3rd party measurement platforms, based on total segment performance vs. benchmark
2 data collected from case-match control study of a beta program running HCP and patient digital advertising; integrated exposures vs. control group