CASE STUDY

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 TRx

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 efficiency.

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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\(^1\)

Precise Patient Populations

Campaign-specific patient modeled audiences

Highest On-Target Patient Reach; Most Efficient Cost\(^1\)

Integrated HCP and DTC Media

Coordinated media within clinically-relevant geos

35% Higher TRx with Integrated Exposures\(^2\)

\(^1\) 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