

## Case Study

# DeepIntent Coordinates HCP and Patient Marketing to Drive 25% Higher TRx and NRx for Leading Pharma 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 HCP and patient campaigns and measure the combined effect of HCP and patient marketing on total scripts and new prescriptions filled.

## Results

### Integrated Performance



**25% increase** in TRx and NRx prescribing rate<sup>1</sup>

### Precise, High-Performing Audiences

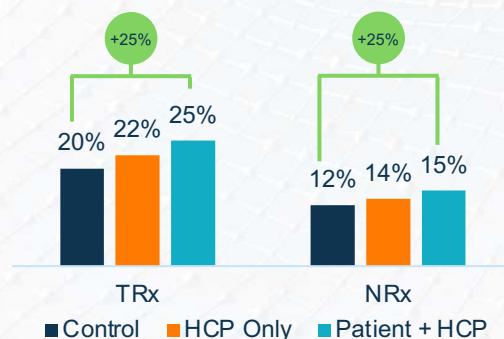


**3x more** targeted to patient audience with 5x more cost-effective reach<sup>2</sup>



**Highest** HCP target list reach, most efficient cost<sup>2</sup>

### Prescribing Rate



<sup>1</sup> data collected from case-match control study of a beta program running HCP and Patient digital advertising; integrated exposures vs. control group

<sup>2</sup> 3<sup>rd</sup> party measurement platforms, based on total segment performance vs. benchmark