

## 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.

<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

## Results (Detailed results on page 2)



**35%**  
higher TRx<sup>1</sup>

**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<sup>2</sup>**

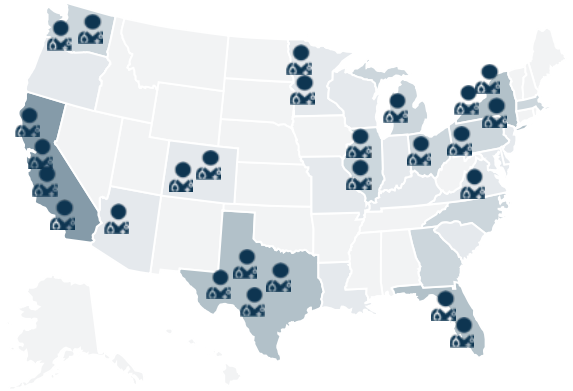


## Results

### Highly Qualified HCPs

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

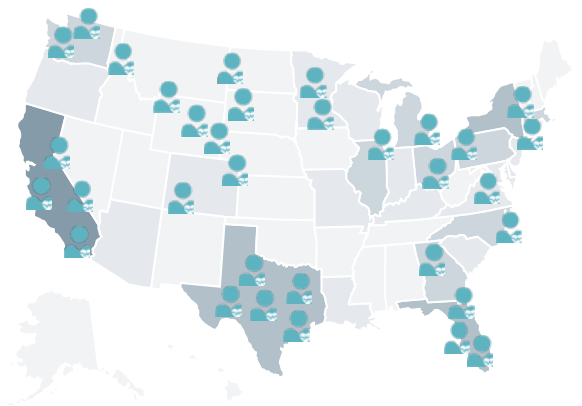
**#1 Targeted Reach;  
Most Efficient Cost<sup>1</sup>**



### Precise Patient Populations

Campaign-specific patient modeled audiences

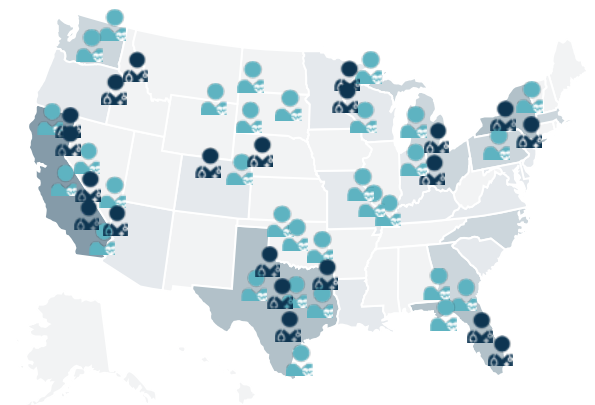
**Highest On-Target Patient Reach;  
Most Efficient Cost<sup>1</sup>**



### Integrated HCP & DTC Media

Coordinated media within clinically-relevant geos

**35% Higher TRx  
with Integrated Exposures<sup>2</sup>**



<sup>1</sup> 3<sup>rd</sup> party measurement platforms, based total segment performance vs. benchmark

<sup>2</sup> data collected from case-match control study of a beta program running HCP and Patient digital advertising; integrated exposures vs. control group