

## Case Study:

# Patient Modeled Audiences Propels Prevalence Rate to 7.7%



## Challenge

One of the world's leading pharmaceutical companies wanted to raise awareness of a respiratory drug for two types of COPD patients:

- (1) those newly diagnosed, and
- (2) those currently being treated.

However, standard patient targeting methods rely solely on clinical data, which doesn't account for nuances that differentiate these unique patient audiences.

## Strategy

DeepIntent's **Patient Modeled Audiences** solution combines clinical, behavioral, and consumer data with patent-pending machine learning processes to create precise, addressable patient audiences.

## Two Unique Patient Models Were Created:

### Model 1: Newly Diagnosed

Patients diagnosed with COPD who are actively seeking relevant information (i.e. engaged with COPD content in the past 30 days).

### Model 2: Currently Being Treated

Patients diagnosed with COPD who are currently being treated with a competitive drug/brand.

## Results (Details on page 02)



**#1** Performing Partner



**7.7%** Prevalence Rate  
for Model 1, Newly Diagnosed



**0.22%** Click-Through-Rate



## Results



**#1**

**Performing Partner**

Vastly outperforming other partners

## Prevalence Rate<sup>1</sup>



**7.7%**

**Prevalence Rate  
for Model 1, Newly Diagnosed**

2.6x vs. 2.9% goal, indicating efficacy of  
behavioral data in identifying  
highly-qualified patients



**6.1%**

**Average Prevalence Rate  
(for Both Models)**

Over 2x vs. goal

## Campaign Delivery

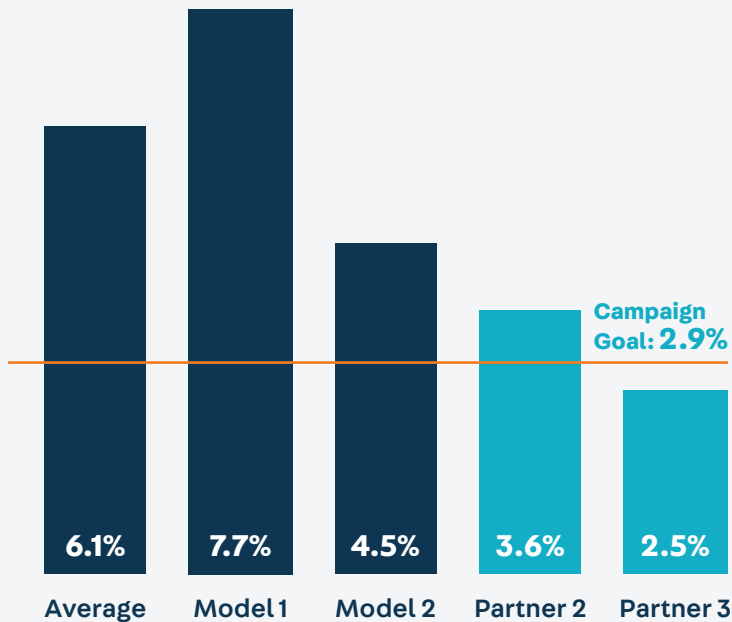


**0.22%**

**CTR (Click-through-rate)**

2.8x vs. industry benchmark

## Prevalence



1. **Prevalence rate:** percentage (%) of individuals with the specified condition (COPD). The COPD prevalence rate, per the health data database, was 2.99% at the time of the campaign. **Campaign prevalence rate:** reflects the percentage of diagnosed individuals exposed to an ad