

35:1 ROI and 33% Script Lift by Engaging Priority Oncologists for a Leading Melanoma Therapy with 1:1 HCP Activation

INTRODUCTION

Pharmaceutical companies want to drive disease awareness, guide treatment options and establish their brand as the therapy of choice. However, most marketers rarely consider the content, message and channel preferences of patient populations and their HCPs at key intervals of their health journey. The result is wasted spend engaging the wrong audience, a lack of conversion and failure to elevate script lift. Swoop is changing all of this.

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THE CHALLENGE

An oncology brand wanted to engage priority target list HCPs to increase brand awareness in a competitive melanoma market.

THE SOLUTION

Swoop deployed efficacy messaging via targeted mobile and desktop banners to HCPs as they accessed non-endemic content.

THE OUTCOME

The campaign engaged more than 1,000 priority physicians across oncology/hematology and primary care and resulted in a 33% script lift leading to an incremental 80+ New to Brand (NRx) starts within ten months of promotion. Swoop delivered nearly \$2M in lifetime patient value for the brand, or a 35:1 ROI.

ABOUT SWOOP

Swoop, part of Real Chemistry, enables pharmaceutical and life sciences brands to reach their ideal DTC and HCP audiences at crucial moments of their diagnosis and treatment journey. Using artificial intelligence and real world data, Swoop is a leader in developing brand-exclusive audiences of patients and their providers for healthcare companies. Once the right customers have been targeted, brands can drive bottom-of-the-funnel engagement through Swoop's proprietary medically trained and MLR-compliant conversational AI. Built on a privacy-by-design foundation, Swoop is both HIPAA-certified and NAI accredited, having developed more than 12,000 unique target audiences for 42 of the top 50 pharmaceutical companies safely. Its conversational AI has been implemented across 100 health brands and trained on over 1.3 billion medical conversations. To learn more, visit www.swoop.com.