

# 37% Script Lift, 120 New to Brand Starts and \$4M in Patient Lifetime Value in Three Months for Plaque Psoriasis Drug

## 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.

**Within only three months, the campaign resulted in a 37% script lift, 120 New to Brand (NRx) starts, and added more than \$4M in incremental lifetime patient value.**

## THE CHALLENGE

A plaque psoriasis brand wanted to increase its market share despite a highly competitive treatment landscape.

## THE SOLUTION

Using a hyper-targeted programmatic solution, HCPs prescribing alternative and competitive therapies were served banner media on websites, mobile websites and in-app when organically consuming compliant, non-medically endemic content.

## THE OUTCOME

The digital promotion engaged more than 5,000 priority physicians across multiple specialties including dermatology, primary care and other professionals regularly treating plaque psoriasis with competitive treatments. Within only three months, the campaign resulted in a 37% script lift, 120 New to Brand (NRx) starts, and added more than \$4M in incremental lifetime patient value.

## 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](http://www.swoop.com).