

Activating Over 40,000 HCPs at the Point-of-Care Leads to a 19.6:1 ROI for a Diabetes Drug

INTRODUCTION

Pharmaceutical companies want to drive disease awareness, guide treatment options and establish their brand as the therapy of choice. However, with increasingly limited access to physicians, field teams are challenged with reaching HCPs at the point-of-care. This has led to the increased use of non-personal promotion that fails to break through the noise at critical moments of the decision-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.

THE CHALLENGE

A top diabetes brand wanted to stand out in a competitive marketplace.

THE SOLUTION

Swoop activated hard-to-reach HCPs known for writing competitor products via digital promotion at the point-of-care, serving display banners on their mobile devices while they browsed compliant content online. HCPs were added to the audience on a monthly basis to keep the target audience fresh, with messaging focused on efficacy and recent clinical trials.

THE OUTCOME

More than 40,000 HCPs were served 1.4 million impressions over the course of the 12 month campaign. Engagement was 30% greater than industry average with a CTR of .13%. During the campaign, prescriptions written by the target audience were measured and showed a script lift of 4.19%, with an ROI of 19.6:1.

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.