Elevating Script Lift for a Multiple Myeloma Drug by 21% Through HCP and DTC Activation at the Point-of-Care

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.

THE CHALLENGE

A multiple myeloma brand wanted to win market share among diagnosing physicians despite a competitive treatment landscape.

44 New to Brand (NRx) starts and 21% script lift within ten months of promotion.

THE SOLUTION

Swoop promoted a pharmaceutical company's new indication to HCPs and likely sufferers at point-of-care locations where multiple myeloma was being diagnosed at high volumes. Messaging was delivered through banner advertising on non-endemic content via mobile and tablet devices.

THE OUTCOME

Swoop delivered over 5M impressions, engaging more than 25,000 priority physicians and their patients at point of care locations where the target ICD-10 codes were diagnosed the most. Engagement led to 44 New to Brand (NRx) starts and 21% script lift within ten months of promotion. This generated more than $1M incremental lifetime patient value, which was a 4.3:1 ROI.

ABOUT SWOOP

Swoop (www.swoop.com) empowers the world's leading pharmaceutical brands to better-educate patients about disease states and the therapies that could remedy their conditions, as well as enable them to become active participants in their diagnostic and treatment journey. Swoop's HIPAA-certified and NAI-accredited Affiniti platform has uncovered over 6,000 unique target audiences for precisely engaging patient populations and their healthcare ecosystems through precise omnichannel marketing strategies. By utilizing artificial intelligence, machine learning and evolutionary computation in conjunction with a real world data universe of over 300 million de-identified patients, 65 billion anonymized social determinants of health signals and 1.6 million health care provider profiles, Swoop's segments are superior in audience quality, lead to optimal conversion and drive increased Rx lift. It's no wonder that 18 of the top 20 healthcare agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.