

Driving an 8% Script Lift for a Leading Rheumatoid Arthritis 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.

THE CHALLENGE

A pharmaceutical company wanted to create brand awareness of its therapy among priority HCPs treating rheumatoid arthritis (RA) within a defined target list.

THE SOLUTION

Programmatic ads were served across devices, appearing as display banner media on websites, mobile websites and in-app, engaging physicians when they were organically consuming non-medical content.

THE OUTCOME

More than 4,000 priority physicians regularly treating RA patients were engaged across multiple primary specialties including rheumatology and primary care. The digital campaign increased script lift by 8% and led to 382 New to Brand (NRx) starts within six months – totaling more than \$5.5M in incremental lifetime patient value.

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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.