

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, 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.