

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 (www.swoop.com), part of Real Chemistry, 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 treatment journey. Swoop's HIPAA-certified and NAI-accredited system of engagement has uncovered over 6,000 unique target audiences for precisely activating patient populations and their healthcare ecosystems through 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 and 65 billion anonymized social determinants of health signals, 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 marketing agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.