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.

Increased script lift by 8% and led to 382 New to Brand (NRx) starts within six months.

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.

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.