swoop

37% Script Lift, 120 New to Brand Starts and $4M in Patient Lifetime Value in Three Months for Plaque Psoriasis Drug

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.

Within only three months, the campaign resulted in a 37% script lift, 120 New to Brand (NRx) starts, and added more than $4M in incremental lifetime patient value.

THE CHALLENGE

A plaque psoriasis brand wanted to increase its market share despite a highly competitive treatment landscape.

THE SOLUTION

Using a hyper-targeted programmatic solution, HCPs prescribing alternative and competitive therapies were served banner media on websites, mobile websites and in-app when organically consuming compliant, non-medically endemic content.

THE OUTCOME

The digital promotion engaged more than 5,000 priority physicians across multiple specialties including dermatology, primary care and other professionals regularly treating plaque psoriasis with competitive treatments. Within only three months, the campaign resulted in a 37% script lift, 120 New to Brand (NRx) starts, and added more than $4M 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.