swoop

Generating 30 New to Brand Starts in 90 Days for New Multiple Sclerosis Therapy By Reaching Specialists 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, 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 multiple sclerosis brand wanted to capture the attention of hard-to-reach physicians and raise awareness of a new-to-market therapy. However, it was challenged by a crowded landscape that required time-sensitive deployment of targeted messaging post-diagnosis. The goal was to reach providers with newly diagnosed patients before a treatment decision was made.

In total, the brand achieved $7.5M in incremental lifetime patient value.

THE SOLUTION

Swoop deployed highly targeted display media directly to physicians on their personal mobile and tablet devices. These HCP targets were refreshed weekly utilizing ICD-10 codes within the claims data. Ads were served within brand-safe site-level content viewed by HCPs on apps and mobile web browsers.

THE OUTCOME

Swoop engaged nearly 9,500 target list physicians including 6,900+ with a newly diagnosed patient, with weekly alerts triggered across multiple primary specialties such as neurology, gastroenterology, rheumatology, and primary care. Swoop's time-sensitive digital promotion resulted in an incremental 30 New to Brand (NRx) starts within three months. In total, the brand achieved $7.5M 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.