

Targeting HCPs at the Point-of-Care Results in 19% Script Lift for COPD 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.

THE CHALLENGE

A COPD brand was challenged by reaching HCPs and making them aware of the benefits of its therapy.

THE SOLUTION

Swoop deployed mobile and tablet banners to HCPs at high diagnosing facilities on their personal devices.

THE OUTCOME

Swoop engaged more than 10,000 priority physicians across specialties, including pulmonology, allergy and asthma, as well as respiratory and immunology with a recent history of diagnosing ICD-10 J44 at high volumes. The targeted promotion resulted in 157 New to Brand (NRx) starts, 19% script lift, more than \$500,000 in incremental lifetime patient value, and a 3.5:1 ROI within ten months.

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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.