

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 (www.swoop.com) 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 diagnostic and treatment journey. Swoop's HIPAA-certified and NAI-accredited Affiniti platform has uncovered over 6,000 unique target audiences for precisely engaging patient populations and their healthcare ecosystems through precise 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, 65 billion anonymized social determinants of health signals and 1.6 million health care provider profiles, 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 agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.