

Upstream HCP Activation Delivers an Incremental \$2M for a Leading Breast Cancer Therapy

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 leading breast cancer brand wanted to influence decision makers upstream by increasing awareness of its therapy during tumor screening.

Swoop's digital promotion resulted in a 31% script lift leading to an incremental 59 New to Brand (NRx) starts.

THE SOLUTION

Swoop executed a trigger-based non-target list program to engage HCPs ordering genetic testing through programmatic advertising, with the aim of connecting with professionals before the time of diagnosis with efficacy messaging.

THE OUTCOME

Near real-time alerts enabled brands to target the right audience, increasing reach and reinforcing messaging. Over 756,000 impressions were delivered across priority accounts with a CTR of .24% – 3X greater than the industry standard. Swoop's digital promotion resulted in a 31% script lift leading to an incremental 59 New to Brand (NRx) starts. Overall, the oncology brand benefited from more than \$2.3M in incremental lifetime patient value,

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.