

High Number of Impressions Pushes NRx Uplift Beyond Expectations

Project Summary

A leading biopharmaceutical company in the United States sought to promote a pharmaceutical drug commonly prescribed by gastroenterologists and internists, which was approved by the FDA in early 2007. Despite the expected success of the brand, the company sought to drive new prescriptions written (NRx) to the highest potential by using traditional sales efforts integrated with multi-channel eDetail campaigns.

Recruiting Plan

Working with Physicians Interactive the company was able to recruit specialty physicians, including gastroenterologists and internists, to complete its interactive eDetail programs. Physicians Interactive launched a two-program, multi-channel marketing campaign using a combination of branded emails, clinical update communications (CUCs) and direct mail. The recruiting efforts were aimed at 25,000 targets representing high, medium and low decile groups, which included both “called-on” and “non-called-on” physicians. The two programs were spaced 6 months apart to maintain presence over the long term. Throughout the campaign, Physicians Interactive closely monitored responses and adjusted recruiting vehicles to ensure maximum exposure to targets.

Program Design

Physicians were invited to participate in two single-wave eDetail programs hosted on the client’s platform, which was developed and managed by Physicians Interactive. The first eDetail program was a repurposed visual aid converted into an interactive format and the second program was a 12-minute online patient-doctor role play.

Campaign Results

New Prescriptions (NRx)

Overall, a 20% uplift of new prescriptions resulted from the campaign when compared to a control group who did not participate. The control group was comprised of physicians with identical pre-test prescribing histories from similar specialties, practice types and decile classes to those of the participant group.

The campaign delivered brand messaging over multiple touch points based on the understanding that physician comprehension can vary depending on where the individual is on the learning curve. While some physicians may only need to read an email that contains medical content to remind them of the brand message, others may need to complete the program in its entirety before they are impacted. The standard “matched-pair” analysis highlighted three distinct segments of participants: targets that only received a communication, targets that only opened a communication, and targets that completed the eDetail program.

A comparison of all three participant groups to their mutually exclusive control groups indicated:

- Participants who completed the eDetail program indicated an average 16% uplift of NRx compared to the control group
- Participants who merely opened the communication indicated an average 25% uplift of NRx compared to the control group
- Participants who only received the communication, but did not open or complete the program, indicated an average 21% uplift of NRx compared to the control group

While the brand realized uplift across all segments of targets, the greatest uplift was seen in the groups who received the greatest amount of branded messaging throughout their multichannel campaign. In fact, the accumulation of brand impressions over time can trigger a snowball effect leading to an increase in brand recognition and a change in prescribing behavior. The number of branded impressions over the course of the campaign was 7,669.

Return-on-Investment (ROI)

The campaign results showed a positive ROI of 686% and totaled 1,832 eDetail completions. A re-analysis of the data 5 months after the original analysis confirmed these results.

Physician comprehension of a brand’s message can vary depending on where the individual is on the learning curve.

Conclusion Summary

Based on the results, Physicians Interactive drew the following conclusions about the success of the campaign:

- Multi-channel marketing drives NRx and, therefore, market share
- All segments of participation level add value to the ROI
- Frequency of communication influences prescribing behavior
- Targets respond to and engage with brand messaging at different points in the continuum; therefore integrated campaigns are necessary to drive value
- The value of recruiting does not lie only with driving a “call to action” response, but through all impressions, whether brief or more in-depth