

Brand Increases Market Saturation by Targeting RNs

This PI Success Brief illustrates how one of the world’s leading biotech companies was able to develop a multi-channel marketing campaign using a retargeting strategy to unveil a new audience segment with great success.

Project Summary

Physicians Interactive finds eager audience in non-MD segments

The brand team wanted to reach a key audience of Oncology Nurses, Nurse Practitioners (NP), and Physicians Assistants (PA). The team worked with Physicians Interactive to identify the right audience segment to develop a high-impact campaign that would increase product utilization and increase market share. More importantly, their goal was to positively impact patient outcomes.

Product:

Pharmaceutical drug for use in combination with chemotherapy for the treatment of cancer.

Recruiting Plan

Physicians Interactive launched a multi-channel recruiting campaign targeting nearly 5,500 Oncology Nurses, PAs and NPs. All communications contained branded messages and instructions for accessing the interactive program hosted on the Physicians Interactive Platform. The campaign consisted of 6 strategies:

1. Branded e-mail
2. Branded direct mail
3. Feature placement in the Physicians Interactive monthly physician newsletter
4. A reminder e-mail sent to anyone who did not complete the program
5. All outbound campaign e-mails mentioned this program and resulted in additional completions
6. All communications offered login information to participate in an interactive program hosted on the Physicians Interactive Platform

Personalized invitations within a branded communication were distributed on a regular schedule over a five month period. HCP profiles were marked as completed in the Physicians Interactive database when the interactive program was completed.

Interactive Program Design

The program featured a Truth of Myth format, asking questions up front and providing information to dispel pre-conceived notions in the market place and provide new data.

Campaign Results

Program surpassed completion goal by 20% and increased brand awareness to nearly 5,500 Oncology Nurses, NPs and PAs. Upon program completion, Physicians Interactive analyzed the results and drew the following conclusions:

Non-MD targets are cost effective—Non-MD targets have a higher participation rate and are highly responsive. Recruiting to non-MDs was more cost effective in this program than MDs. NPs and PAs have prescribing ability in all 50 states, 80% of NPs polled in a 2004 study claimed their prescribing habits were directly influenced by pharmaceutical details.

Acquisition of new non-MD targets through direct mail is very effective — Non-MD targets were more responsive to direct mail campaigns and more likely to participate and complete the interactive program than their MD counterparts.



Statistics:

- List size: 5,455
- Direct Mail: 28%
- E-mail campaign: 10%
- Newsletter: 22%
- Wrap Around: 9%
- Recovery: 6%
- Open Rate: 11%
- Click through: 17%
- 3+ impressions delivered per target