

CASE STUDY

How our multichannel marketing campaign increased prescribing by 12 percent

Engaging healthcare professionals with targeted content



The scenario

A leading global eye care company, with an existing product that had not been actively marketed for over five years, wanted to introduce their product to a new market segment in the UK.

The objective

To increase prescribing (year on year) by 12% without reallocating sales resource.

The approach

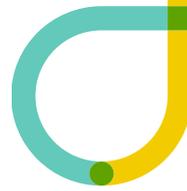
A multichannel, multi-touchpoint campaign using a combination of educational and promotional content to raise awareness around the condition and the efficacy of the product.



The outcome

The campaign achieved the objective of increased prescribing of 12%. More interesting though was where the increase in prescribing came from.

Insight driven marketing delivers results



The target audience

Traditionally this product had been prescribed in secondary care following a GP referral. The majority of prescriptions in primary care came from repeats. The client wanted to raise awareness of the product in primary care to initiate more prescriptions in primary care and reduce referrals. In addition, they wanted to get new information around efficacy out to their secondary care customers.

The target audience for the campaign consisted of: GPs, practice nurses, CCG prescribing leads as well as hospital doctors, specialist nurses and hospital pharmacists.

In total, 50,443 healthcare professionals were contacted throughout the campaign, with responses measured by customer type, interactions with content and by channel.

The campaign content

A survey, carried out by Wilmington Healthcare, among HCPs highlighted that HCPs are more receptive to promotional messages from pharma if they are supported by therapy-related educational content. It was therefore recommended that the campaign consisted not only of a promotional eBulletin but also of a Mode of Action (MoA) video and an independent clinical article authored by a key opinion leader. To minimise costs, a mix of existing content that the client had as well as content specifically commissioned for the campaign was used. All content was hosted on an independent HCP website, OnMedica.com, used by HCPs for professional learning and development.

The channels

Taking HCP channel preference and accessibility into account, and to maximise coverage and engagement, a combination of email, postal and online channels were used.

Did you know that it takes, on average, seven touch points to take a prospect from raising awareness to eliciting an action?

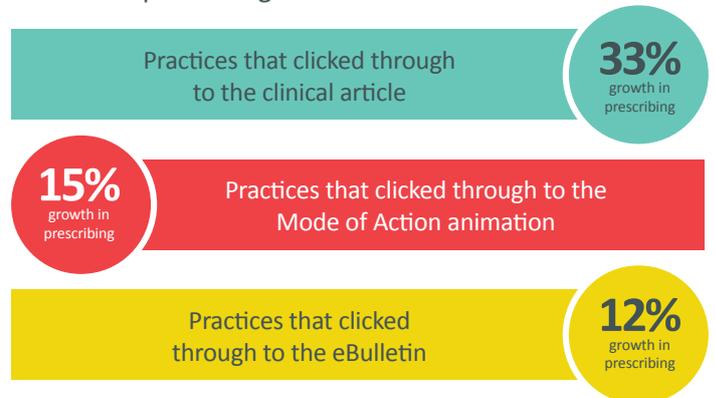
65% of the target audience was accessible via email and permission gained from all before promotional content hosted online was viewed.

100% of the target audience was accessible via mail and a print campaign was distributed via Wilmington Healthcare's mailing house using QR codes to drive traffic to online content. OnMedica newsletters and web banners were also used to support the campaign and drive traffic to content.

Campaign element	Mth 1	Mth 2	Mth 3	Mth 4	Mth 5	Mth 6
Clinical article sponsorship - live & hosted	█					
Clinical article email - traffic driving	█	█				
Postal mailing 1 - with QR code to clinical article		█				
eBulletin - live & hosted		█				
eBulletin email campaign - 2 waves		█	█			
eNewsletter banner - click-through to eBulletin		█	█	█		
Mode of Action (MoA) animation - live & hosted			█			
MoA animation email campaign - 2 waves			█	█		
eNewsletter banner - click-through to MoA			█	█	█	
Postal mailing 2 - with QR code to eBulletin			█			
Post-campaign analysis						█

The outcome

The campaign achieved the objective of increased prescribing of 12%. More interesting though was where the increase in prescribing came from.



Those HCPs who engaged with the clinical article commented that it was an 'Excellent' and 'Informative' review.

The next steps

The successful outcome and the insight gained from phase 1 of the campaign means that phase 2 can be much more informed and targeted. Additional contacts not covered in phase 1 can be added in for phase 2, to broaden the reach and impact of the campaign, with a view to replicate and improve on the prescribing increase in phase 1. Investment has already been made in developing content, which means costs can be kept to a minimum.