

Leveraging Self-directed E-Detailing to Augment Sales of an Orphan Drug with an Integrated Multichannel Approach

Prescriptions for an orphan drug had slumped over 3 consecutive quarters. The alternative channels used by the client had proved to be unsuccessful. By deploying an integrated, tracked, cohesive and responsive multichannel solution, the client achieved increased health care professional (HCP) engagement and significant Return on Investment (ROI).

CLIENT CHALLENGES

- Lean sales force with field coverage de-prioritization
- Compromised customer education due to a lean sales force
- Very low conversion rates of e-mail and brand web site due to channel execution in siloes
- Steady decline in prescriptions over the last 3 quarters

SOLUTION

The integration of channels and operations of partners, self-directed e-detailing, and field support combined with MCM activities resulted in robust turn-around of HCP engagement. Both control and test groups were established prior to MCM channel integration. Comparative data was recorded at each channel interaction.

- Multichannel self-directed e-detailing deployed to allow HCPs access to brand and HCP web site landing pages

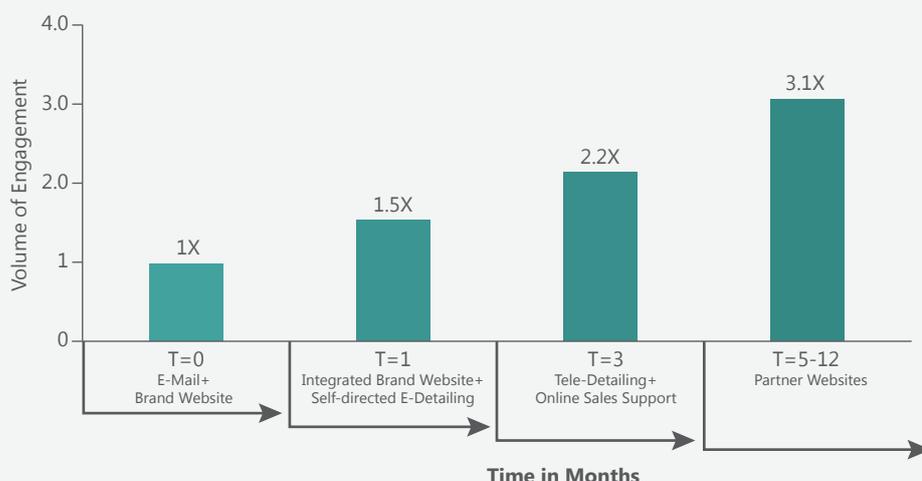
- Integrated product HCP web site and other partner web sites
- Comprehensive online sales support was made available
- Integrated 30+ different marketing partners (e-mails, alerts, text links, banner ads, promotional print pieces, and direct mail)
- 21% increase in number of prescribers in the test set which was significantly higher than the control set

KEY OUTCOMES

Integration of non-personal promotional channels resulted in higher volume and more qualitative engagement with HCPs. Integration with multiple vendors allowed the client to 'switch on' many channels that were previously not tapped or equipped for self-directed e-detailing.

- ~3:1 Return on Investment (ROI), where return is defined as volume of engagement
- ~3X increase in volume of HCP engagement via integrated Multichannel approach
- 37% of HCPs viewed self-directed e-details during non-traditional hours

Engagement Volume Before and After Channel Integration



TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:



