

Breaking through HCP Whitespace with Multichannel Campaigns

A top 10 pharma client was launching a pain and anti-inflammatory drug in the US with a target of 30% revenue contribution from health care professional (HCP) whitespace within a 3-year period (2015). This translated to reaching 35,000+ whitespace HCPs through non-personal channels. In particular, our client was focused on engaging HCPs through a remote detailing channel. By deploying an integrated MCM approach consisting of Tele-detailing, Live Video Detailing and other MCM activities, the client achieved a significant increase in HCP engagement.

CLIENT CHALLENGES

- Only one-tenth of the Advertisement and Promotions budget available for whitespace coverage
- Only experimented with promotional webcast and tele-detailing as channels in a silo approach
- Very low recruitment, and participation from HCPs

SOLUTION

Using a step-change approach, new MCM channels were added sequentially and integrated to form a robust and integrated MCM program.

- Interactive microsite was established to support multiple integrated MCM activities
- New MOA video was launched and imbedded as part of the interactive microsite
- Live Video Detailing (LVD) was introduced as a new channel and imbedded into the microsite, while reps leveraged LVD to better engage HCPs

- Self-directed e-detailing resulted in higher HCP engagement
- Multi-wave e-mail campaign with deployed with differentiated content and messaging at each wave, resulting in increased HCP e-mail open rate
- Tele-reps trained to utilize e-details, MOA videos and e-mails to better engage and enhance the quality of engagement with physicians
- Tele-detailing and rep visits combined with the new MCM activities resulted in an overall increase in channel activity and HCP engagement

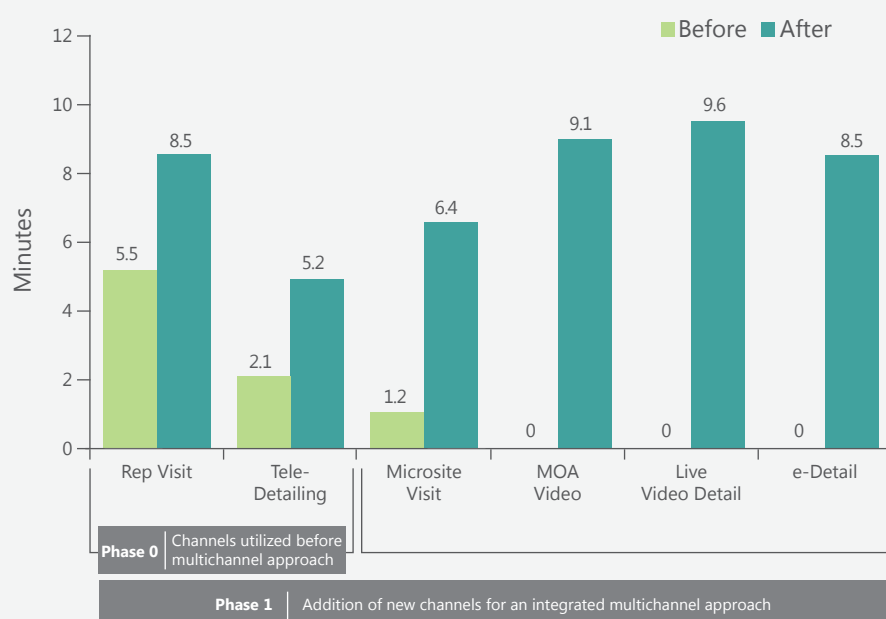
KEY OUTCOMES

An overwhelming increase in HCP engagement was seen after the deployment of a step-change approach where new MCM channels were added sequentially and integrated to form a robust MCM program.

Traffic increased across all non-personal channels and simultaneously rep visits also increased.

- 90% overall increase in quality of HCP engagement
- 46% increase in e-mail open rate
- 48% increase in tele-call duration

Impact of Integrated Multichannel Approach



TALK TO US



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



