

CASE STUDY

Front-end analysis and back-end transparency drive awareness and lift

Brands that hold a positive formulary position have the opportunity to position themselves as an attractive, cost-effective option for eligible healthcare consumers. A data-driven approach can help identify target consumer and HCP audiences, while robust reporting dashboards offer insight into how people are engaging with these campaigns at a granular level, helping visualize performance and opportunities for in-flight campaign optimization.

SITUATIONAL ANALYSIS

A brand in a highly competitive market enjoyed a positive formulary position with many top healthcare payers. The challenge was identifying where and how to communicate the brand's position in meaningful ways to pull this win through to increased prescriptions.

To capitalize on this opportunity, the brand team worked with Aptus Health to develop a Market Access Pull-Through Program (MAPP) powered by Aptus Health's Tomorrow Networks division. The geo-targeted mobile ad campaign was designed to promote the brand's formulary position to consumers and healthcare professionals with relevant, point-of-care messaging optimized for these multiple audiences.

The result is a hyper-targeted formulary pull-through campaign that has made measurable impact on prescription lift for the brand, yielding a strong return-on-investment.

SOLUTION DESIGN AND IMPLEMENTATION

Aptus Health leveraged its rich proprietary and third-party data sets to identify multiple target audiences and engage them in contextually relevant ways, based on where and how they use their mobile devices. The resulting campaign included:

- Identification of precise locations with the highest potential for reaching the brand's target audience, including the prevalence of healthcare payer coverage for which the brand had good formulary position
- A series of in-app mobile ads aimed at consumers and HCPs, with messages tailored by state, payer coverage, and other variables
- Engagement through a wide range of popular news, weather, sports, and music apps when mobile devices enter one of the targeted geo-domed physical locations
- Matched test and control groups in all geo-targeted areas for objective measurement of campaign performance

The client also gained access to CommandCenter™, a powerful campaign reporting dashboard created by Tomorrow Networks. This allows the client to see how the campaign is performing in near-real-time in the specific geographic locations where campaign assets are being served on mobile devices that correspond to the target audiences' demographics, sociographics, condition prevalence, healthcare coverage, writing behaviors, consumer purchasing patterns, and more. This insight into campaign performance allows for mid-stream insights and data-driven recommendations to optimize performance.

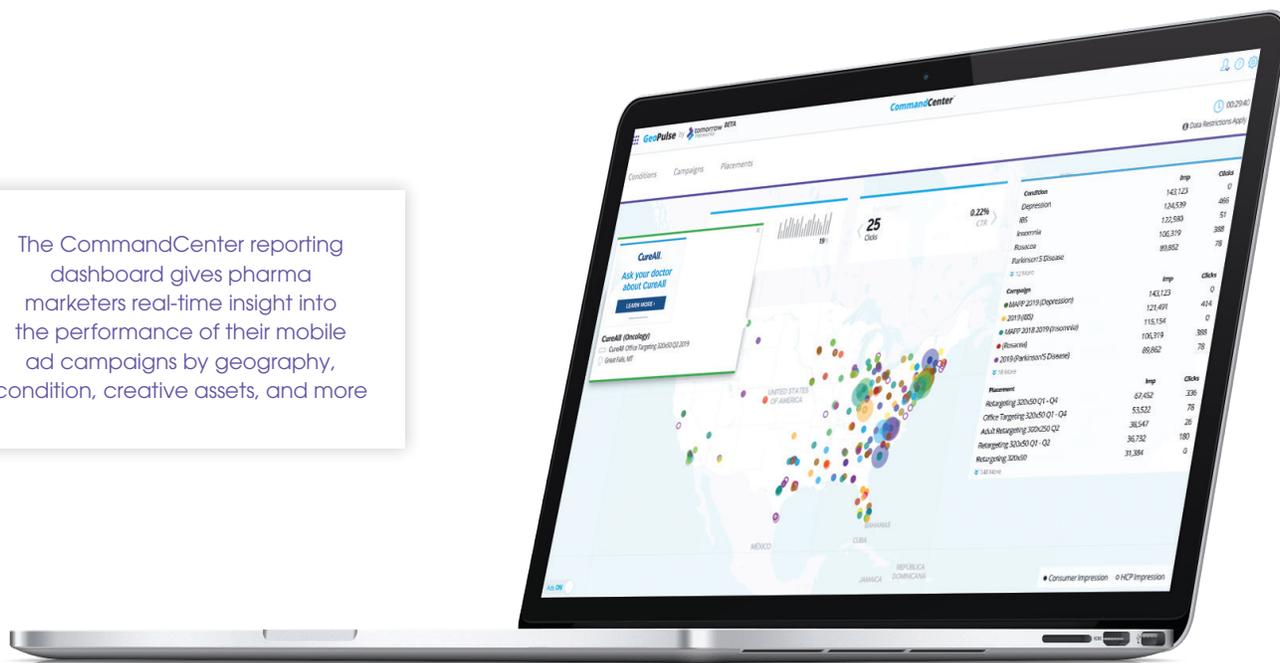


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The CommandCenter reporting dashboard gives pharma marketers real-time insight into the performance of their mobile ad campaigns by geography, condition, creative assets, and more



RESULTS

The Market Access Pull-Through Program has proven a success, based on its objectives to raise awareness and generate prescription lift. Analysis shows that the program achieved significant Rx lift for the brand overall, particularly among high-decile HCP audiences, generating a conservative 3:1 return-on-investment.

It's another example of the power of a data-driven approach to support an up-front targeting strategy as well as provide powerful, transparent views into campaign performance to enhance its effectiveness – and results – over time.

Contact us at info@aptushealth.com for more information on our approach to multichannel engagement solutions.