

Case Study

Increasing Script Lift 21% by Targeting Unified DTC and HCP Audiences the Point of Care

Drug Class/Indication : Multiple Myeloma



Brand Challenge

A multiple myeloma brand needed to increase market share among diagnosing physicians in a competitive treatment landscape.



Solution

The indication was promoted via targeted messaging to both HCPs and likely sufferers at point-of-care locations where multiple myeloma was diagnosed at high volumes.



Campaign Outcome

25K

Priority HCPs reached

44

New-to-brand starts

21%

Script lift

4.3:1

ROI