

Case Study

Increasing Script Lift 37% by Targeting
Competitive Writing HCPs

Drug Class/Indication : Plaque Psoriasis



Brand Challenge

A leading pharmaceutical manufacturer wanted to increase market share in a competitive treatment landscape.



Solution

Swoop targeted HCPs writing prescriptions for alternative plaque psoriasis therapies across devices on compliant, non-endemic sites and apps.



Campaign Outcome

37%

Script lift

120

New-to-brand starts

\$4M

Incremental lifetime patient value