

Case Study

Reaching HCP Audiences Recently Ordering
Tests Increases Script Lift by 31%

Drug Class/Indication : Breast Cancer



Brand Challenge

Influence decision-makers upstream by increasing brand awareness during tumor screening.



Solution

Execute a trigger-based program, engaging HCPs ordering genetic testing with the aim of identifying metastatic breast cancer screening specialists.



Campaign Outcome

31%

Script lift

59

New-to-brand starts

17:1

ROI

\$2.3M

Incremental lifetime patient value