

## Case Study

Increasing Lift 22% by Activating Audiences within leading EHRs and Programmatic Next-Best-Action Engagement

Drug Class/Indication : Pain Management



### Brand Challenge

A pain management brand wanted to increase brand awareness and drive script lift among hard-to-reach HCPs by targeting them in EHR platforms.



### Solution

Swoop enabled the brand to activate key HCPs at the point-of-care while they were immersed in the clinical workflow within leading EHRs. To increase exposure within an omnichannel ecosystem, next best action programmatic messaging was deployed to HCPs who received the EHR promotion.



### Campaign Outcome

1.8K

HCPs reached

40%

CTR increase vs. industry average

22%

Script lift

3:1

ROI