



# From Awareness to Action: Strategic Patient Engagement

Butler/Till and IQVIA Digital boost prescriptions and ROI with a long-term patient-centric approach

## Challenge

A later-stage Rx medication was facing significant challenges in raising brand awareness among patients navigating a complex, multi-step treatment journey. The Rx brand needed to overcome:

1. Lack of awareness
2. A unique dosing profile
3. Patient apathy towards Rx treatments

## Opportunity

Previous NPP engagement focused on healthcare professionals (HCPs) and small-scale patient campaigns with monolithic messaging aimed at later-stage treaters. This approach was depleting the customer funnel and failed to educate and nurture early-stage patients who could eventually benefit from the Rx medication. A long-term strategy was essential to address these issues and ensure return on marketing investment.

## Approach

Recognizing that early-stage patients could be years away from starting Rx therapy, Butler/Till and IQVIA Digital's new strategy focused on long-term engagement and education. De-identified patients were stratified into privacy-optimized cohorts based on:



**Diagnosis status**

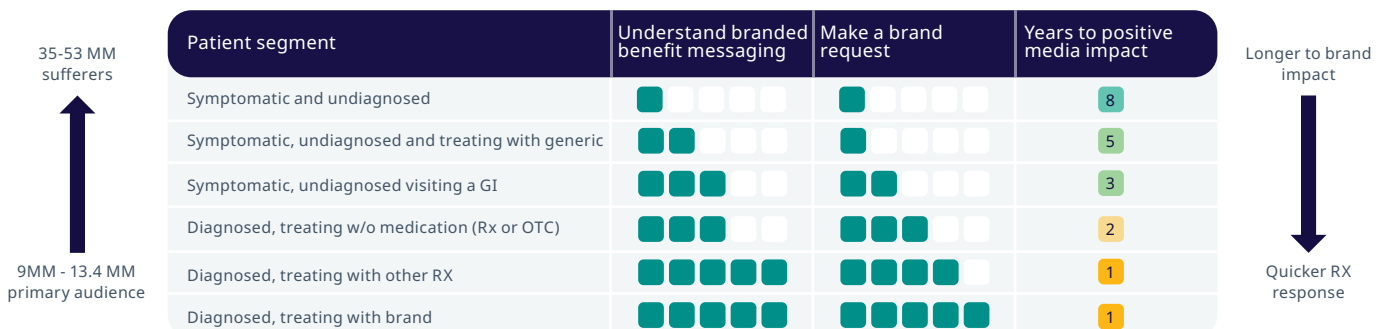


**Current treatment stage**



**Doctor visitation levels**

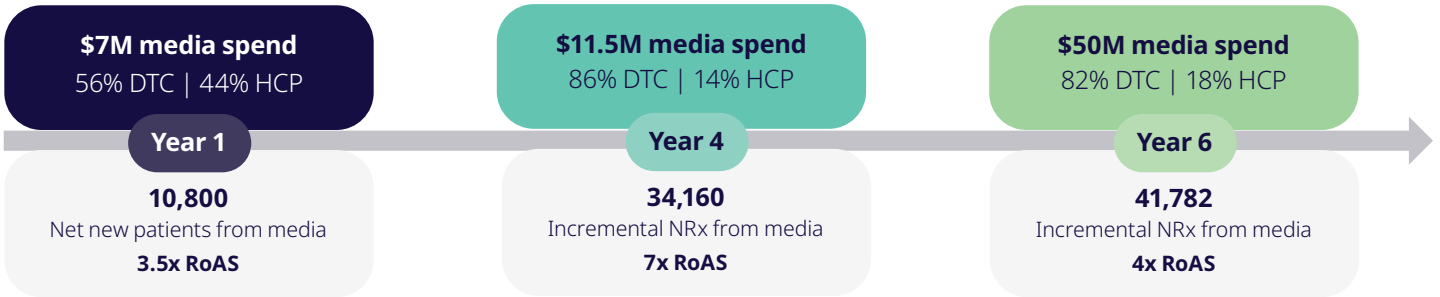
Using both syndicated and custom-built modeled DTC audience segments, the brand reached each cohort with tailored messaging at the appropriate stage of their treatment journey. This "right message, right time" strategy was validated by robust measurement such as Omnichannel Impact reports and Audience Quality.



# Results

The long-term, collaboration between Butler/Till and IQVIA Digital led to a **4X increase in prescriptions** written over five years. The brand's **Return on Ad Spend (ROAS) grew to 5X**, empowering the brand team to secure additional marketing budget for future initiatives.

Performance improved incrementally year-over-year, allowing for greater annual investment and the ability to undertake larger tests and risks without compromising return or script volume. This approach not only enhanced brand awareness but also ensured sustainable growth and investment in the brand's future.



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