

Global pharma company achieves a 9:1 campaign ROI using email marketing

Combination of broadcast and AIM-triggered email adds new prescribers to oncology brands

Background

A top 10 pharmaceutical company implemented a digital innovation center, a test-and-learn marketing environment for demonstrating rapid impact of HCP engagement using digital channels and establishing a repeatable model. This initiative evaluated brands at different stages of the lifecycle and assessed the effectiveness of a digital-first engagement strategy with healthcare providers.

This company had long utilized email as a channel to reach HCPs in two ways: broadcast corporate emails and emails from reps. Brand teams were somewhat satisfied with the rep-led communications as these tended to be personalized and timely. However, the corporate emails were viewed as minimally effective due to stakeholder concerns about content relevance, timeliness, and out-of-date email addresses. As a result, the digital center of excellence team was initially hesitant to revitalize a tactic that was viewed with scepticism.






Opportunity

This global customer identified three oncology brands, all at different commercial life cycle stages. Amidst diminishing field support, the digital center of excellence aimed to maintain sales volume or ideally drive modest increases in new-to-brand

prescriptions (NBRx) for each of these prescription drugs through digital interactions with HCPs. With a willingness to try new approaches, the digital innovation center collaborated with IQVIA Digital to engage with its prescribers using more sophisticated email strategies.

Solution

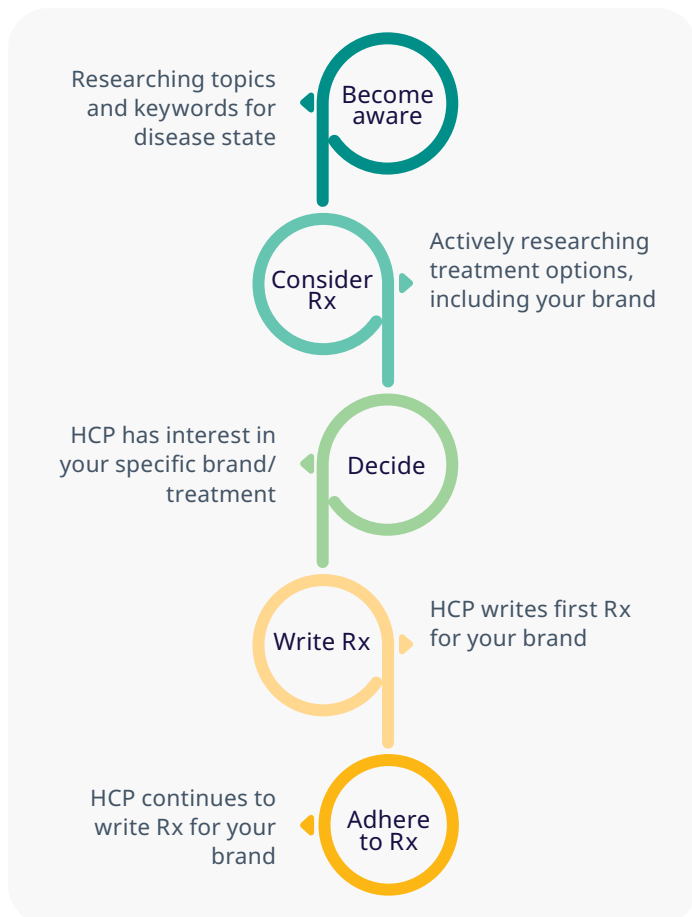
For each of the three oncology brands, IQVIA Digital implemented a 12-month campaign that combined HCP broadcast email and triggered emails to HCPs identified by daily AIM XR research data, and reporting of key brand metrics.

<p> Monthly broadcast email</p> <ul style="list-style-type: none">• Directed prospects to the brand websites• Maintained ongoing correspondence with HCPs• Matched campaign objectives for brand awareness, education, patient resources, etc.	<p> AIM XR web and ecosystem data</p> <ul style="list-style-type: none">• Identified HCPs visiting brand sites• Understood HCP research behavior in the ecosystem of 6000+ medical websites• Segmented both target and new prospect HCPs based on AIM XR insights	<p> AIM triggered email</p> <ul style="list-style-type: none">• Delivered tailored messages to HCPs within 24 hours of relevant digital research action• Three streams:<ol style="list-style-type: none">1. Brand website visitors2. Competitive researchers3. Disease researchers
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IQVIA Digital experts curated content in specific sequences for each of the three triggered email streams. For instance, the disease researcher cohort would receive pertinent information in a different series of emails than the brand website visitors.

IQVIA Digital’s privacy-safe database of consented HCP identities, scalable deployment capabilities with 14 sending domains, and proprietary scoring algorithm maximized email delivery to HCPs with a propensity to engage. IQVIA Digital also developed a rigorous measurement model for this campaign that analyzed script lift for the duration of the campaign using test-control methodology. The campaign tracked prescriber penetration change, market share change, and most importantly, incremental prescriptions to new patients.

Prescriber journey via email engagement



Results

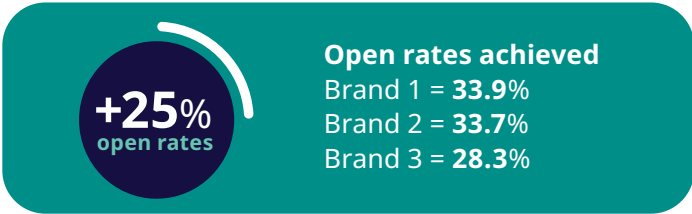
Through the email strategy, this pharma company successfully grew new-to-brand prescriptions (NBRx) for the three pilot oncology brands, including one nearing end of life cycle. Across the three brand campaigns, more than US \$6 million in incremental revenue was attributed to the program over 12 months.

Combining broadcast and AIM-triggered emails to interact with target and new prospect HCPs was crucial to the strategy, with content in the triggered email streams tailored to HCP research behavior. This two-pronged email approach ensured regular touch points with HCPs via broadcast messages as well as timely and relevant emails triggered by daily online medical research for each brand.

The campaign also extended the reach of these three pilot brands to thousands of specialist HCPs beyond the company’s initial recipient lists. Communicating product dosing, efficacy, safety, and other information to prospective HCPs was an opportunity to cultivate new prescribers and influencers at virtually no incremental cost to the company.

It is important to mention that business rules were established in order to prioritize and manage fatigue from any overlapping communications sent by the pharma company's internal email communications.

Each of the three brands achieved open rates that were above a 25% engagement, exceeding IQVIA Digital's overall open rate benchmark. The strong collaboration between the customer's digital center of excellence and IQVIA Digital demonstrated that a well-crafted email strategy can change HCP prescribing behavior.



Next steps

The pharma company expanded its investment and initiated a campaign for a different disease state, prior to the completion of this Oncology project.

Given the success with the three oncology drugs, the customer's digital center of excellence plans to implement this combined broadcast and triggered email strategy for additional brands. The customer will also take this approach one step further by adding lab and claims data to the digital behavior data for more timely and tailored email communications with HCPs.

Let's explore how IQVIA Digital can help your brands improve HCP engagement and prescribing behavior with email campaigns that deliver more timely and relevant information. [Get in touch with us today!](#)

About IQVIA Digital

IQVIA Digital powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, enhanced data and analytics, innovative fit-for-purpose healthcare technology, and the expertise to enable an effective and adaptable marketing model that drives better quality of care and patient outcomes. IQVIA is the leading global provider of data, advanced analytics, technology solutions and clinical research services for the life sciences industry.

Learn more at www.iqvialdigital.com.



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