



# Empowering Health Equity: The Impact of Personalized Omnichannel HCP Engagement

Organon transforms brand education and access with novel triggered campaigns powered by IQVIA Digital

## Background

Organon is recognized globally for its portfolio of therapies and products dedicated to Women’s Health and Biosimilars. In a key strategic move, Organon and IQVIA Digital partner to redefine brand education for:

**BIOSIMILARS**

Medication and treatment cost is a major barrier for those starting or continuing their treatment. HADLIMA is an FDA-approved biosimilar and is 85% more affordable, improving access to much needed treatment for millions of patients.

**WOMEN’S HEALTH**

Health equity is driven by the promotion and education of women’s unique everyday health needs. Affirming advancements in women’s reproductive health is NEXPLANON, a long-acting, flexible, and reversible contraception.

## A patient affordability study shows that\*:



\*Devane K, Harris K, Kelly K. Patient affordability part two: implications for patient behavior & therapy consumption. IQVIA Institute for Human Data Science.

## Opportunity

Organon partnered with IQVIA Digital to run two unique pilot omnichannel programs for HADLIMA and NEXPLANON. The goal was to close gaps in healthcare provider (HCP) informational needs by orchestrating non-personal promotions and sales representative engagements.

**HADLIMA OBJECTIVES**

1. Reduction of call time before first prescription
2. Increase Non-Personal Promotion (NPP) and field effectiveness with low-see and no-see HCPs
3. Increase prescribing with existing HADLIMA writers

Pilot program: January 10, 2024 — June 2024

**NEXPLANON OBJECTIVES**

1. Drive increased speed to first insertion post-training
2. Increase prescribing across doers and dabblers
3. Drive HCP confidence in NEXPLANON insertion/removal

Pilot program: August 30, 2023 — February 2024

IQVIA Digital's innovative and integrated HCP Digital Behavioral Insights and Media Operating System platform triggered more relevant engagement across email, programmatic banners, and sales representative engagements. HCPs were entered into the Organon program after they conducted relevant brand research:



On the brand's website



On the treating indication



On competitive medications and treatments

## Results

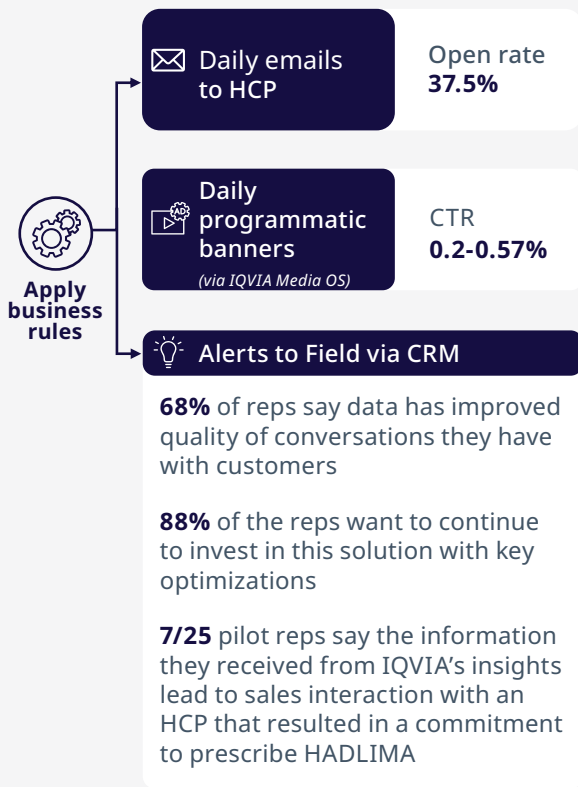
### HADLIMA

Successfully engaged **4.5K HCPs, 1.2K target** customers\*

**4.7K+ alerts delivered** to reps in pilot program\*

\*As of April 1st, 2024, campaign runs until June, 2024

**Gross TRx +350**

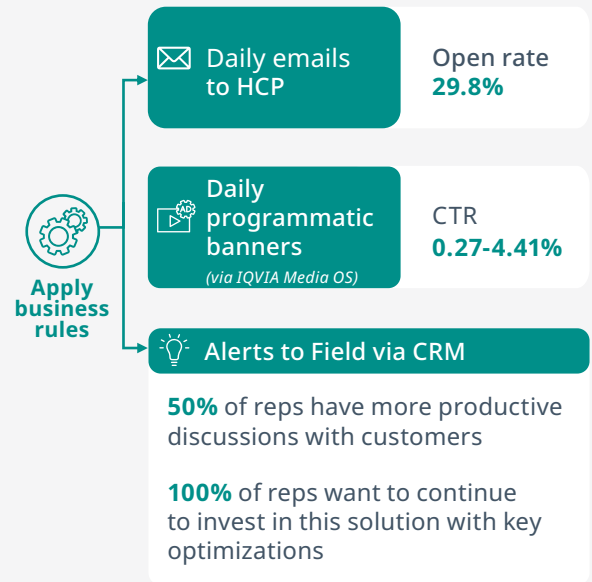


### NEXPLANON

Successfully engaged **67K HCPs, 11K target** customers

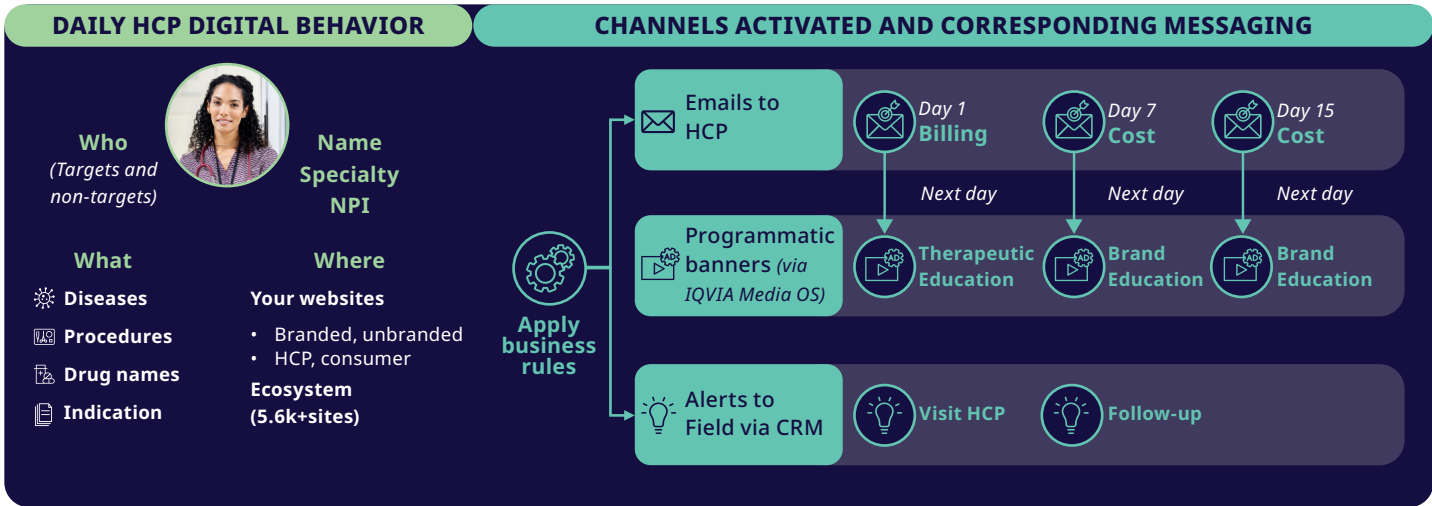
**400+ alerts delivered** to reps in pilot program

**Gross TRx +2786, 6.34% Rx Lift, 3:2 ROI**



## Approach

IQVIA Digital enhances traditional data with proven behavioral insight signals for personalized HCP omnichannel engagements. IQVIA's technology deterministically identifies opted-in HCPs visiting medical websites in real-time, without requiring registration. Research activity is contextualized daily to deliver brand indication, disease, and competitor insights at the National Provider Identifier (NPI) level.



Custom trigger rules are also applied the brand’s Customer Relationship Management (CRM) platform to better inform the field and optimize sales representative interactions with their HCP customers. These field alerts are uniquely powered by IQVIA’s HCP Digital Behavioral Insights, enabling more productive conversations and increase in commitments to prescribe the brand.

**Sales representatives included in the pilot programs have expressed their overwhelming interest in continuing to invest in this data-driven solution for truly personalized HCP engagement that drives better health outcomes.**

**EXAMPLE ALERTS BASED ON SPECIFIC TRIGGERS INGESTED INTO CRM TO INFORM THE FIELD\***

**Smith, Luis**  
Family Medicine — Preventive Medicine

- Website visit alert: HCP has engaged with brand content**  
Recommend calling on HCP for an exploratory meeting to address any barriers to using NEXPLANON.  
Posted 2 days ago. Dismiss | Mark as Complete
- Competitive alert: HCP has engaged with another brand’s content**  
Recommend calling on HCP or scheduling a meeting for an exploratory conversation.  
Posted 2 days ago. Dismiss | Mark as Complete

**Tucker, Alba**  
Obstetrics and Gynecology

- Training alert: HCP has been trained and engaged with training content on brand website**  
Assess HCP’s experience with insertion of NEXPLANON and identification of appropriate patients. Utilize appropriate resources/tactics, including follow-up review (where appropriate and in accordance with Issue Response Guide) and Patient Profile Builder.  
Posted 2 days ago. Dismiss | Mark as Complete

\*Not real people, example HCPs shown for illustrative purposes only

**HADLIMA™**  
**(adalimumab-bwwd)**  
 injection, 40 mg/0.4 mL, 40 mg/0.8 mL

**Nexplanon®**  
 (etonogestrel implant) 68mg  
 Radiopaque



**CONTACT US**  
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