

Case Study

Identifying physicians who may be seeing patients with a rare disease

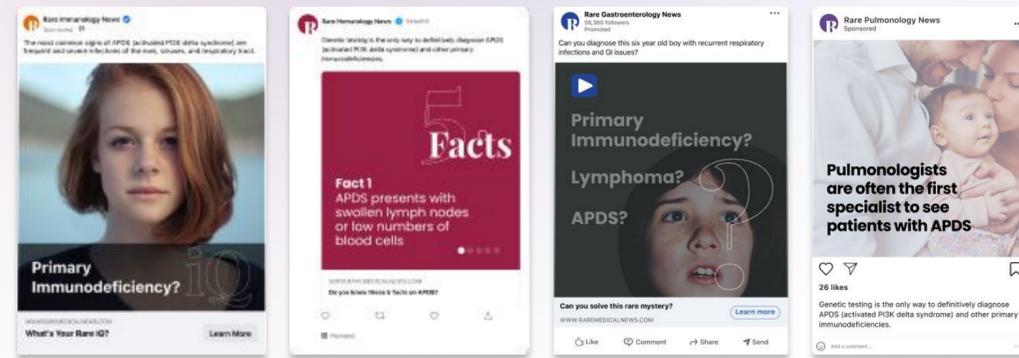
Pharma manufacturer is launching a first to market targeted treatment for APDS, an ultra rare primary immunodeficiency disease.

Client Objective

Find HCPs who may have undiagnosed APDS patients in their practice.

Content Strategy

Generate awareness and educate key physician specialties with intriguing third-party disease content in multiple formats including polling questions, disease facts, videos, patient profiles and infographics.



Media Solution

Reach HCPs across 9 social media and non-endemic networks with precise NPI targeting and physician level reporting.

Program Results

12-MONTH CAMPAIGN

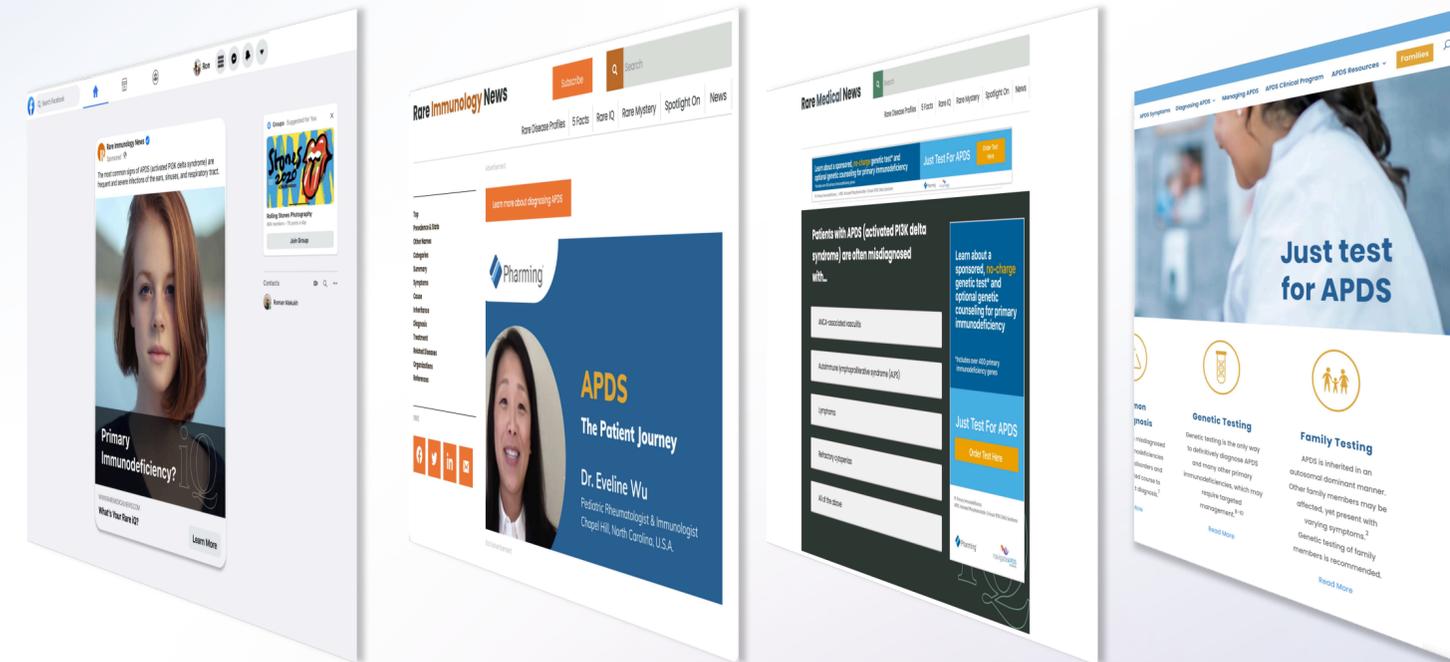
KPI: Physician Awareness and Patient Identification

Target Audience Allergy/Immunology, Hematology, Pulmonology, and Gastroenterology (59,043)

PROGRAM RESULTS

NPI TARGETING ✓

NPI REPORTING ✓



39,650
Physicians Reached

1,694
KOL Video Plays

934
APDS Polling Insights

76
Genetic tests ordered

7,121
High Value HCP Leads

5
Patients tested positive for APDS

NPI: National Provider Identifier—issued by the U.S. government to registered HCPs. Definitions: Reach means the HCP saw the ad at least 1 time in the campaign.