

Case Study

Generating HCP Leads Through Cross-Specialty Digital Education

Situation

A small biopharma launched a treatment for an ultra-rare primary immunodeficiency, WHIM Syndrome. Due to limited awareness and variable disease presentation, patients often go undiagnosed for years and face life-threatening complications. Despite limited budget, educational efforts needed to include both hematologists and immunologists, as symptoms lead patients to both specialties.

Objectives

- Educate hematologists and immunologists on WHIM Syndrome’s clinical presentation and diagnostic pathway
- Generate qualified HCP leads for follow-up by the client’s Rare Disease Specialist team

Program Structure

A 6-month, cross-specialty digital campaign that included:

- NPI-targeted and specialty-specific email and social messaging
- WHIM education tools such as “5 Facts,” interactive quizzes, infographics, and diagnostic video challenges
- Client banner ad placement and strong CTAs directing HCPs to a dedicated disease education site
- Monthly HCP-level engagement reporting to inform client Rare Disease Specialist follow up

“All of sudden, it seems like I am seeing WHIM Syndrome everywhere”.

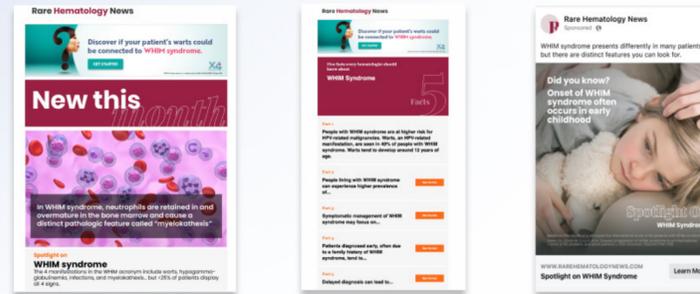
–Target hematologist

Deep Engagement with Target HCPs

REACHED

15,500 target HCPs

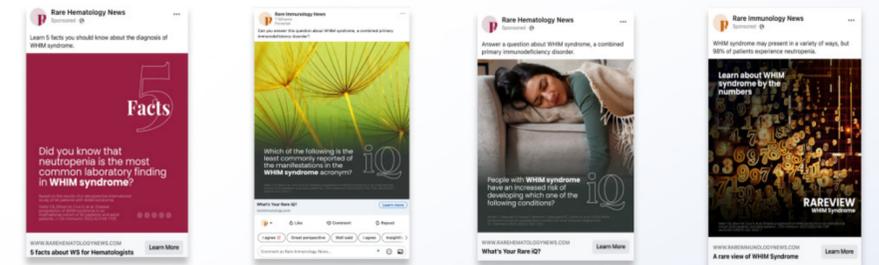
Unique HCPs via specialty-specific emails and social, achieving 84% reach among target hematologists and immunologists.



GENERATED

1,500 HCPs clicked on WHIM-focused social ads.

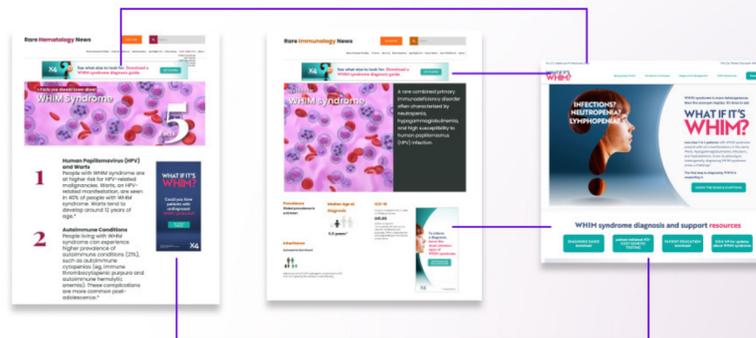
Targeted social ads educating on WHIM Syndrome drove 1,500 clicks from engaged healthcare professionals, signaling strong interest and relevance.



DELIVERED

1,000+ HCPs directed to the client’s disease state education website

Branded banner ads on RMN sites generated over 1,000 HCP clicks, with a 3% click rate—significantly above industry benchmarks.



IDENTIFIED

150+ highly engaged HCP leads identified

The campaign generated over 150 qualified HCP leads—based on analysis of high-value activity—supporting targeted follow-up by the client’s Rare Disease Specialist team.

