

# Endemic Healthcare Professional Campaign

*BioPharm Communications unlocked high-value and hard-to-find HCPs with IQVIA's Endemic Marketplace, fueling a 30% lift in new prescriptions for a heart disease medication.*

## Campaign background

BioPharm Communications worked with IQVIA to improve performance for a leading heart disease medication. The campaign included ongoing real-world measurement to track effectiveness.

## Media period

- 5 months, April to July 2022

## Populations reached

- NPI audience list

## Campaign strategy and goal



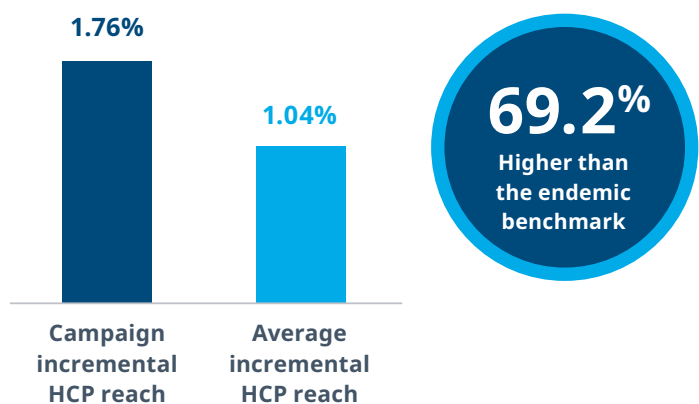
Extend BioPharm Communications' display network and frictionlessly activate existing media across the Endemic Marketplace, adding another programmatic channel to the HCP engagement plan



Determine the improvement in reach, engagement, and real-world impact

## Results and significance

By leveraging our endemic marketplace, Biopharm reached net-new healthcare professionals (HCPs) that would have otherwise not been addressable through the open internet, surpassing the average endemic benchmark by 69.2%.



4,712 unique HCPs reached through endemic



### ALL-IN-ONE PLATFORM

Our Media Operating System seamlessly powers integrated Endemic and non-endemic campaigns, maximizing the value of the brand's marketing investment



### SUPERIOR BRAND EXPERIENCE

Our premium marketplace allows brands to create ad experiences that feel more educational and relevant to their audiences



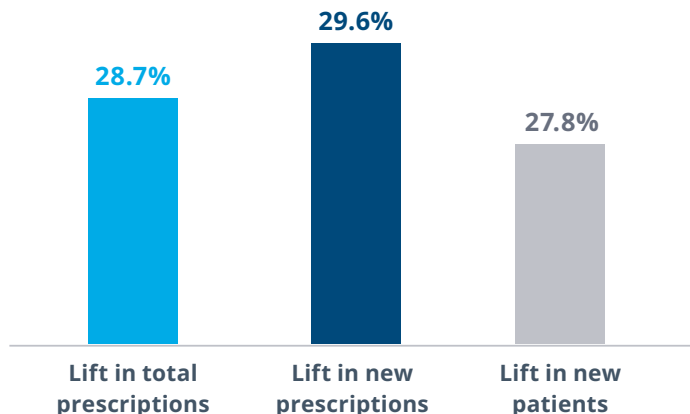
### BETTER PATIENT OUTCOMES

Reaching more HCPs through stickier tactics and contextually relevant channels leads to more desired real-world activity

# Net impact analysis

We measured the impact of endemic media exposure on real-world actions, proving that leveraging our Endemic Marketplace fuels higher brand recall, more prescription writing activity, and better patient outcomes.

When compared against a qualified control group of unexposed counterparts, HCPs exposed to campaign media wrote more prescriptions and onboarded more new patients for the heart disease medication, driving significant growth for the brand.



IQVIA's Digital Enablement Center of Excellence powers exceptional brand experiences, delivering innovative solutions based on a customer-first, insights-driven, and integrated omnichannel vision. We provide authenticated, privacy-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.iqvia.com](http://www.iqvia.com).

