

# Case Study: Reaching HCPs Through EHRs Shows a 388% Script Lift for Brand



Case Study

## Background

A lot of health issues start with obesity, yet it's a difficult conversation for many doctors to broach. There are social barriers, and even situations where the doctor is obese, making it a tough conversation. So, without some sort of incentive or spark, those conversations often don't occur. One pharma brand with a drug that could help obesity hypothesized that if they could create that spark of conversation with physicians at point of care, they could make an impact. Once getting over the obstacle of beginning the conversation, the brand felt the conversation could naturally turn to their brand. But what's the best way to reach physicians at point of care, and how do you know that it's working?

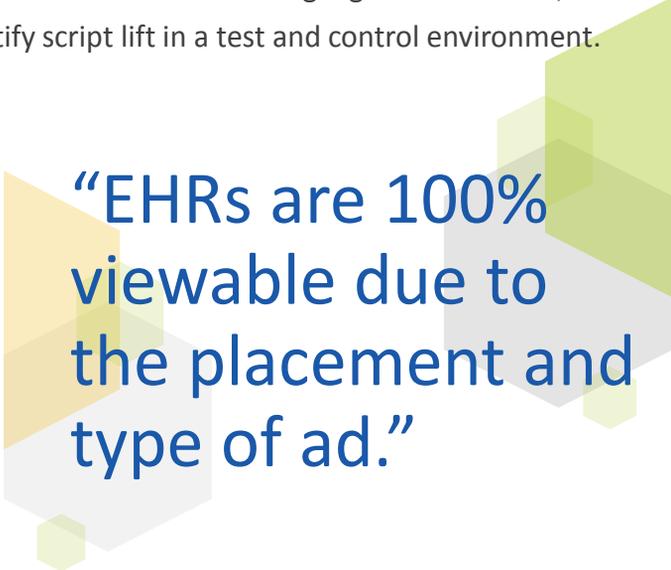
## Strategy

After researching several options, the CMI team considered EHRs, realizing it was the point of care intervention they were looking for. It could provide that little ping – that little spark – right when the doctor was with the patient. Imagine the doctor sitting with the patient, mulling over whether that conversation should happen, stalling. And then, like a sign, an ad pops up in the EHR – “Click here to learn more about Brand X” – a gentle nudge. The doctor would then turn to the patient, take a deep breath, and start that hard conversation. It seems to make sense. But would it work?

The team worked with two major EHR vendors, Practice Fusion and Rx/NT. The team followed CMI best practices for frequency, and utilized ads that focused on awareness. To gauge effectiveness, the plan had built-in measurement plan to be able to identify script lift in a test and control environment.

## Results

The campaign saw more than 3.6 million impressions between the two EHR companies. And it's noteworthy that ads in EHRs are 100% viewable due to the placement and type of ad. But what did this mean for script lift?



**“EHRs are 100% viewable due to the placement and type of ad.”**

- RxNT reported a TRx increase from 15k to 19K (26.6% increase) between Q3 and Q4 2014
- HCPs who saw the brand ad on Practice Fusion wrote 4.4% more of the brand
- Indexed to the first month of the campaign, the test group is showing significant increases in monthly Rx volumes for the brand compared with the control group
- We paused the EHR campaigns for one month on RxNT, and we saw scripts drop 13% compared to the previous month. When the EHR campaign was resumed, scripts increased 23%.
- Over the course of the campaign, EHR prescribing of the brand increased 388% while EHR prescribing of its competitor decreased 36%

This success was not an anomaly. On another CMI/Compas campaign, this time for a drug experiencing script loss, our EHR campaign was able to slow script loss, from 16% to 8%, among HCPs exposed to the brand's messaging within the EHR.

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