

# AI solutions in action: Educating target HCPs more effectively

PharmaForceIQ empowers life science teams with real-time, omnichannel solutions that deliver personalized engagement strategies and drive measurable impacts on HCP education. Learn about one recent campaign where we partnered with an oncology medical affairs team to drive education and repeat website visits across multiple indications.

## The situation

A medical affairs team at a large biotechnology company needed to increase target HCP education about specific oncology indications. They sought a compliant solution to reach HCPs with specific NPIs at an individual level across several channels, but they had a very limited budget.

The team came to PharmaForceIQ for strategic guidance and implementation of a cutting-edge approach to optimize spend and maximize engagement with target providers across two indications.

## Objectives



Drive target oncologists to medical affairs microsite that houses informational mini-decks and infographics



Use HCP channel, platform, and messaging preferences to build a dynamic media plan that drives traffic and optimizes spend across media tactics



Deliver high frequency of engagement for target HCPs across multiple channels, maximizing a limited budget

## Our solution

### Hyper-targeted, omnichannel approach

- Developed a digital media orchestration plan, leveraging PharmaForceIQ's real-time, dynamic proprietary affinity data
- Deployed personalized content to HCP via real-time triggers through digital and personal channels across endemic display, programmatic, custom media, peer-to-peer, and email
- Automated, AI-driven orchestrated sequences ran based on HCP engagements and non-engagements in triggered media

## The results

### PharmaForceIQ drove real-time, measurable HCP activation with repeat engagement

Stage of HCP engagement	Definition	KPI	No. of engaged HCPs in Indication 1	No. of engaged HCPs in Indication 2
<b>AWARENESS</b>	Aware of indication & current treatment	1 engagement	540 (4%)	287 (4%)
<b>EDUCATION</b>	Educated about diagnosis, treatment landscape, & unmet need	2 engagements	1,078 (8%)	524 (7%)
<b>INTENT</b>	Multiple visits to site for more education	3 or more engagements	8,341 (65%)	4,990 (77%)

Within four months of launch, 65% of Indication 1 and 77% of Indication 2 target oncologists were engaged via personalized messaging so efficiently that they were **consistently choosing to return to the medical affairs microsite for education.**

