Developing Targets into Customers

HCP Elevate

evoEngage CASE STUDY

The Background

Nutritional solutions company introduced an expanded Over-the-Counter (OTC) family of products to the US market. These brands were the gold standard formula solutions for infants and children in other countries while being new product entrants in a crowded US market. The company was seeking assistance to generate awareness amongst Healthcare Professionals (HCPs), develop new customers through product trial, and create brand advocates.

Increase Product Awareness → **Generate Interest, Encourage Consideration** → **Cultivate & Expand HCP Advocacy**

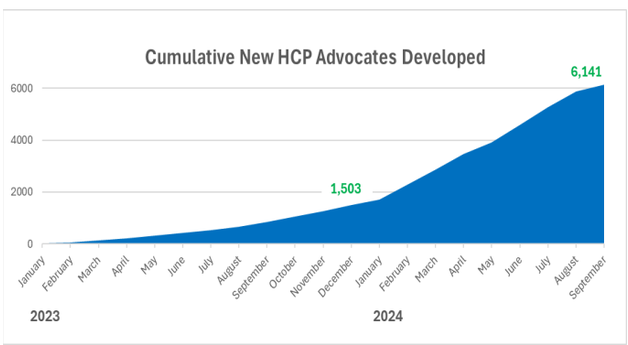
The Objectives

Develop HCPs to become brand advocates in support of field efforts
Prime HCP customers for field readiness
Increase sales team efficiency

The Solution

- Design and implement an HCP engagement strategy to move HCPs along the adoption journey from naïve to consideration to advocacy
- Focus on HCPs the field cannot access due to bandwidth, geography and territory vacancies
- Execute engagement strategy using unique, conversational-based outreach approach
- Progress HCP customers from trialing products with patients to switching them based on symptom resolution
- Maximize sales force efforts to drive growth within HCP practices

The Results



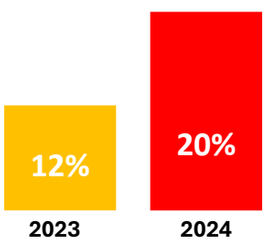
6,141 HCP Advocates Developed in 18 months

20% of HCP Targets Adopted Product in 2024

How Our Engagement Team Enhanced Campaign Proficiency in Year 2:
We nearly doubled the success in the campaign's second year by:

- Proactively sharing valuable insights with the client and recommending strategic adjustments to optimize campaign outcomes.
- Streamlining the HCP engagement cycle with more frequent touchpoints and impactful messaging.
- Shifting our communication approach which led to increased identification of new patients.
- Modifications resulted in significant conversions to the brand, driving substantial advocacy growth.

HCP Target Penetration



evoEngage CASE STUDY

Get in Touch

info@evoEngage.com, (424) 254-8966
www.evoEngage.com

evoEngage
Connecting Customers To Your Brand