Personalized Engagement to Enhance NPP Campaigns

HCP NPP Energize

evoEngage CASE STUDY

The Challenge

Integrate cost-effective personal outreach within existing non-personal promotion campaign to expand reach and drive increases in product sales

Increase Product Awareness → Encourage Product Trial → Drive Product Uptake

The Opportunity

Design and implement a 6-month, 5-market pilot campaign to demonstrate the benefits of our conversation-based, multi-channel approach to accelerate HCP engagement and education to drive brand awareness and sales.

Leverage the evoEngage proprietary HCP/practice database and multi-touch management system to determine appropriate next engagements and enhance success.

The Solution

The evoEngage's HCP Engagement Specialist Team utilized response-specific content to engage and educate pediatricians and their practices about the benefits of the product line.

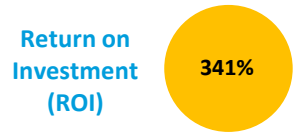
Multi-channel communications included phone calls, on-demand emails, and patient resource kits. evoEngage led interested practices through the adoption spectrum from establishing awareness, to trial, and on to recommendation of the product to their patients.

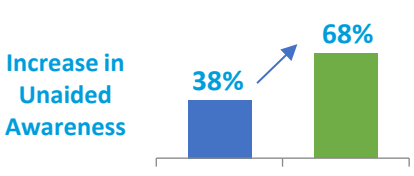
Early success was monitored through 3 waves of market research measured against a baseline established at the campaign start. The evoEngage Analytics team worked directly with brand marketing and client sales analytics teams to ensure the campaign was performing optimally.

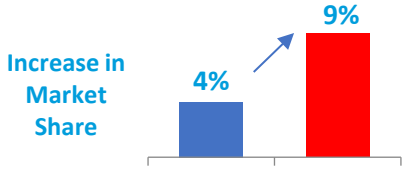
The pilot campaign was so successful client increased investment to roll out to a national audience of 17,000 mid to high decile pediatricians.

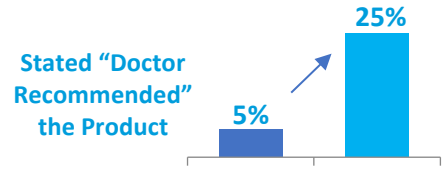
The Results

The personalized engagement campaign showed significant increases in all key metrics.









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