Reviving Trialists & Dabblers to Drive Brand Growth

HCP Re-Activate

evoEngage CASE STUDY

This case study demonstrates how a multi-channel, personalized campaign re-engaged dormant Healthcare Professionals (HCPs) significantly expanding brand reach.

The Background

Biopharma company with Rx treatment for Major Depressive Disorder faced attrition of HCP customers who had either trialed product and discontinued use or decreased utilization. These HCP trialists and dabblers represented a renewed growth opportunity for the client. The Sales Team was focused on prioritizing high-value, high-frequency prescribers, leaving limited time to nurture dormant and infrequent users. These past customers represented an untapped potential, having once shown interest but needing renewed motivation to resume prescribing.

The Challenge

Re-engage and re-activate HCPs who had decreased brand utilization and stopped writing new prescriptions

The Solution

evoEngage deployed a multi-layered, data-driven strategy to ensure high-value resources and peer insights were delivered at precisely the right moments:

- **Personalized Engagement to Optimize Touchpoints:** Expanding reach and re-engaging HCPs using a conversational-based approach, addressing each HCPs' unique information-seeking pattern.
- **Digital-First Communications:** Leveraging tailored messaging streams aligned with HCP preferences and behaviors, which improved relevance and action.
- **Driving HCPs toward educational experiences that deepen product understanding and confidence:**
  - **Educational Support:** Increasing brand consideration with practice and patient-related support resources.
  - **Dynamic Educational Programming:** Supporting deeper learnings with small-group KOL-led peer-to-peer webinars. Included participation from HCP brand advocates/high prescribers to further understand clinical patient success while growing credibility and trust.
  - Leveraged polling data to uncover fresh insights about HCP motivators.
- **Follow-Up Personal Engagement:** Capturing feedback on resources, re-inviting to educational events, and ensuring follow-through.

The Results

10,000
HCP Targets
Product Trialists & Dabblers

2,025
Resource Kit Requests

675
Speaker Program Attendees

729
Follow-up Personal Engagements

evoEngage CASE STUDY

Get in Touch

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

evoEngage
Connecting Customers To Your Brand