

CASE STUDY

FINDING GENETIC LUNG CONDITION PATIENTS

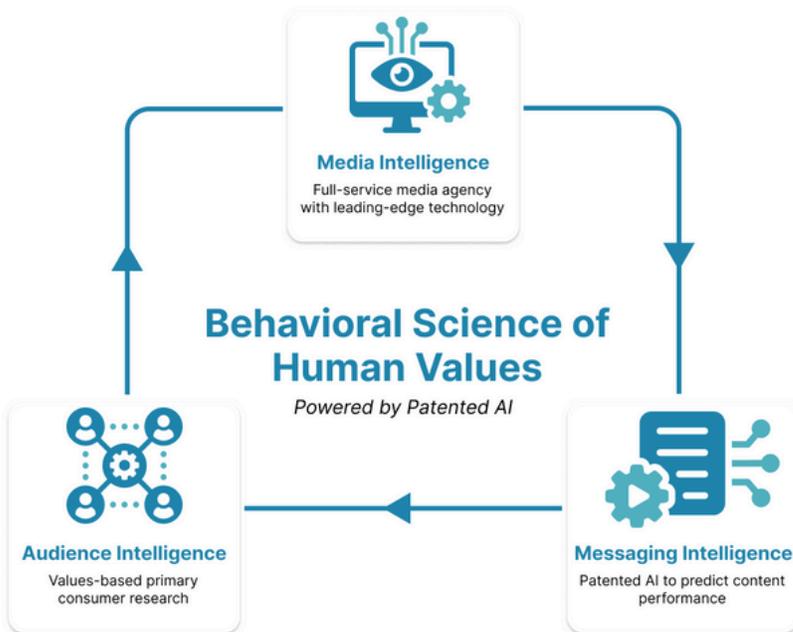


AMMHealth

» CHALLENGE

REACHING PATIENTS WITH A RARE DIAGNOSIS TO INCREASE AT-HOME TEST KIT SUBMISSIONS

SOLUTION



Our **Media Intelligence** experts created an optimized media strategy focused on conversion, while our **Audience & Messaging Intelligence** tools helped guide the leads through awareness, education, test order, to submission.

RESULTS

23% DECREASE IN CPA

Lowered cost-per-action by 23% YoY

43% MORE ORDERS

increased Test Kit orders by 43% MoM

15,000 QUALIFIED LEADS

Generated over 15,000+ qualified leads Year 1

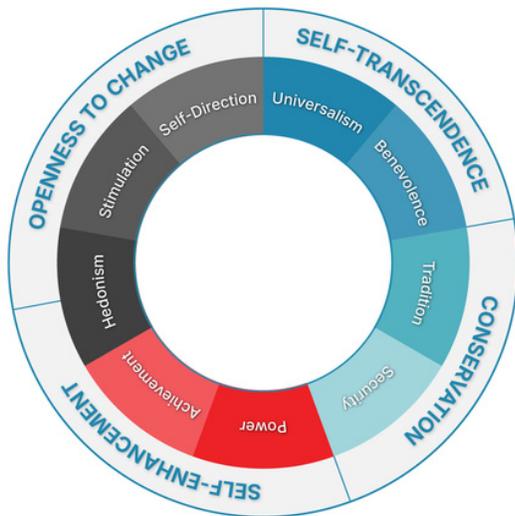
CASE STUDY



FINDING + BUILDING TRUST WITH PATIENTS

REACHING PATIENTS WITH A RARE DIAGNOSIS TO INCREASE AT-HOME TEST KIT SUBMISSIONS

Driving business growth through the power of human **values**.



In behavioral science, understanding an individual's core values is essential to fostering deeper connections and meaningful engagement. At AMMHealth, our strength lies in uncovering those values and seamlessly integrating them across audience segmentation, messaging, and media strategy. The result: communication that resonates on a deeper level, inspires trust, drives action, and reaches audiences at precisely the right moment in their journey.

That's the transformative power of values.

➤ STRATEGIC APPROACH

We helped launch a pilot program for a major pharmaceutical company around their in-home testing kit. Over 15 million Americans suffer from lung disease, but just under 15% of those have the genetic form.

Our challenge was reaching patients with this rare diagnosis, convincing them to order the in-home test kit, and then to also send it back to receive their results.

Media partnerships with WebMD, Everyday Health, and the Mayo Clinic allowed us to drive conversions efficiently, while adhering to strict FDA, HIPAA and PHI compliant privacy policies.

CASE STUDY



➤ TACTICS & EXECUTION

- Built trust with the core audience who needed to be educated about the genetic form of this disease, but were inherently wary of pharmaceutical companies by:
 - Partnerships with organizations and associated foundations
 - Media partnerships with WebMD, Everyday Health, Mayo Clinic and Cleveland Clinic
 - Utilizing world renowned experts in our content, further cultivated those patient relationships
- Drove conversions through strategic media by:
 - Paid Search, Meta, and Programmatic Display
 - Custom CPA programs with our content partners drove patients to an informational landing page we created to make it easy to complete the kit order

➤ AMMHEALTH ADVANTAGE

MEDIA INTELLIGENCE

- Business Assessment
- Strategy Development
- Media Planning & Execution
 - Digital & Traditional Channels
 - Programmatic
 - SEO, SEM
 - Influencer
 - Hyperlocal Location Targeting
- Measurement & Optimization
- Data Warehousing
- Advanced Modeling & Attributions

AUDIENCE INTELLIGENCE

Proprietary values-based consumer research connects you to the core motivations that drive loyalty & purchase decisions.

- Primary Research & Consumer Surveys
- Qualitative & Quantitative Insights
- Competitive Analysis
- Custom Market Research
- Customer Journey Mapping

MESSAGING INTELLIGENCE

Patented, AI content intelligence platform provides powerful insights on language, imagery, & video to predict how likely messaging is to connect with target audiences.

- AI Content Audits
- AI Content Analytics & Performance Benchmarking
- Enterprise Platform Access
- Competitive Messaging Analysis

LET'S TALK ABOUT THE POSSIBILITIES

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