



CASE STUDY

REACHING HCP AUDIENCES

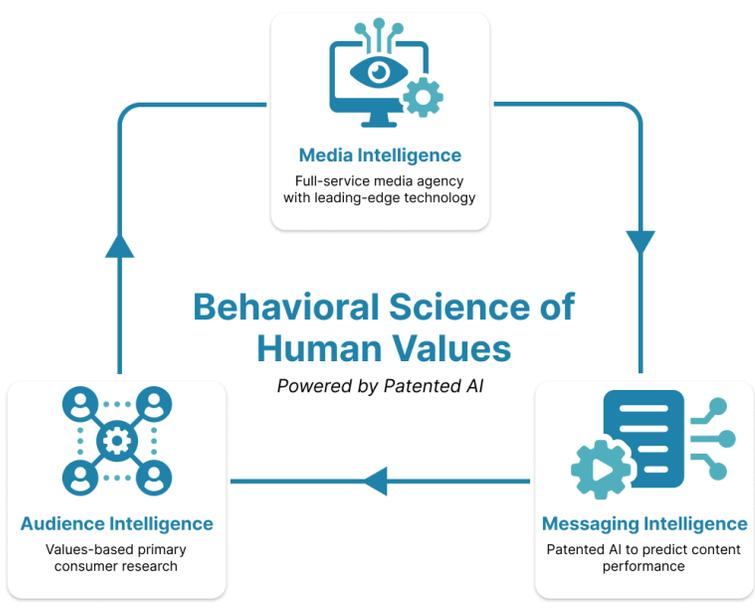


AMM Health

➤ CHALLENGE

REACHING EYECARE PROFESSIONALS TO BOOST REFERRALS + RECOMMENDATIONS OF AN OTC PRODUCT IN A HIGHLY COMPETITIVE CATEGORY

SOLUTION



RESULTS

21% MORE EHR REFERRALS
Increased recorded EHR referrals 21% YoY

16% HIGHER REVENUE
increased revenue 16% YoY

55,000 NPI's REACHED
55,000+ unique Eyecare NPI's reached

Our **Media Intelligence** team developed & continuously refined a strategic media plan designed to reach a precisely targeted segment of healthcare professionals. Leveraging our **Audience & Messaging Intelligence** tools, we aligned the client's creative assets to ensure messaging resonance & relevance with this specialized group of physicians.



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AMMHealth

STRATEGIC APPROACH

AMMHealth partnered with one of the world's leading eye care brands to drive over-the-counter volume growth for their Allergy and Dry Eye products by increasing physician referrals and recommendations. The core challenge: reaching healthcare professionals at key moments of receptivity within their workflow—when they were most likely to engage in treatment discussions with patients

TACTICS & EXECUTION

- Developed an ECP-targeted media plan leveraging NPI level data across a variety of healthcare partners including Point-of-Care messaging and Electronic Health Records platforms.
- Leveraged media partnerships with access to 1:1 HCP level data for digital display and audio to reach our eye-care provider audiences.
- HCP level targeting gained us access to eyecare professionals, physicians, and practitioners. This was our broadest audience targeting. The next layer down looked at ICD codes to find those physicians who most frequently diagnosed conditions such as dry eye and allergy-related eye conditions.

LET'S TALK ABOUT THE POSSIBILITIES

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