

Publicis Health Media Achieves 20% HCP Engagement Rate for Respiratory Brand

Customer

Publicis Health Media (PHM)

Challenge

- Educate, engage, and influence a targeted audience of healthcare professionals (HCPs).
- Drive greater adoption, utilization, and positive outcomes for the brand.

Solution

A multi-touch, always-on messaging campaign with a healthy mix of advertising tactics including:

- **Brand Monograph Message** to reinforce the message with HCPs
- **Competitive Monograph Message** to attract new HCPs
- **DocAlert** long-form content to educate and engage
- **Message in Motion** video content to educate and engage

Results

20% overall engagement rate with priority physicians – those with the target specialty for this respiratory brand – among the highest from all media partnerships.

The Customer

Founded in 2012, Publicis Health Media (PHM) is a leading healthcare media agency that specializes in media buying, planning, and marketing solutions for health and wellness companies.

The Challenge

When PHM approached epocrates for an annual campaign, they had an existing partnership with an established and leading respiratory therapeutic brand. With other brands launching new products that year, PHM's client found itself up against increased competition in an already crowded market and aimed to be the leading brand in its category and therapeutic area. PHM was looking to maintain the brand's engagement and build loyalty with HCPs and also attract new HCPs and divert them away from competitive brands.

The Solution

After conducting its media planning, PHM identified a need for the brand to expand its presence on epocrates. ***“According to our data, epocrates excels in reaching and engaging priority physicians. We also knew that their solutions ensure message relevance because they are delivered within the clinical workflow, potentially boosting conversion rates,”*** noted Christopher Olechna, Brand Strategy Director, Publicis Health Media.

The campaign strategy was focused on educating, engaging, and influencing target HCPs in order to increase adoption and utilization of the brand, and ultimately drive better health outcomes. To maximize epocrates' unique ability to reach and engage HCPs at the point of care, PHM developed a campaign strategy with a healthy mix of tactics to appear when and where it matters for HCPs working with this patient population.

“With an 87% combined rate of agreement among users, epocrates is highly trusted by HCPs. That trust and reliability by our target audience was a key consideration for our partnership and media buying decisions.”

*— Christopher Olechna, Brand Strategy
Director, Publicis Health Media*



Educate HCPs from within the epocrates homepage feed

The brand used a series of **DocAlerts**, with a cadence of one new message per month. The tactic allowed them to deliver long-form, custom content to highlight the product's characteristics and patient selection criteria and reinforce the clinician's decision to prescribe.

Message in Motion allowed the brand to place a series of 3 videos in the homepage feed over 3 months to educate and engage the target audience with multimedia content.



Accelerate adoption with point-of-care banners

Through the brand **Monograph Message**, the brand reinforced messaging with HCPs.

The **Competitive Monograph Messages** also built brand awareness and expanded reach with new HCPs—at the point of decision.

“In our conversations with epocrates, they knew we wanted to be more unique in our approach and they were always willing to offer new ideas and see what was possible,” Olechna said. *“They were a great partner in terms of helping us do what we thought was right for the brand.”*

The Results

To measure the success of the campaign, PHM used industry and internal benchmarks. The brand effectively delivered the right message, in the right context, and at the point of care to increase awareness, accelerate adoption, and drive engagement. Over the course of a year, the brand achieved the following results:



- **9.3% clinical engagement rate** on DocAlerts
- Brand Monograph Messages **exceeded benchmark CTR by 0.13%**
- Competitive Monograph Messages **over-delivered impressions by 77%**
- **20% engagement rate** with priority physicians for all campaigns.

The metrics demonstrated effective messaging, competitive positioning, and performance that met or exceeded benchmarks, including engagement rates higher than any other media partner on their plan. ***“When we conducted a marketing mix analysis, epocrates was a clear driver of growth for the brand,”*** Olechna said.

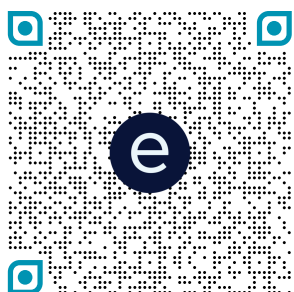
The Next Iteration

On the heels of a successful year of engagement, the following year the brand focused on delivering tailored content and building deeper connections with HCPs by expanding its presence on the platform.

With the High-Traffic Display, the brand placed banner ads in varying, complementary areas of the HCP workflow to increase awareness. The epocrates Quiz, an interactive tool on the home page feed, also allowed the brand to target a subsegment of their audience who needed more education about how to identify patient populations, approach them, and ask the right questions. “We wanted to become more nuanced in terms of who we were targeting and use a unique, interactive approach to educate this subsegment of our audience,” Olechna said.



— *Christopher Olechna, Brand Strategy
Director, Publicis Health Media*



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