

# Unified Healthcare Provider & Patient Campaigns Boost Script Lift by 25% for Top Pharma Brand

A large pharma brand asked us to prove that integrating healthcare provider (HCP) and direct-to-consumer (patient) digital campaigns results in a significant and positive impact on script writing behaviors.

Our strategy was to create a case-match control study that leveraged outcome data to coordinate HCP and patient campaigns, measuring the combined effect of HCP and patient marketing on total scripts and new prescriptions filled.

Curated Audience Active Reach  
**7,900 HCPs**

Target List Active Reach  
**7,956 HCPs**



## How Orange 142 Delivered Results

### INTEGRATED PERFORMANCE

**25%**

Increase in the TRx and NRx prescribing rate

### PRECISE, HIGH PERFORMING AUDIENCES

**3X**

more targeted to patient audience with 5x more cost effective reach

### #1 PARTNER

Highest HCP target list reach, most efficient cost.

To learn more please visit [orange142.com](https://orange142.com)

 **Direct Digital Holdings**

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