

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