

CASE STUDY: 100% Increase in Market Share and 341% ROI

CLIENT: Biopharmaceutical / Nutritional Company

BRAND: Product Franchise

SPECIALTY: PCP / Pediatric

CUSTOMER SEGMENT: MD, NP, PA, AHP

BRAND CHALLENGE: Find a cost-effective way to drive increases in product sales without a field force focused on clinical audiences

BLITZ HEALTH SOLUTION:

HCP Engagement & Brand Adoption Campaign

Blitz Health implemented a 6-month, 5-market pilot campaign to demonstrate the benefits of our multi-channel engagement approach. This methodology leverages multi-channel HCP engagement and education to drive brand awareness and sales. It utilizes Blitz’s proprietary IntelCom™ multi-touch management system to determine appropriate next engagements. Blitz Medical Communications Center professionals utilized response-specific content to engage and educate pediatricians and their practices about the benefits of the product line. Multi-channel communications included phone calls, on-demand emails, faxes, and patient resource kits. Blitz Health led interested practices through the adoption spectrum from establishing awareness, to trial, and on to recommendation of the product to their patients.

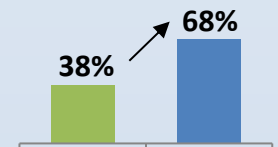
Early success was monitored through 3 waves of market research measured against a baseline established at the campaign start. The Blitz Health Analytics team worked directly with brand marketing and client sales teams to ensure the campaign was performing optimally. The campaign was so successful that after the 6-month pilot, the campaign was expanded nationally to an audience of 17,000 pediatricians.

CLIENT TESTIMONIAL: “Blitz Health is a strong and reliable partner. From adding insightful analysis of our market data to stepping up when a change of our creative agency was required, they have always been there with a “whatever it takes” attitude. The value that their analytics team brings to the table is very unique, and provides the support I need when presenting to executive management. Also, they are always looking to improve performance, bringing new approaches and concepts for me to consider. Not only were great strides made in sales; in addition, we now have an actionable HCP database for future marketing efforts.”



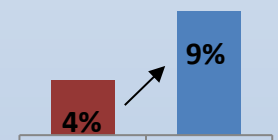
RESULTS:

Increase in Unaided Awareness



60% of Decile 7-10 Successfully Engaged

Increase in Market Share



Baseline: 4% to 9%

Return on Investment (ROI)



- Director Professional Marketing