Abbott: Create Simultaneous Awareness of a Disorder and a Therapy While Activating Patients

INTRODUCTION

Pharmaceutical companies activate cross-channel advertising campaigns to drive disease awareness, guide treatment options and establish their brand as the therapy of choice. However, typical agencies and data providers traditionally produce the same generic patient audiences without considering the brand's specific needs or how patients consume healthcare information. The result is undifferentiated messaging that broadly reaches too many or even the wrong patients, who never actually engage with healthcare providers, seek treatment for their condition and commit to a therapy. Swoop is changing all of this.

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THE CHALLENGE

Abbott, a medical device company, wanted to overcome low awareness and understanding of a surgical treatment for mitral regurgitation (MR), a common though rarely diagnosed heart valve condition. To do this, they had to first inform patients of the existence of the disorder and its prevalence – MR affects 1 in 10 Americans over age 75 – while differentiating it from similar comorbidities. Abbott's ultimate

goal was to empower patients to approach their physician regarding the minimally invasive, yet life-saving procedure and follow through with treatment. Abbott is the first medical device company to campaign directly to patients.

THE SOLUTION

Swoop created patient segments without having to rely on inferred health data, including browsing and location, or actual health data like purchase history. To achieve this, Swoop used a randomized process to create demographic targeting rules. The propensity of a condition was then measured against the universe of all conditions and targeting rules were established accordingly. Using this methodology, Swoop created patient segments broken down by demographic traits instead of fishing for patients within a presumptive demographic.

THE OUTCOME

Powerful messaging combined with hyper-targeted audience segmentation for actionable results. Swoop's reach included a digital relaunch, website refresh, integrated digital campaign across paid search, email to endemic, and programmatic display/native, as well as paid social. The campaign generated impressive performance in only three months; clicks are up 154% with 57,500 clicks to date; clinic finder searches are up 486%; completed call to actions are at 26% with 40% of a 12-month target already met. Upon seeing the multi-channel campaign, patients and their caregivers were motivated to act urgently and approach treating physicians about the procedure. By working with Swoop, Abbott has already gained a 13x Return on Marketing Investment.

About Swoop

Swoop (www.swoop.com), part of Real Chemistry, empowers the world's leading pharmaceutical brands to better-educate patients about disease states and the therapies that could remedy their conditions, as well as enable them to become active participants in their treatment journey. Swoop's HIPAA-certified and NAI-accredited system of engagement has uncovered over 3,000 unique target audiences for precisely activating patient populations and their healthcare ecosystems through omnichannel marketing strategies. By utilizing artificial intelligence, machine learning and evolutionary computation in conjunction with a real world data universe of over 300 million de-identified patients and 65 billion anonymized social determinants of health signals, Swoop's segments are superior in audience quality, lead to optimal conversion and drive increased Rx lift. It's no wonder that 18 of the top 20 healthcare marketing agencies and 42 of the top 50 pharmaceutical companies power their marketing efforts with Swoop. And we are just getting started.