

CASE STUDY

Patient Modeled Audiences Propels Prevalence Rate to 7.7%



Challenge

One of the world's leading pharmaceutical companies wanted to raise awareness of a respiratory drug for two types of COPD patients:

- (1) those newly diagnosed, and
- (2) those currently being treated.

However, standard patient targeting methods rely solely on clinical data, which doesn't account for nuances that differentiate these unique patient audiences.

Strategy

Publicis Health Media (PHM) collaborated with DeepIntent to create custom **Patient Modeled Audiences**. The solution combines clinical, behavioral, and consumer data with patented machine learning processes to create precise, addressable patient audiences.

Two Unique Patient Models Were Created:

Model 1: Newly Diagnosed

Patients diagnosed with COPD who are actively seeking relevant information (i.e. engaged with COPD content in the past 30 days).

Model 2: Currently Being Treated

Patients diagnosed with COPD who are currently being treated with a competitive drug/brand.

Results (Detailed results on page 2)



#1

Performing Partner



7.7%

Prevalence Rate for Model 1, Newly Diagnosed



0.22%

Click-Through-Rate

Results



#1

Performing Partner

Vastly outperforming other partners

Prevalence Rate¹



7.7%

Prevalence Rate for Model 1, Newly Diagnosed

2.6x vs. 2.9% goal, indicating efficacy of behavioral data in identifying highly-qualified patients



6.1%

Average Prevalence Rate (for Both Models)

Over 2x vs. goal

Campaign Delivery



0.22%

Click-Through-Rate

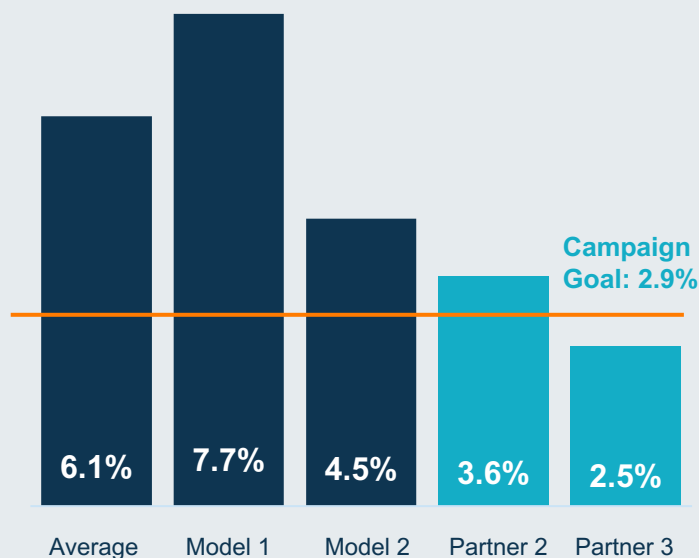
2.8x vs. industry benchmark

In collaboration with



**PUBLICIS
HEALTH MEDIA**

Prevalence



1. Prevalence rate: percentage (%) of individuals with the specified condition (COPD). The COPD prevalence rate, per the health data database, was 2.99% at the time of the campaign. Campaign prevalence rate: reflects the percentage of diagnosed individuals exposed to an ad