



Omnichannel HCP exposures drove 1.5X higher TRx rate with EHR + Display



GOALS

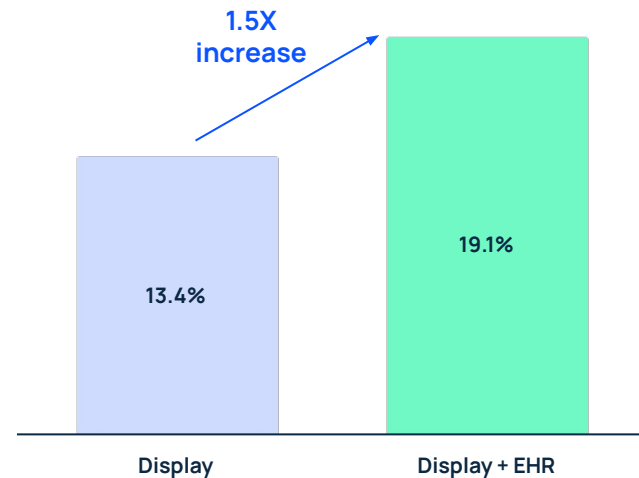
- A leading agency sought to drive meaningful HCP behavior change among prescribers in the antipsychotic category.
- The agency aimed to understand how EHR messaging alongside display could enhance lower-funnel impact — specifically, driving script rate (TRx).

OUTCOMES

The campaign demonstrated that introducing EHR with Display significantly strengthened prescribing impact:

- HCPs reached with **Display + EHR** achieved a **19.1% TRx rate**, compared to 13.4% among those reached by Display alone.
- This represents a **1.5X increase** in TRx rate among providers exposed across both channels.
- Findings highlight that **EHR plays a critical role in bridging awareness and action**, effectively driving measurable lower-funnel results.

HCP TRx Rate By Channel Mix



Source: DeepIntent Outcomes, Antipsychotic Brand HCP Campaign, Q1 2025