



TI Health

TI HEALTH DELIVERS 158 TO 1 ROI

DRIVING \$24MM IN LIFETIME PATIENT VALUE TARGETING MDS AND NP'S ON PERSONAL DEVICES AT THEIR PRIMARY PRACTICE LOCATION

Objective

Engage HCPs at low and no-see accounts where reps have been shut out, to deliver efficacy and awareness messaging. Support a manufacturer entering a crowded marketplace for Multiple Myeloma, to ultimately influence treatment decisions.

Tactic

Utilize TI Health's MOSEE™ product to engage specific specialty providers at low and no see accounts. TI Health mapped an audience of Hematology and Oncology providers as well as other specialty physicians and Nurse Practitioners to the client supplied list of prioritized accounts. TI Health brought a mix of specialties to the program based on prior diagnosis and prescribing history.

Delivery

Digital mobile and tablet banner display media was utilized to message providers on their personal handheld and mobile devices, only when those providers were at the point of care. Mobile media targeted the NPI verified physicians during specific office hours only, when providers were consuming content outside of traditional medical journal or EMR platforms through mobile web or in-app brand safe channels (ie, Non-Endemic Placements like Wired, Science, ESPN, Wall Street Journal.) The delivery period was 6 Months, ending in October of 2020.

Study Methodology

Measurement was Stratified Sampling – the Test and Control groups were sampled considering similar behavior in Specialty, Geography, market and brand activity. The Test group was 8,924 and the Control group was 2,283.

Matching Methodology

Test and Control groups were evaluated as groups for the post period brand activity. The test and control groups were sampled for similar behavior and the analysis was done groupwise and not 1-1 test to control matching. For the post period analysis, the post period brand average of Test Group was compared with the post period brand average of the Control Group utilizing an ANCOVA model.

Impact

TI Health drove 197 new to brand patients to the 8,924 Test physicians over the six-month promotional period. Lifetime patient value supplied by the manufacturer was \$120,000 per patient or \$23,730,632 total. The most material growth in NBRX came from outside of the core "loyalist" Oncology and Hematology specialty, where other specialties accounted for a 6% increase with Nurse Practitioners, Family Practitioners, Internal Medicine, Family Medicine, and Critical Care Medicine proving to be extremely valuable targets for the brand to focus on more heavily.

To learn more about how TI Health can measure new to brand and total claims for your brand, get in touch or visit us at www.tihealth.com

