

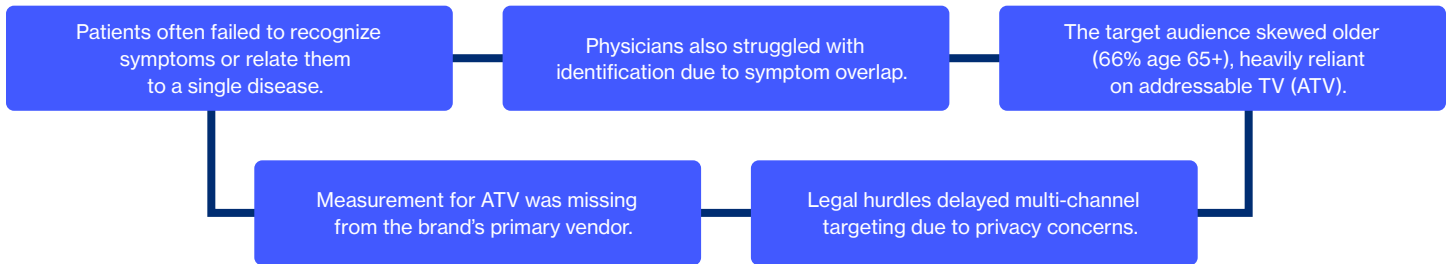
# Uncovering the Undiagnosed: How OptimizeRx Boosted Diagnosis and Office Visits for a Rare Cardiology Condition

## Challenge

### Reaching the Right Patients Before It's Too Late

A top pharmaceutical company faced a serious market challenge: a rare cardiology condition was being significantly underdiagnosed, often misattributed to comorbid symptoms in older patients. Their goal was to increase awareness and prompt more patients to seek diagnosis and treatment – while navigating two new competitive product launches.

Key hurdles included:



The campaign launched as an unbranded “ask your doctor” initiative focused on symptom recognition, aiming to intercept patients early in their journey.

## Solution

### Data-Driven, Privacy-Safe Addressable TV Strategy

The brand partnered with **OptimizeRx** to unify targeting, activation, and measurement across ATV and digital media channels – reaching the right patients with precision and privacy compliance.



#### Smart Media Activation

- Used **Micro-Neighborhood® Targeting** to reach zip-9 areas with high prevalence of relevant comorbidities.
- Leveraged **deterministic medical claims data** to focus on undiagnosed populations.
- Deployed symptom-based messaging across **addressable TV**, encouraging patients to seek medical evaluation.
- Delivered cost efficiency versus broad demographic TV buys.



#### Privacy-Safe Multichannel Enablement

- OptimizeRx's approval as a **HIPAA-compliant data provider** allowed the brand to reuse the same targeted audience across digital display, CTV, and data-driven linear – without repeated legal reviews.
- This streamlined execution and reduced overhead while maintaining data security standards.



#### Integrated Measurement

- Filled the gap left by the brand's original vendor by delivering a full suite of analytics:
  - **Audience Quality**
  - **Office Visit Analysis**
  - **Rx Lift and ROI Analysis**
- Implemented a **1:1 matched test/control design** based on demographics, geography, and health history.
- Tracked office visits (30-day window) and Rx activity (60-day window) tied directly to media exposure.

## Results

### Accelerated Engagement and Improved Diagnosis

The campaign delivered strong performance across every major objective – prompting the client to extend the pilot into a full-year campaign.


**66%** **Audience Match:** 66% of patients receiving a script post-visit were age 65+, aligning with the target demographic.

**11%** **Specialist Engagement:** Visits to cardiologists rose 11%, with a 7% lift in primary care visits.

**2x** **Audience Match:** Exposed patients scheduled a visit in **10 days on average** vs. 24 days for the control group – **2x faster**.

**46** **Unexpected Lift:** Despite not being the primary goal, **46 new-to-brand patients** started therapy.

**198%** **Diagnosis Impact:** Exposed patients were **198% more likely** to receive a new diagnosis.

 **Campaign Extension:** The successful Q4 2024 pilot was expanded through the end of the year.

## Conclusion

### A Scalable, Compliant Path to Earlier Diagnosis and Measurable Impact

By partnering with OptimizeRx, the brand unlocked a scalable, privacy-safe approach to identifying and engaging undiagnosed patients with complex symptom profiles. Through a strategic blend of addressable TV activation, clinical-grade targeting, and rigorous measurement, the campaign:

- ✓ **Improved diagnosis rates** and time to treatment among high-value patient populations.
- ✓ **Increased clinical engagement** across both primary care and specialty channels.
- ✓ **Demonstrated ROI** with measurable behavior change and unexpected new patient starts.
- ✓ **Streamlined execution** by reducing legal and operational friction across media channels.
- ✓ **Proof of ATV value** which is often undervalued with older audience populations.

This campaign proved that with the right data, targeting strategy, and integrated measurement, brands can overcome awareness and diagnosis barriers – driving both clinical and commercial outcomes.

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