

OptimizeRx

AI-Powered Synchronized HCP & DTC Engagement Drives Significant Treatment Adoption in Rare Neurology

The Challenge

A leading pharmaceutical company sought to maximize selection of a breakthrough therapy for patients with generalized myasthenia gravis (gMG) as soon as they became eligible for advanced treatment. In a complex and evolving neurology landscape, the challenge was identifying uncontrolled gMG patients at the precise moment they were likely to escalate beyond first-line therapy – and ensuring both patients and providers were informed before the next treatment decision.

Traditional marketing approaches often treat healthcare provider (HCP) engagement and direct-to-consumer (DTC) outreach as separate efforts, limiting the opportunity for coordinated influence. The brand needed a strategy that could synchronize patient education with point-of-care provider messaging to drive meaningful treatment conversations and improve therapy adoption.



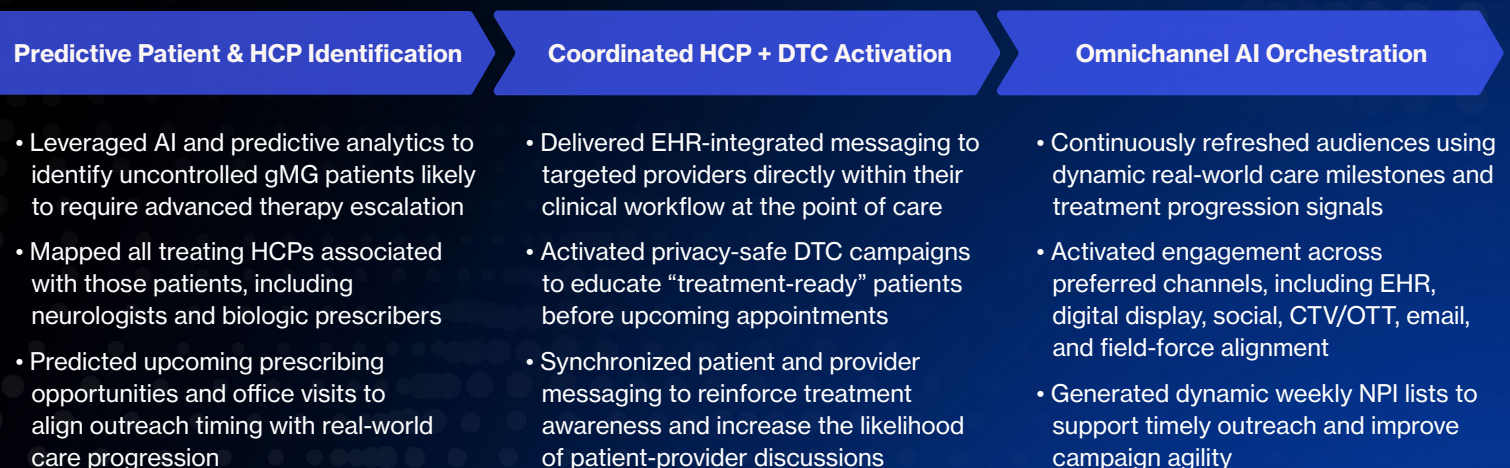
Patients exposed to synchronized HCP and DTC engagement were ~16.3x more likely to receive treatment compared to baseline campaign performance.

The Solution

AI-Powered Dynamic Audience Activation

The pharmaceutical company partnered with OptimizeRx to deploy its AI-powered Dynamic Audience Activation Platform (DAAP), using real-world claims, EHR, lab, situational, physician, and consumer behavioral data to identify patients approaching treatment escalation and activate aligned HCP and DTC engagement.

The strategy focused on ensuring the brand remained top-of-mind for both patients and providers during critical “care windows” immediately preceding therapy escalation decisions.



The Results

The synchronized HCP and DTC campaign demonstrated powerful synergy between patient awareness and provider engagement.

While the DTC campaign independently drove strong patient engagement and the HCP campaign successfully influenced prescribing behavior at the point of care, the greatest impact occurred when both channels worked together in a coordinated manner.

The analysis showed that synchronized engagement dramatically increased treatment adoption versus standalone campaigns.

Key Outcomes

~16.3x higher likelihood of treatment adoption among synchronized HCP + DTC audiences

~4x higher treatment likelihood among patients exposed to the DTC campaign compared to controls

~2x higher treatment likelihood among patients treated by exposed HCPs compared to controls

618K+ patients connected to exposed HCPs and **87K+** exposed patients reached through synchronized activation

Why It Worked

Patient-first targeting:

AI identified patients approaching therapy escalation before treatment decisions occurred

Workflow-native delivery:

EHR messaging made provider engagement actionable during clinical decision-making

Synchronized engagement:

Coordinated patient and provider outreach reinforced treatment discussions

Real-time audience intelligence:

Dynamic updates ensured campaigns stayed aligned with evolving patient journeys

Looking Ahead

The campaign demonstrated that synchronized HCP and DTC engagement can significantly accelerate treatment adoption in rare disease markets where diagnosis, escalation, and prescribing decisions are highly nuanced.

Building on these results, future opportunities include:



Expanding DTC investment to increase synchronized audience overlap



Extending campaign duration to deepen provider engagement over longer treatment cycles



Activating additional channels to amplify coordinated messaging and increase share-of-voice



Leveraging AI-driven audience intelligence to optimize omnichannel orchestration across future indications and launches

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