

OptimizeRx

Synchronized HCP & DTC Marketing Drives Higher Conversion in Oncology

An oncology franchise within a leading pharmaceutical manufacturer faced increasing competitive pressure across multiple indications, with expanding treatment options and growing complexity in care delivery.

Internally, multiple brands competed for HCP attention, while externally, new entrants and label expansions risked pushing key therapies out of consideration. At the same time, oncology care is highly fragmented – 90% of oncologists treat more than nine tumor types, and many patients are co-managed by non-oncology providers, making consistent brand engagement difficult.

Traditional marketing approaches – where HCP and DTC campaigns operate independently – failed to reflect how treatment decisions actually happen. The brand needed a strategy to **reach both patients and providers at the right moment in the care journey** to influence therapy selection and accelerate time to treatment.



Disconnected HCP and DTC campaigns produce only additive impact – missing the opportunity for true behavioral lift through coordinated engagement.

The Solution

Synchronized, Patient-Centric Omnichannel Engagement

The manufacturer partnered with OptimizeRx to activate a synchronized HCP and DTC strategy powered by AI-driven audience intelligence. Using a patient-first approach, campaigns were aligned around real-world care journeys and predicted treatment decision points.

AI-Powered Precision Targeting

- Leveraged predictive analytics to identify **brand-eligible patients and their full care teams**, including all treating HCPs
- Activated audiences based on **predicted prescribing windows**, ensuring engagement occurred just prior to treatment decisions
- Continuously refreshed audience data to maintain **conversion-ready targeting**

Coordinated HCP + DTC Activation

- Delivered **EHR-integrated messaging** to HCPs at the point of care during active clinical decision-making
- Activated **privacy-safe, hyper-local DTC campaigns** to reach patients before key appointments
- Ensured messaging alignment across both audiences to drive **shared awareness and reinforce treatment conversations**

AI-Timed Campaign Orchestration

- Used AI-driven media flighting to **synchronize exposure timing between patients and providers**
- Activated campaigns within defined **care windows**, aligned to likely office visits and prescribing events
- Enabled cross-channel reinforcement, turning isolated touchpoints into **coordinated moments of influence**

The Results

By breaking down silos between HCP and DTC marketing, the campaign demonstrated that synchronized engagement delivers **multiplicative – not additive – impact.**

Consumers and providers exposed to coordinated messaging were significantly more likely to take action, validating that **“the conversation” between patient and physician can be influenced by aligned marketing.**

Key Outcomes

- 2x** increase in likelihood of patients visiting their doctor after exposure
- ~3x** higher conversion rate for synchronized campaigns vs. standalone efforts
- 8%** higher conversion rate compared to independent campaign performance
- 255K+** patients reached and 1.4M+ patients connected to exposed HCPs

Why It Worked

Patient-first strategy:

Grounding engagement in real care journeys ensured relevance

Workflow integration:

EHR delivery made messaging actionable at the point of care

Synchronized timing:

Aligning patient and provider exposure created reinforcing moments

Multiplicative impact:

Coordinated campaigns increased effectiveness beyond traditional expectations

Looking Ahead

This approach demonstrates that oncology marketing is most effective when it mirrors real-world decision-making dynamics. By continuing to align HCP and DTC engagement around predicted care moments, brands can:



Accelerate time to therapy



Improve patient outcomes through earlier intervention



Maximize ROI by turning fragmented campaigns into coordinated growth engines

Healthcare marketing is evolving.

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