

CASE STUDY

AUTOMATED EMAIL CAMPAIGNS SUPPORT THE PATIENT ASSISTANCE JOURNEY FOR ENHANCED TREATMENT OUTCOMES

USING AN ENTERPRISE-GRADE EMAIL CAMPAIGN MANAGEMENT PLATFORM FOR IMPROVED SEGMENTATION, TARGETING, AND MESSAGING TO ENHANCE PATIENT EXPERIENCE AND INCREASE BRAND ADHERENCE



INTRODUCTION

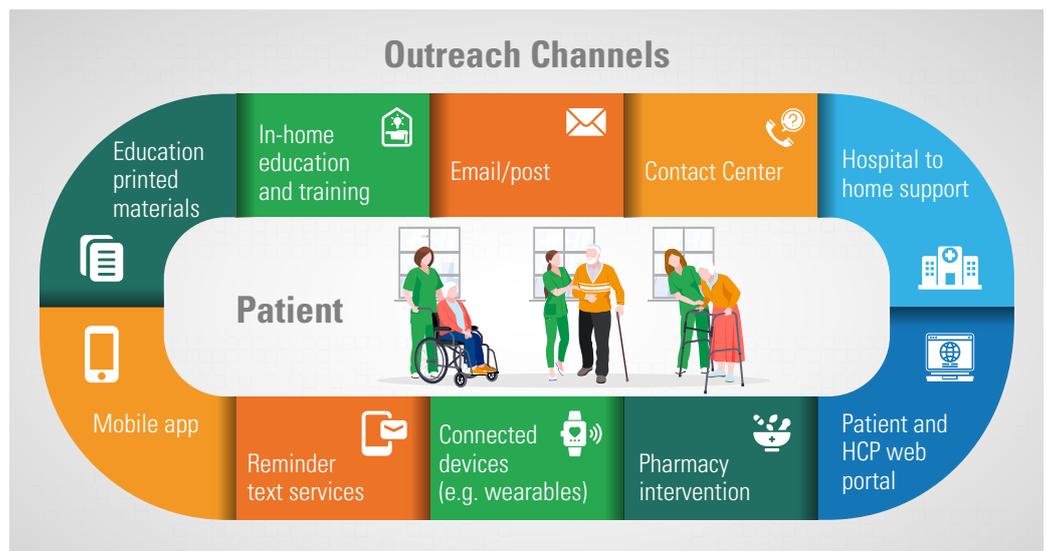
About 7,000 known rare diseases collectively affect around 1 in 15 people worldwide.¹ Diagnosis of a disease, lack of therapies, and small patient populations all lead to significant challenges in rare disease management and support of these patients.

Pharmaceutical companies can provide targeted and specific support to help overcome the barriers that get in the way of treatment initiation and adherence. Through patient support programs (PSPs), pharmaceutical companies seek to build deeper relationships with patients suffering from rare diseases to:

- facilitate easier access to their medicinal products,
- provide emotional and psychological support,
- drive medication adherence, and
- improve outcomes

PSPs allow patients and their care team (caregivers and healthcare professionals (HCP)) to easily access the information and support they need (through channels such as emails, helplines, apps, and educational websites) to understand the disease better and navigate the path forward.

Figure 1: A Patient Support Program Can Have Comprehensive Features²



Emails have tremendous potential as a channel to provide patient support services. Email campaigns represent a real chance for pharmaceutical companies to become patient-centric and align the pharma - HCP - patient dialogue. A successful campaign aligns the right patients with the right messages at the right time and breaks down barriers to get them to act.



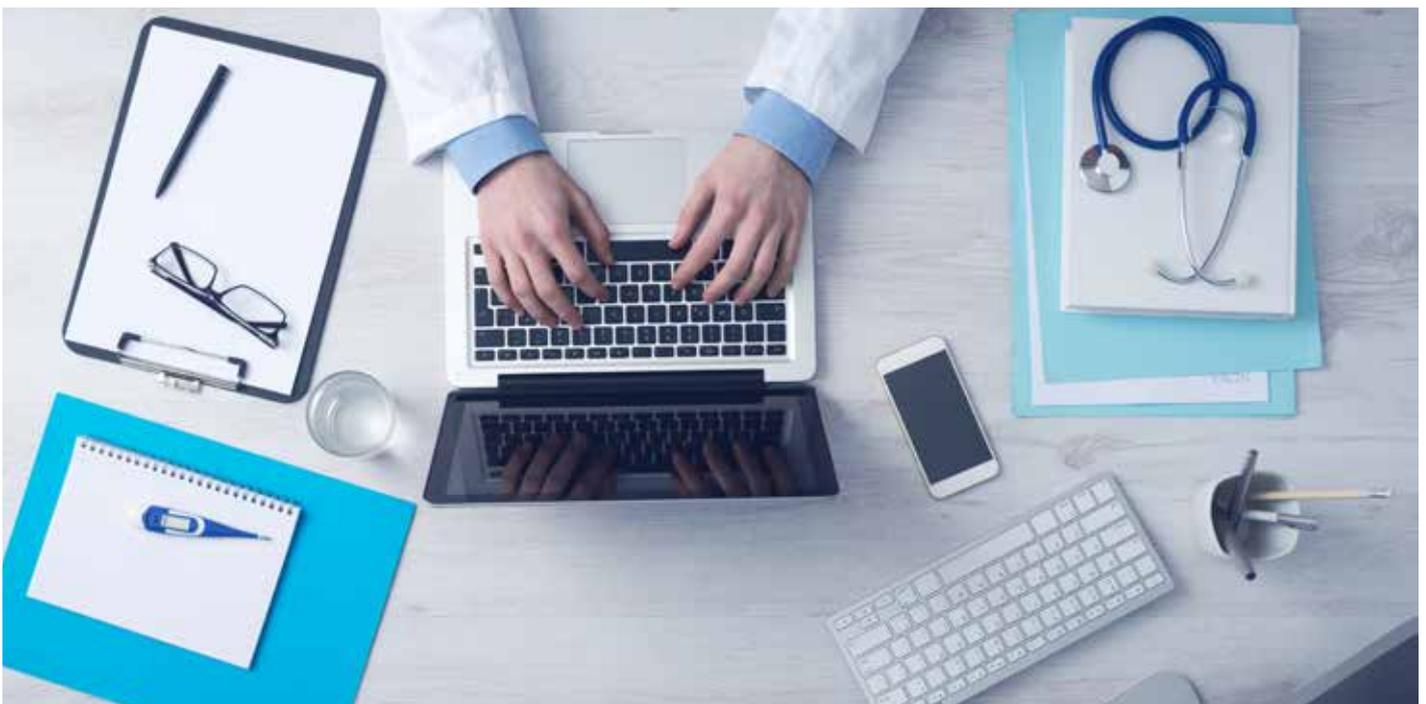
- Patients expect pharmaceutical companies to reach them via digital and social channels, with 69% wanting to be reached by email.³



- About 79% of HCPs utilize patient education and support materials provided by pharmaceutical companies and patient advocacy groups.⁴

Further, consistent evaluation of email campaigns is essential, as it provides useful statistics and information. Enterprise-grade digital marketing platforms allow the automation and management of campaigns and the analysis of results. Such platforms enable monitoring delivery and engagement rates, such as open, click-through, and unsubscribe rates, of the pharmaceutical companies' patient communications, allowing them to optimize future campaigns. For example, high open rates might indicate that the campaign emails are well crafted and entice the reader to open and read them. However, low open rates might require rethinking and adjustment of the content or the target audience.

This case study illustrates how Axtria helped a global biopharmaceutical company move its patient experience to the next level, ultimately accelerating the patient journey to brand advocacy via simple changes to patient and caregiver email campaigns for its brands.



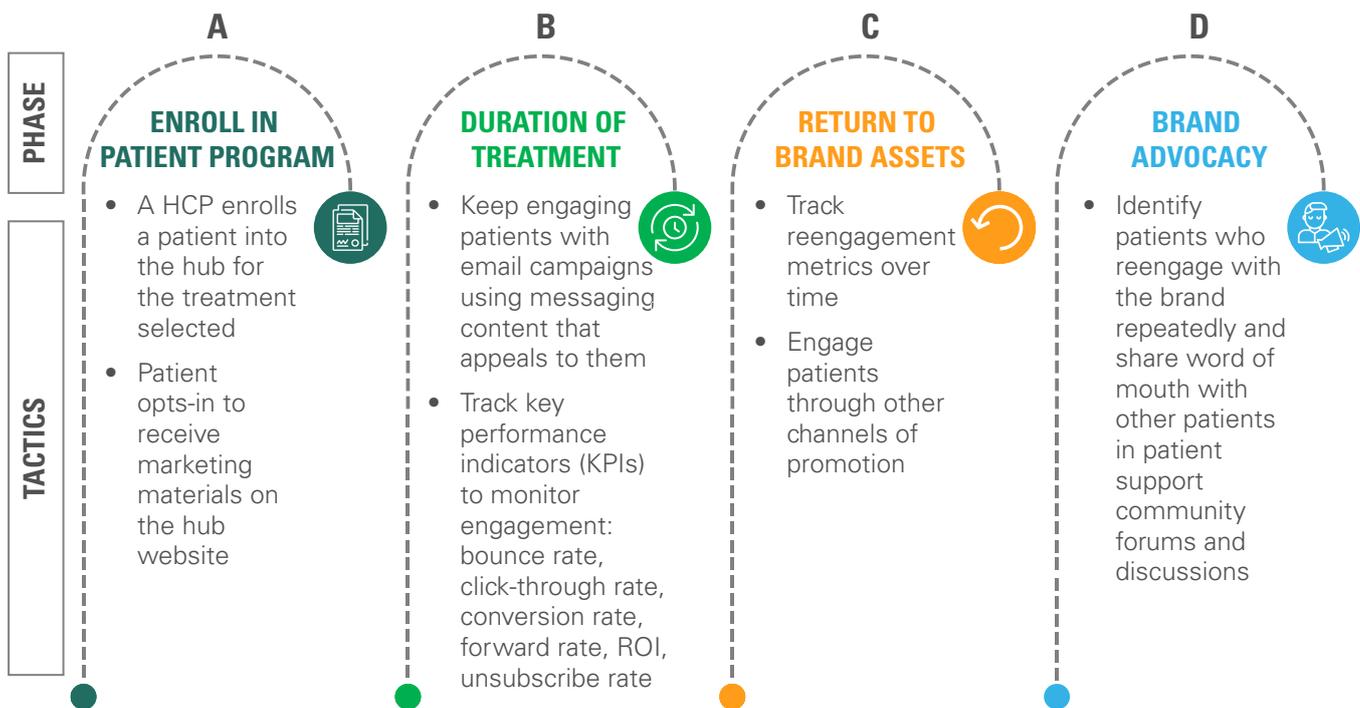
BUSINESS SCENARIO

The biopharmaceutical client's previous email campaigns for two of its brands in a rare disease endocrinology market had been unsuccessful, with the company facing the following challenges:

- Low delivery (50-75%) and abysmal engagement (0%) rates due to the utilization of a generic marketing automation platform with limited email automation
- No lead management process established for managing leads
- No email campaign process or cadence established across the patient journey
- No mechanism in place for a real-time visual representation of patient journeys and tracking of patient behaviors to decide the next best email and build personalized messaging
- Low patient adherence to brands

The client, therefore, engaged Axtria to build email campaigns based on the premise: email campaigns increase brand awareness leading to an enhanced patient experience, which in turn accelerates the patient journey to brand adherence and advocacy, as illustrated below:

Figure 2: Using Email Campaigns to Enhance Patient Experience and Increase Brand Adherence and Advocacy



OBJECTIVES

The client wanted Axtria to set up email campaigns for two of its brands in a rare disease endocrinology market with the following objective:



- Increase awareness and educate patients and caregivers about the disease
 - Improve delivery and patient engagement rates of email campaigns for the two brands



AXTRIA'S APPROACH



- Axtria collaborated with the client's brand team, advertising agency, and information technology team to set up the email campaigns in Salesforce Marketing Cloud (SFMC), an enterprise-grade digital marketing platform
- By leveraging a unique and powerful module of SFMC, Journey Builder, Axtria could map individual patient journeys. The tool allowed:
 - Visual representation of patient journeys that could be modified based on patient behavior
 - Harnessing of data based on patient behavior and stage within the journey to build personalized messaging
 - Triggering patients on journeys based on real-time behaviors such as opening an email, clicking through links/buttons, or hyperlinked text provided in an email
 - Continually adjusting patients' paths based on their behavior providing the benefit of deep engagement
- Axtria created a business rules document to guide:
 - Leads management: Creation of a database and a process to select target audiences for emails
 - Groupwise email deployment: Run A/B testing of email content across groups
 - Tracking of key performance indicators (KPIs) to analyze campaign effectiveness. Rates to measure included:
 - Delivery (bounce, opt-out, and unsubscribe rates)
 - Engagement (open, click-through, and call-to-action (CTA) rates)
 - Tracking the KPIs against industry benchmarks to improve campaign effectiveness

THE SUCCESSFUL OUTCOME

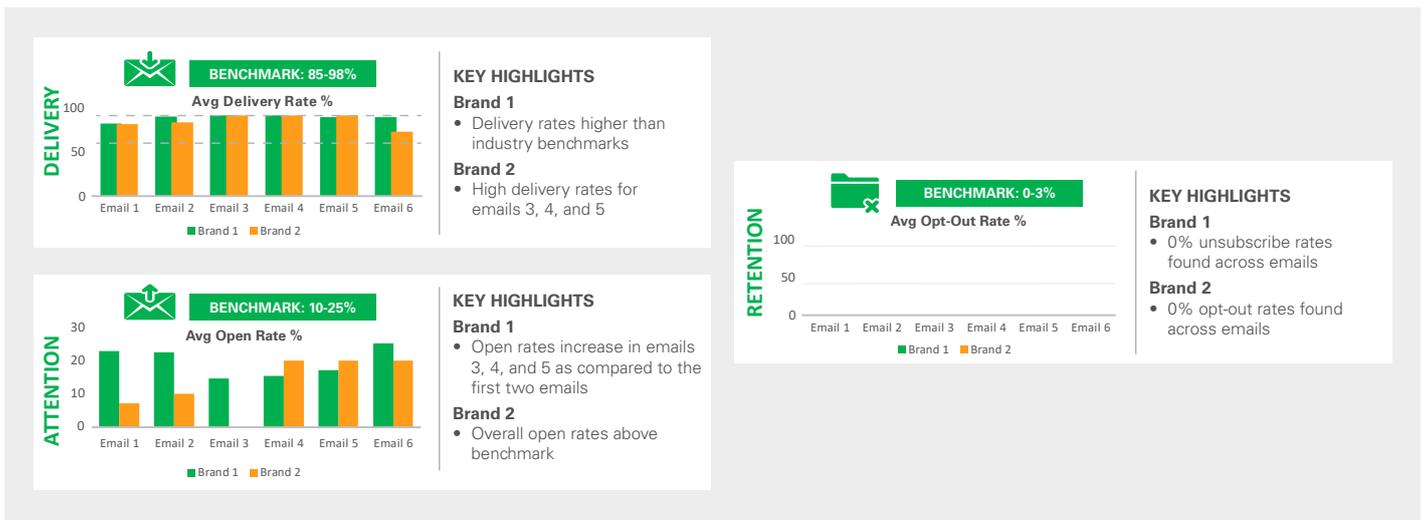
Improved segmentation, targeting, and messaging leading to improved email delivery

- Axtria established a leads-management database and a process to select the right patients and caregivers to target, thus helping improve email delivery rates from 50-75% to about 95% (by reducing bounce and unsubscribe rates significantly).

Improved email content leading to higher patient engagement

- In three months, Axtria helped the client increase lead-traffic and provided recommendations to improve email content resulting in overall higher patient engagement (significantly higher patient open and CTA rates).

Figure 3: Sample Results Across Selected Metrics



CLIENT BENEFITS





CONCLUSION

Email is a critical channel for reaching rare disease patients as part of a pharmaceutical company's patient support program. However, email campaigns should not end up as potential spam material. They should be targeted at the right patient at the right time with personalized messages and content throughout the patient journey, backed up by KPIs, and integrated with other promotional channels. Further, enterprise-grade digital marketing platforms that allow automation and management of email campaigns, including sending behavior-triggered emails and analysis of results, can help optimize campaigns, enhance the overall scale, and eventually improve patient outcomes. Finally, an email campaign's success depends on engagement mechanisms that address patients' and caregivers' pain points to provide an unparalleled patient experience and ultimately accelerate a patient's journey to brand loyalty and advocacy.

Learn More About [*Axtria's Marketing Effectiveness Services*](#)

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