



## SITUATION

The client recently launched a new rheumatoid arthritis drug into an established, highly competitive market. The client was confident that the new market entrant had high potential because of its excellent efficacy results and safety profile, as well as its novel administration method.

However, the brand team faced some significant challenges:

- The field force was much smaller than many of the competitors' and already focused on several other drugs
- Rheumatologists were resistant to changing from their established "treatment of choice" drugs
- Rheumatologists did not understand which patients would benefit from the new administration method
- Rheumatology practice managers were unsure of how to administer the drug to their patients



## SOLUTION

The brand team needed a unique, effective program to educate both rheumatologists and practice managers on a variety of brand topics without tapping into the limited resources of the field force.

Relevate Health Group developed a series of 6 emails designed to tell the brand's story in an engaging, innovative way. The email series was customized to each of the brand's 5 sales regions and featured a highly influential key opinion leader (KOL) from each of the regions. KOLs included both prescribing physicians, as well as practice managers, who could share their positive experiences integrating the new treatment option into their practices.



EMAIL 1  
Disease Information  
"Creating the Unmet Need"



EMAIL 2  
Integrating the Administration Method Into Your Practice



EMAIL 3  
Introducing the Brand Benefits



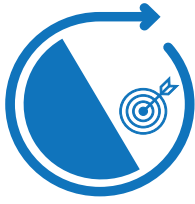
EMAIL 4  
Understanding the "Right" Patient



EMAIL 5  
Going Deep With the Clinical Results



EMAIL 6  
Examining Access and Affordability

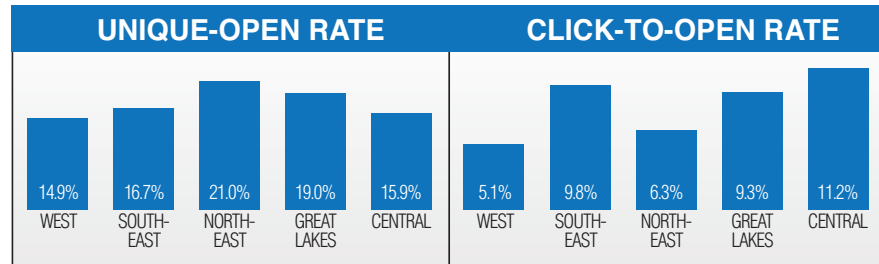


## SUCCESS

### Overall Program Results

- The program's overall average unique-open rate was 18% and ranged by region from 15% to 21%
- The program's overall average click-to-open rate was 8% and ranged by region from 5% to 11%

### Results by Market



### Connect with us

[connect@relevat ehg.com](mailto:connect@relevat ehg.com)

561.544.2029

[linkedin.com/company/relevat e-health-group](https://linkedin.com/company/relevat e-health-group)

[relevat ehealthgroup.com](https://relevat ehealthgroup.com)