



## SITUATION

A large pharmaceutical company was looking for a unique method to engage physicians in a very crowded marketplace. Its customers were being overwhelmed with messaging. There was a strong market leader who had a larger sales force and a significant direct-to-consumer campaign running. The company needed to create more share of voice, but it needed to do this in a smarter, more focused way that would maximize its limited resources.

### T2D Must-Win Markets



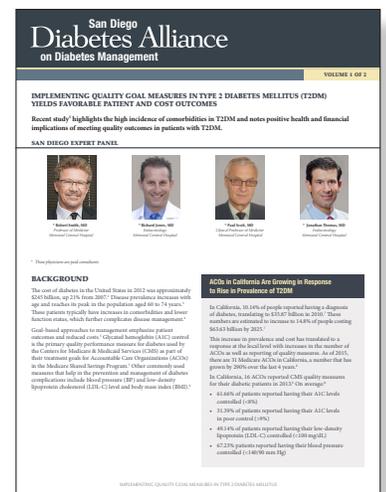
## SOLUTION

Relevate Health Group partnered with the brand to identify the 10 must-win markets for the category. Using our PracticeShare® platform, the team developed a multichannel program that included unbranded and branded clinical white papers distributed by the sales team and a series of 6 physician thought-leadership emails.

The program consisted of these 3 strategic components:

- 1 Templates highlighting key messages around the brand's strong clinical results and financial benefits to the provider
- 2 Local insights on the impact of healthcare consolidation that were customized for each selected market
- 3 Insights from 3 to 5 highly respected key opinion leaders (KOLs) within each of the selected markets on how the local market dynamics were impacting their patients and practices, as well as on the benefits of the brand and positive experiences using it

The pieces were distributed to almost 4000 specialists and PCPs within the 10 markets. The materials were cadenced every 3 to 4 weeks over a period of 6 months.





## SUCCESS

The program highlighted the key insights of 35 regional KOLs.

### Key results 6 months after the campaign:

- 12% total sales growth within the targeted markets
- 90% of markets had higher percentage growth than their control markets
- Absolute ROI: 3:1
- The brand is continuing to expand the program

**The brand also received high praise from sales representatives within each of the targeted markets.**

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“We had more in-depth conversations with our customers, which helped engage them and increased our credibility.”

—Sales Representative

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“This program extended the time we spent with our customers because they found the papers so relevant and interesting to their current practices.”

—Sales Representative

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“These papers were great leave-behinds to no-access facilities and helped us uncover key players within certain systems.”

—Sales Representative

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“The KOL quotes and insights included in the papers added significant credibility to our messaging and helped me personally overcome several barriers with customers.”

—Sales Representative

### Connect with us

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