

Emails Leveraging the Power of KOL Influence



SITUATION

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

However, their team faced some significant challenges:

- The field force was much smaller than many of their 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



REGIONAL MARKETING SOLUTION

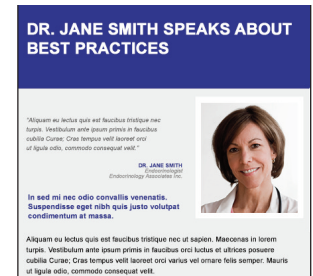
The brand team needed a unique, effective program to educate both Rheumatologists and practice managers on a variety of brand topics without tapping into the limited resources of their field force.

Relevate Health Group developed a series of six emails designed to tell the brand’s story in an engaging, innovative way. The email series was customized to each of their five 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.



EXECUTION

EMAIL 1	EMAIL 2	EMAIL 3	EMAIL 4	EMAIL 5	EMAIL 6
Disease Information “Creating the Unmet Need”	Integrating the Administration Method into Your Practice	Introducing the Brand Benefits	Understanding the “Right” Patient	Going Deep with the Clinical Results	Examining Access and Affordability

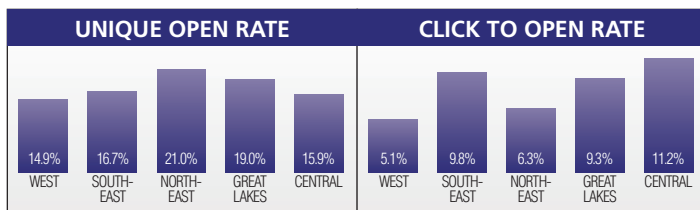


RESULTS

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



RESULTS BY EMAIL

