

# DXRX Physician Engage

## Transform RWD into HCP engagement

If you could reach and educate physicians at time of diagnosis, how would this impact your therapy adoption?

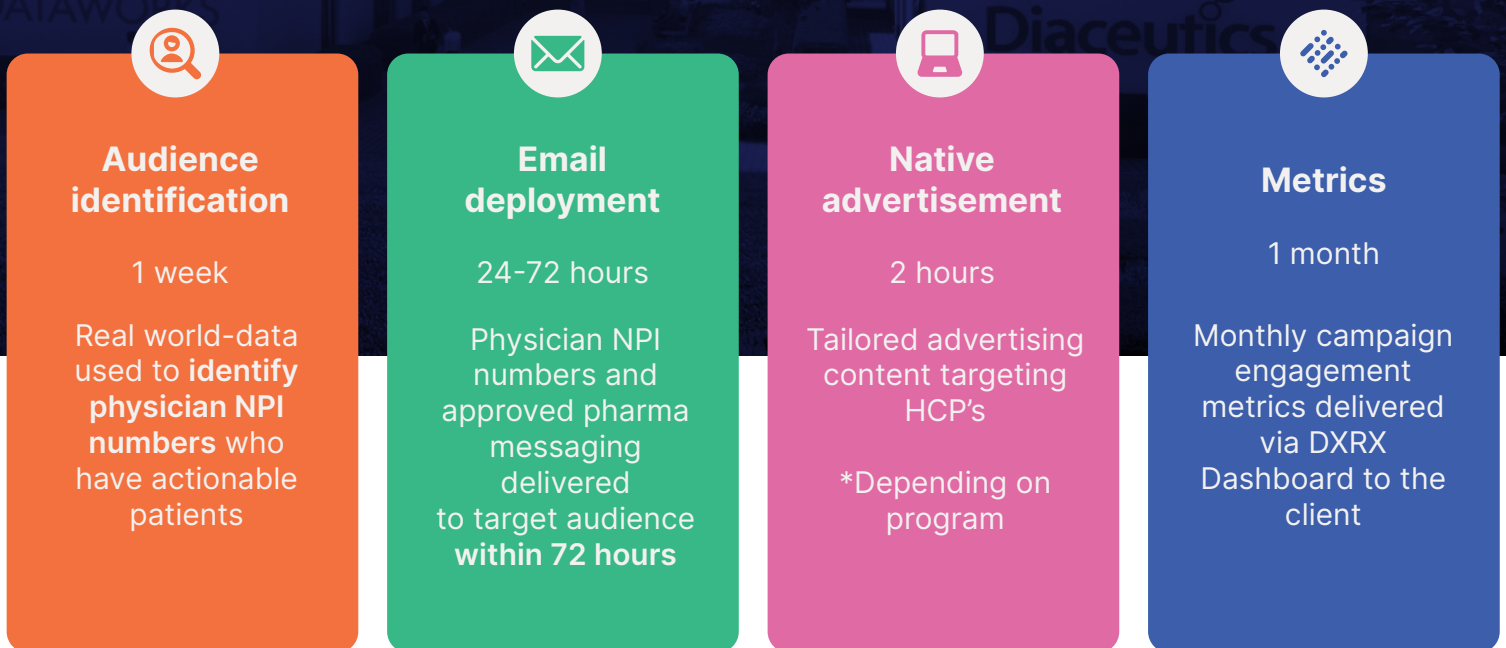
DXRX Physician Engage leverages real-world data insights to identify and engage the exact audience of ordering and/or prescribing physicians with timely and relevant content about your precision medicine, driving test adoption.

### How we do it

We utilize our real-world data insights leveraging DXRX Signal and real-time lab data to accurately identify physicians who have patients potentially eligible for your therapy.

We deliver relevant messages in real time to a targeted audience of physicians, enabling you to adapt messaging and maximize campaign outcomes.

### The DXRX Physician Engage deployment process



# DXRX Physician Engage in action



## The Challenge

Our pharma client wanted to overcome the challenges around driving novel biomarker adoption and achieve commercial success for their therapy. The client needed to **identify and engage** ordering or prescribing physicians with patients potentially eligible for their therapy.

## The Action

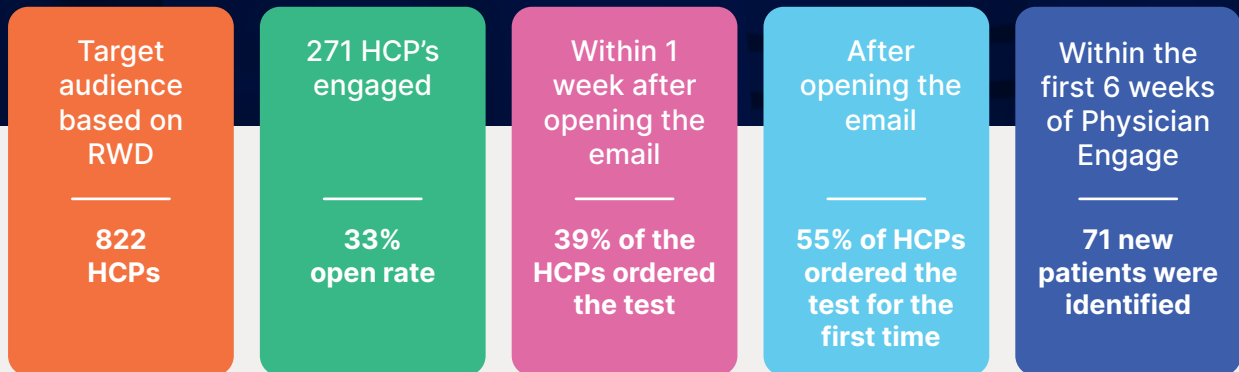
Email communications were delivered via a recognized medical source to promote engagement. We analyzed the outcomes of the communication, both during and post-campaign, to report their impact on testing behavior.

## The Solution

Diaceutics utilized real-world lab data to identify the right audience of ordering/prescribing physicians to send tailored digital communications, educating physicians about the client's new biomarker at critical points in the launch phase.

## The outcome

- ✓ 33% recipients engaged with the digital campaign
- ✓ 55% increase in novel biomarker tests ordered by physicians for the first time
- ✓ 71 new patients identified within the first 6 weeks



Accelerate your commercial strategy with **DXRX Physician Engage** and drive biomarker testing rates

Talk to our team today

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Coming soon...

**ROI metrics for DXRX Physician Engage**