



DXRX Physican 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 relevent 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



Audience identification

1 week

Real world-data used to identify physician NPI numbers who have actionable patients



Email deployment

24-72 hours

Physician NPI numbers and approved pharma messaging delivered to target audience within 72 hours



Native advertisement

2 hours

Tailored advertising content targeting HCP's

*Depending on program



Metrics

1 month

Monthly campaign engagement metrics delivered via DXRX Dashboard to the client

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

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- 55% increase in novel biomarker tests ordered by physicians for the first time
- 71 new patients identified within the first 6 weeks

Target audience based on **RWD**

> 822 **HCPs**

271 HCP's engaged

33% open rate

Within 1 week after opening the email

39% of the HCPs ordered the test

After opening the

55% of HCPs ordered the test for the first time

Within the first 6 weeks of Physician **Engage**

71 new patients were identified



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

Talk to our team today

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in @Diaceutics PLC



@diaceutics

Coming soon...

ROI metrics for DXRX Physician Engage