

NPs and PAs play a vital role in managing ADHD treatment across both pediatric and adult patients. With an expanded scope that includes diagnosing, prescribing, and long-term care management, they are often the first point of contact for patients. Their holistic approach ensures that patients receive appropriate, ongoing care and are guided through the complexities of treatment options.

POCN data shows that NPs and PAs account for 40-51% of all prescribers and write 36-47% of the claims across ADHD treatment options, underscoring their pivotal role in managing this condition.



The CHALLENGE

New to Market Brand:

The client launched a non-stimulant treatment for ADHD in patients over 6 years old. They needed to increase awareness among NPs and PAs and boost confidence in prescribing this alternative to traditional stimulant treatments. To achieve this, they piloted a program with POCN aimed at engaging key healthcare providers and driving script lift through education and digital engagement.

The SOLUTION



POCN implemented a comprehensive multichannel engagement program, leveraging its proprietary PeerCast™ initiative. The program featured educational content delivered by a key opinion leader in ADHD, who provided insights on the treatment's efficacy and safety. PeerCast™ included email outreach, dedicated HTML landing pages, social media, and programmatic ads, with multiple waves of content over 30-day intervals.

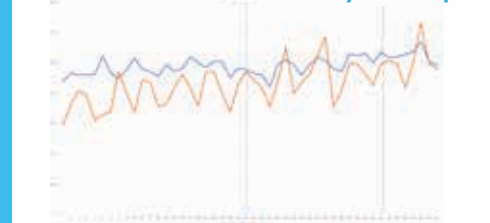
Additionally, POCN utilized advanced data and scoring algorithms to identify high-value NPs and PAs not previously included in the client's target list, expanding the brand's reach and ensuring the messaging resonated with clinicians managing ADHD patients.

Results THAT MATTER

The PeerCast™ campaign delivered strong results, engaging 40% of the targeted audience of NPs and PAs, and generating over 6,968 brand exposures across email and digital channels. The program achieved a unique email open rate of 28.0%, well above industry benchmarks, and drove a 0.32% digital click-through rate (CTR), exceeding expectations across channels.

Incremental prescriptions were tracked weekly throughout the campaign. The campaign generated an incremental prescription value of \$915K, resulting in a 7:1 ROI. POCN's targeted and data-driven approach ensured measurable impact in both engagement and prescription lift.

Test and Control ROI Analysis Output



7:1 ROI