

NPs and PAs play a vital role in managing patients with conditions like IBS-D and Overt HE. With an expanded scope that includes diagnosing, prescribing, and long-term management, they are often the first point of contact for patients dealing with chronic gastrointestinal conditions. Their holistic approach ensures that patients receive appropriate care across the continuum of their treatment journey.

POCN data shows that NPs and PAs represent nearly 30% of all prescribers for this treatment and manage over 34% of patients. For IBS-D, NPs and PAs account for nearly 30% of all clinicians managing the condition, highlighting their vital role in ensuring comprehensive care alongside MDs.



## The CHALLENGE

### Established Brand:

The client needed to re-engage NPs and PAs to raise awareness about the benefits of their treatment for IBS-D and Overt HE. With a recent label update, it was critical to ensure that healthcare providers were well-versed in the latest data, increasing both their confidence and engagement in prescribing this treatment option. Additionally, the campaign aimed to drive behavior change, with a focus on enhancing provider urgency and confidence in prescribing to maintain patients on therapy for both indications.

## The SOLUTION



POCN implemented a comprehensive multichannel engagement program through its PeerCast™ initiative. The campaign included educational content targeting 5,000 NP and PA prescribers for both IBS-D and Overt HE. PeerCast™ utilized email outreach, social media, and programmatic ads, leveraging the expertise of KOLs in the gastroenterology space to provide trusted guidance on the treatment's benefits.

The program reached 11,656 unique NP/PAs, driving a total of 16,000 brand exposures. POCN's data-driven strategy ensured that NPs and PAs were engaged an average of 3.5 times, with key channels such as Facebook, LinkedIn, and programmatic banners contributing to a high click-through rate (CTR) of 0.23%.

## Results THAT MATTER

## 27.45:1 ROI

The PeerCast™ campaign delivered impressive engagement metrics, with a unique email open rate of **33%**, far exceeding industry benchmarks. Across email, social media, and programmatic channels, the campaign delivered over 11,656 unique engagements and **16,000 total brand exposures**.

Prescription data revealed an incremental increase of approximately **8,000 additional prescriptions** during the campaign, driven by NPs and PAs. With an average wholesale cost (AWC) of \$52.25 per pill, the campaign generated an incremental revenue of \$13,365,714. The total campaign investment of \$486,750 resulted in a **27.45:1 ROI**, indicating a substantial return on the client's investment.

