

Nurse Practitioners (NPs) and Physician Assistants (PAs) are essential in managing cancer treatments, particularly in complex cases such as ovarian cancer. NPs are deeply involved in patient care, from managing treatment plans and patient follow-ups to addressing treatment toxicities. In many oncology settings, NPs collaborate closely with oncologists, providing critical input on treatment decisions.

NPs and PAs account for 22.6% of all prescribers for ovarian cancer treatments, with 21,742 NPs and PAs actively managing ovarian cancer patients across the U.S. Their role in patient education and long-term care makes them key stakeholders in driving treatment adoption.



## The CHALLENGE

### Newly Launched Brand:

The client faced slow adoption of their ovarian cancer treatment among key healthcare providers. With NPs and PAs representing a significant portion of prescribers in oncology, the challenge was to engage this critical group to increase awareness, improve understanding of the treatment's unique benefits, and drive behavior change to boost prescribing rates. The client needed a strategic engagement approach to ensure that the message resonated with these providers, who play a pivotal role in the long-term management of cancer patients.

## The SOLUTION



POCN executed a tailored PeerCast™ multichannel engagement program, focusing on NPs and PAs as a key target group. The program utilized email outreach, social media, and programmatic advertising, delivering trusted content from oncology KOLs to educate and engage these prescribers.

POCN's proprietary data tools allowed the campaign to precisely identify and target the 7,805 NP and PA prescribers most likely to engage with the messaging.

A "Matched Pair" Test and Control ROI Methodology was used to track the impact of the campaign on prescription behavior, comparing the test group to a control group. This allowed for precise measurement of incremental prescription lift and demonstrated clear ROI.

## Results THAT MATTER

The campaign engaged 24% of targeted NPs and PAs, exceeding benchmarks. It drove an incremental prescription value of \$1.43M, delivering a 6:1 ROI. The targeted approach successfully shifted prescribing behavior, with a notable increase in engagement and prescription lift compared to the control group.

**6:1 ROI**

