

NPs and PAs are critical to psychiatric care, often serving as the first point of contact for patients. Their expanded scope includes prescribing medications and managing treatment plans, allowing them to address both mental and physical health needs. With a focus on holistic care, NPs and PAs build strong patient relationships, fostering trust and adherence to treatment. Their role in telepsychiatry has also improved access to care in underserved areas.

25% of NPs specialize in mental health, with demand for psychiatric NPs expected to grow by 45% by 2029.



The CHALLENGE

Established Brand:

As an established psychiatric brand with a strong market presence, the client faced the challenge of reinvigorating engagement with healthcare providers, specifically NPs and PAs, around its long-acting injectable (LAI) formulation. NPs and PAs play a critical role in prescribing, writing over 30% of schizophrenia medications. However, despite this, many supervising physicians receive the attribution in claims. The brand needed to re-engage these key prescribers, emphasizing the benefits of LAIs in improving patient adherence, while also addressing gaps in HCP confidence and overcoming access challenges.

The SOLUTION

PeerCast[™]

POCN recommended a comprehensive multichannel engagement program, including its proprietary PeerCast[™] initiative, to strategically target NPs and PAs. PeerCast[™] is designed to amplify credibility and influence by leveraging the expertise of external specialists, delivered through multiple waves of content across 30-day intervals. The program included targeted emails with dedicated HTML landing pages, supported by social media and programmatic advertising for broad engagement.

In addition to the educational component, POCN's advanced data capabilities identified over **2,988 NP/PAs** not previously targeted by the brand, expanding the reach to high-value prescribers and strengthening the brand's presence within schizophrenia treatment. This multi-touchpoint approach ensured that the messaging remained top of mind for NPs and PAs, boosting confidence in transitioning patients from oral medications to long-acting injectables.

Results THAT MATTER

The PeerCast[™] program delivered significant outcomes, with a unique open rate of **24.8%**, far exceeding industry benchmarks. The multi-channel approach ensured that the brand's messaging remained consistent and top of mind for NPs and PAs throughout the campaign.

POCN's data-driven strategy led to the identification of **2,988 additional NP/PAs** beyond the brand's original target list, resulting in a **39% expansion** of prescriber reach. With over 70% of these targets being accessible through POCN's network, the program effectively increased both engagement and confidence in recommending LAIs for schizophrenia treatment.