

NPs and PAs are essential in the management of migraine patients, particularly in diagnosing and managing long-term care. With 39,268 NPs and PAs actively treating migraine patients, they represent 24% of the overall prescriber universe for migraine treatments. NPs and PAs are often the first point of contact for patients, and their ability to manage complex treatment plans positions them as key influencers in treatment adoption and patient outcomes.

POCN data shows that NPs and PAs represent 39,268 clinicians treating migraine patients, making up 24% of the total prescriber base. Their influence in diagnosing, prescribing, and managing migraine treatment highlights their critical role in improving patient outcomes and driving the adoption of new therapies.



The CHALLENGE

Newly Launched Brand:

A leading global pharmaceutical company was launching a novel migraine preventive treatment but struggled to effectively engage NPs and PAs, key prescribers in migraine care. The company needed a strategic approach to drive awareness, educate clinicians on the treatment's benefits, and generate traffic to the HCP website. The challenge was ensuring sustained digital engagement to influence treatment adoption among high-treating NPs and PAs.

The SOLUTION

POCN leveraged its Data as a Service (Daas) platform to identify 39,268 NPs and PAs treating migraine patients, representing 24% of the total prescriber base. This data enabled precise targeting of high-treating clinicians, allowing POCN to deliver a comprehensive engagement campaign tailored to their needs.

The multichannel campaign included PeerCast™ and e-Newsletters, combining branded emails and peer-led educational content to drive awareness and educate NPs and PAs on the treatment's clinical benefits. POCN executed the campaign from June 2021 to July 2022, deploying targeted emails and newsletters to reach high-value prescribers in the migraine space. The focus was on delivering key clinical insights and engaging NP/PA prescribers to influence their adoption of the treatment.

The campaign's educational content focused on delivering critical clinical data to key prescribers, encouraging them to engage with the HCP website and incorporate the treatment into their prescribing patterns.

Results THAT MATTER

The campaign engaged over 11,000 unique NPs and PAs, with PeerCast™ emails achieving a 17.5% open rate, far exceeding industry standards. The e-Newsletters saw strong engagement with a 2.7% CTR, effectively driving awareness of the migraine treatment. This targeted effort increased engagement among key NP/PA prescribers, influencing prescribing behavior and supporting product adoption.