

Global Pharma Company Takes HCP's from White Coats to Blue Jeans



Challenge

A global pharma company wanted to create a deeper and more meaningful connection with Healthcare Providers — reaching them with personalized messages based on their interests and activities outside of the clinical setting.

Solution

Acxiom delivers a data-driven marketing strategy that lets the pharma client reach HCPs with an innovative approach and add content that would appeal to them as individuals.

The client provided Acxiom with NPI numbers selected by specialty, which Acxiom used to match HCP names and office addresses – Acxiom then cross-walked the data to link the HCP's home address.

Results

The solution utilized Acxiom's vast array of consumer data, enabling the append of 4,500+ data elements and providing clear behavioral and demographic insights on the HCP audience. Now the pharma client can approach HCPs as people beyond their profile as providers.

With powerful data, Acxiom helps Pharma brands reach HCP's so marketing is no longer an interruption but a conversation.

ACXIOM

Case Study

Pharma