

Early Adopter HCP's

Challenge

Identify and target HCP's that would be most likely to prescribe new and innovative prescription brands.(i.e., early adopters).

Description / Benefit

By leveraging Acxiom healthcare claims repository to identify prescribers of a new products, Acxiom can crosswalk these early writers of your brand to our vast repository of consumer insights at the individual and household levels, to define a brand specific early adopter portrait, look-a-like model(s), messaging and collateral design to accelerate your brand's adoption and prescribing activity.

Product Highlights

Value Prop

Through the build of custom models and personas, Acxiom can assist in targeting "potential early adopters of new prescription brands.

Differentiators

Robust data assets paired with 10 years of historical claims data allow Acxiom to provide precise targeting of 'early adopter' prescribers.

How It Works

Acxiom correlates recent claims activity with HCP behavioral and their consumer individual and household attributes to identify the unique attributes that help target likely early adopters.

Time to Implement

2 – 4 weeks

ACXIOM

Use Case

Pharma, Provider, Payer