

A Disease Awareness Campaign on Polycythemia Vera (PV)

The client, a global bio-pharmaceutical company, wanted to raise awareness about Polycythemia Vera.

U.S. TARGET AUDIENCE

- ▶ Primary Target Specialties: Hematology, Medical Oncology
- ▶ Secondary Target Specialties: Cardiology, Family Medicine, Geriatrics, Other Target HCPs

HIGHLIGHTS FROM THE CAMPAIGN

Clinical Moments

Working closely with the client, Figure 1 developed a Grand Rounds that created an immersive and accessible educational experience for the target audience. The Grand Rounds featured a clinical deep dive into PV through the lens of a patient case study and included snap quizzes throughout for a fully interactive experience. Overall, the post garnered 1,550 views and 694 unique participants, indicating on average, each user engaged with the Grand Rounds over two times. The post was also amplified on social media, reaching 22,900+ unique users across Facebook and Instagram.

Gamified Learning

Snap quizzes were used to educate the target audience through bite-sized learning moments. 70% of HCPs who saw the first quiz entered a response, and 71% of HCPs who saw the second quiz entered a response, generating 1,000+ responses in total. The majority of respondents answered the quiz correctly, indicating the campaign reached the right audience and helped to identify what they already know about polycythemia vera. The quizzes were amplified across social media and saw 4,550+ unique reach on Twitter and Facebook.

Email Performance

Emails were used to ensure target audience members were aware of polycythemia vera content, driving them to engage and learn within the Figure 1 app. Collectively, emails were opened 45,000+ times and garnered a 7.4% clickthrough rate, with open rates between 17-25% amongst the primary targets of hematologists and medical oncologists.

Survey Responses

Two surveys were deployed throughout the campaign: one as a Clinical Rapid Fire to test the HCPs knowledge of polycythemia vera mid-campaign and one at the end of the campaign to measure the learning impact. The Clinical Rapid Fire reached 3,000+ target HCPs, and generated a completion rate of 91.2%, far surpassing typical benchmarks of 63%. The impact survey reached 2,300+ target HCPs, with nearly 60% confirming they find case-based learning useful for education.

KEY METRICS

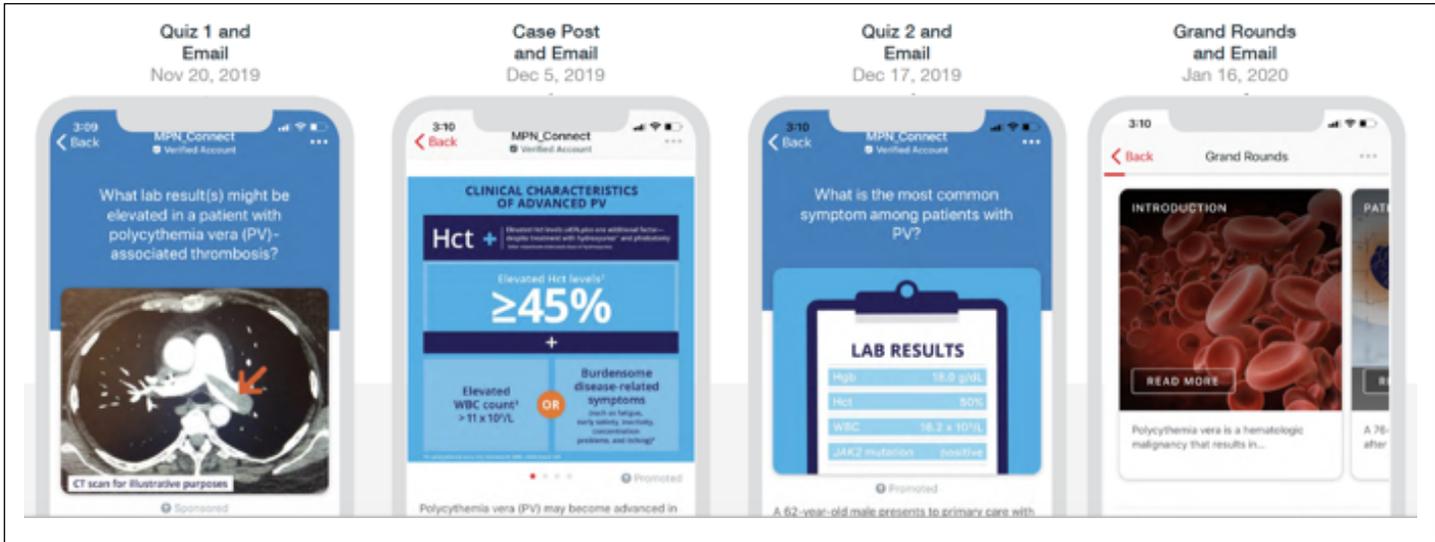
694 unique participants in the Grand Rounds

17-25% email open rates amongst the primary targets of hematologists and medical oncologists.

1,000+ snap quiz responses

The two surveys collectively reached **5,300+** target HCPs

CAMPAIGN TACTICS AND TIMELINE



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