

# CONVERTING PATIENTS TO A NEW MEDICAL DEVICE BY RAISING AWARENESS WITHIN THE EHR WORKFLOW

Discover how OptimizeRx delivered a 200% ROI for a continuous glucose monitoring device by identifying qualified patients at the point-of-care.



## CLIENT GOAL

The brand team wanted to convert patients to their glucose monitoring device by educating high-value HCPs on how the device empowers patients by providing a more complete, proactive picture of glucose levels.



## CLIENT CHALLENGE

Competitive therapeutic area, with multiple alternative glucose monitoring options.

Limited access for brand reps due to COVID-19 restrictions.

HCPs did not fully understand device value proposition and key patient benefits.



## RESULTS

Within six months of campaign launch, the program generated:

**200%** return on investment

**1200+** incremental device prescriptions

**6.7%** average device lift compared to control group

*Figures independently calculated and validated by third-party source.*

## HOW WE DID IT

Educated and engaged high-value HCPs directly in the EHR workflow, using patient treatment and medication history to target and deliver contextual information on device benefits directly within qualified patient charts.

### EHR WORKFLOW INTEGRATION



Embedded key brand information directly into electronic patient charts for qualified individuals.

### DEVICE EDUCATION



Highlighted patient benefits of continuous glucose monitoring, and unique device features.

### DATA-DRIVEN TARGETING



Applied patient qualification criteria to client-defined HCP target list for more precise, relevant message delivery.

Discover how you can acquire or convert patients to a new device through an EHR-based awareness program. **TALK TO OUR TEAM TODAY.**