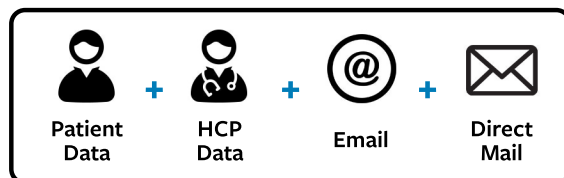


HOW WE ACCOMPLISHED SUCCESS

This opportunity helped InTouchMD establish an ongoing relationship that provided tremendous growth for both companies involved.

SERVICES / CHANNELS USED



CHALLENGE

After years of having no alternative to their branded drug – the generic was gearing up for release

By default: A physician will fill a patient's subscription for the generic unless otherwise requested by the patient

No means to spread awareness to potential users or identify potential users

SOLUTION

ITMD pulls highly targeted list of 32,000 individuals from self-reported patient database, based on disease state and brand

4 waves of digital messaging and 6 waves of direct mail messaging are deployed to the patient list

Content of messages shared co-pay card information and insurance measures that can be activated to stay on the branded at the same cost of the generic

RESULTS

ENGAGED

35%

of the targeted list who were informed of the affordable access

EXPERIENCED

11-14%

open rates on all digital patient messaging

OVER

99%

delivery rate on direct mail outreach

LESS THAN

1%

opt-out