Driving HCP engagement across the rare disease diagnostic journey

The Customer

A global pharmaceutical company marketed a therapy for a rare disease characterized by a small patient population, a complex diagnostic journey, and frequent delays in diagnosis. Because treaters were highly specialized and geographically dispersed, identifying opportunities to engage the right healthcare professionals (HCPs) at the right time remained a persistent challenge.

When limitations in personal promotion and other barriers to traditional HCP engagement reduced opportunities for direct interaction, the company sought a new approach to educate HCPs, connect patient and physician journeys, and reinforce consideration of appropriate testing. The goal was to help relevant treaters recognize potential patients earlier in the diagnostic journey and provide timely disease-state education that supported informed clinical decision-making.

Challenges

Identifying and educating relevant HCPs within a small rare disease population

With limited patient prevalence and a highly specialized treater audience, broad-based outreach was inefficient. The company needed a more precise way to identify HCPs caring for patients who exhibited characteristics associated with the disease and provide them with relevant educational content.

Navigating a complex diagnostic journey

High rates of misdiagnosis and a lengthy path to diagnosis made it difficult to identify potential patients early and reinforce appropriate testing at the moments when it could make a difference.

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Connecting fragmented patient signals

Relevant clinical and behavioral signals existed across different data sources. The challenge was to bring these signals together and translate them into timely, actionable HCP communications.

Reaching HCPs at critical decision points

Static campaign schedules could not account for where individual patients were in their diagnostic journeys. The company needed an approach capable of activating engagement when real-world signals indicated a potential need for additional testing.

The Solution

As part of Indegene's precision engagement capabilities, BioPharm Communications, an Indegene company, developed a data-driven omnichannel engagement program that connected real-world patient signals with personalized disease-state education for HCPs. Rather than relying on broad outreach, the program used insights from patient and laboratory data to identify key moments when educational information would be most relevant.

The solution included:

1

Three diagnostic intervention points

Patient and testing data were analyzed to identify critical moments in the diagnostic journey where educational engagement could support appropriate disease recognition and testing consideration.

2

Rules-based trigger activation

Business rules translated evolving patient signals into engagement triggers, ensuring HCPs received timely and contextually relevant communications.

3

Hyper-contextual disease-state education

Personalized content journeys delivered information about disease presentation, testing considerations, and diagnostic pathways, helping HCPs recognize potential patients and better understand available diagnostic options.

4

Omnichannel engagement orchestration

Triggered emails, display advertising, and digital experiences worked together to reinforce educational messages and maintain engagement throughout the diagnostic journey.

Together, these capabilities shifted engagement from broad-based outreach to a more precise model that connected patient signals, clinical moments, and HCP education to support earlier patient identification.

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Outcomes

By integrating patient-triggered insights with a personalized omnichannel engagement strategy, the program enabled more relevant and timely disease-state education for rare disease treaters. The approach drove meaningful HCP engagement, script lift, and consistently outperformed internal and industry benchmarks, demonstrating the effectiveness of data-driven educational outreach in supporting disease awareness among highly specialized audiences.

13%	16%	0.29%
Email open rate	Engagement rate	Display CTR

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