

Facilitating treatment escalation for a launch product

Escalating patients through the care pathway to facilitate treatment with a new asthma brand

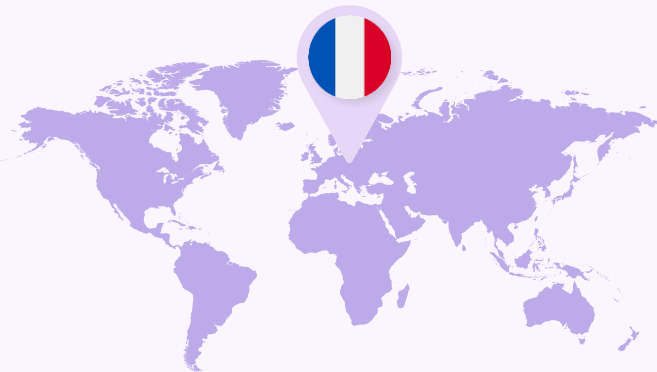
Scope

Geography: France

Supported drugs: Biologic Therapy

HCP reach: 6,200 pharmacists and 14,500 GPs

TA: Severe Asthma



Objectives

- Support a global pharmaceutical company in:
 1. Identifying uncontrolled asthmatic patients at point of care who have not yet been referred to a specialist.
 2. Prompting Healthcare professionals to consider referral to a pulmonologists for initiation of new treatment.



Clarivate contribution

- Designed an evidence-based clinical message aligned with France's stringent compliance and regulatory standards.
- Deployed the messaging campaign through a targeted network of 6,200 pharmacies and 14,500 GPs for 12 months.
- Measured Program Impact using a tailored methodology to assess increase on referrals and acceleration of this.



Client benefit / outcome

- Achieved 23% Increase in referrals to specialist rates comparing with historical periods.
- Achieved 15% reduction in average time to referral to specialist comparing with historical periods.

