

Case Study

AI-Powered HCP Targeting Drives Major Growth for Diabetes Device Brand

A top Continuous Glucose Monitoring (CGM) manufacturer partners with OptimizeRx to unlock 8.5% script lift and \$12.8M in incremental revenue through EHR-integrated omnichannel engagement

Challenge

In a crowded and competitive CGM market, a leading global diabetes device manufacturer sought to drive early adoption of its next-generation sensor. The goal: reach HCPs treating **uncontrolled Type 2 diabetes patients** – especially those already on GLP-1 therapy for 3-6 months – to educate them on the benefits of an advanced CGM sensor.

Challenges included:

- Precisely identifying HCPs treating the target population
- Differentiating from competitor CGM brands
- Addressing misconceptions about affordability and coverage
- Synchronizing marketing with field sales efforts

Results

From April to September 2024, the program delivered significant results:

Script Lift

+8.5%

among exposed HCPs

New Prescribers

1,086

with 48% new to the brand

Incremental NRx

12,473

new prescriptions

Revenue Impact

\$12.8M

incremental revenue – \$12.7M from sensors alone

Total Incremental TRx

34,924

Reach

130K+

NPIs identified and engaged

Impressions Delivered

29K+ (EHR) and

49K+ (social)

in the first 2 months

Why It Worked

- **AI-driven precision** ensured the right message reached the right HCPs
- **Workflow-native messaging** made it actionable
- **Omnichannel coordination** connected marketing and sales efforts
- **Real-time insights** from weekly NPI lists powered campaign agility

Solution

Partnering with a top healthcare media agency and OptimizeRx, the brand implemented our **AI-powered Dynamic Audience Activation Platform (DAAP)** to dynamically identify and engage high-value HCPs across both **EHR and social media** channels.

Key strategic actions included:



Using AI to generate **weekly prioritized HCP lists** based on treatment patterns, geography, and likelihood to prescribe



Leveraging the client's existing prescriber lists and layering on predictive analytics to find new targets



Delivering contextual messages directly **in-EHR workflows** and via social media, covering:

- Cost-effectiveness
- GLP-1 compatibility
- Device accuracy and innovation



Providing **custom HCP lists** to field reps for aligned sales outreach

This integration of real-time targeting with omnichannel delivery allowed for highly personalized engagement — exactly when and where HCPs were making care decisions.

Lessons Learned & What's Next

This campaign proved that AI-enabled audience targeting is more than a tactic — it's an engine for integrated commercial strategy. The brand team especially valued how the **weekly AI-generated HCP lists** could inform **all media buys and sales planning**, not just EHR engagement.

The initiative also strengthened sales enablement by giving reps intelligent lists aligned with marketing engagement — creating a powerful digital-to-field feedback loop.

Looking ahead, the brand plans to expand this approach to other product launches and optimize omnichannel orchestration using real-time audience intelligence.

Want to replicate this success for your medical device or life sciences brand? Contact OptimizeRx today to explore how we can help you identify, engage, and convert the HCPs who matter most — right at the point of care.