

# AI-Driven HCP Engagement Boosts Prescriptions for At-Risk Patients

How a Pharmaceutical Company and OptimizeRx Identified Progression Risk and Activated Early Intervention Through EHR Messaging

## Challenge

A pharmaceutical company aimed to support earlier intervention with one of its treatments by identifying and engaging healthcare professionals (HCPs) with patients showing early signs of a progressive condition – a key moment to support therapy selection. But in a crowded immunology space, where treatment delays are common, they needed a way to stand out with precise, timely outreach that would resonate at the point of care.

## Results

From July to December 2024, the campaign delivered measurable commercial impact:

NRx Lift	New Writers
<b>+12.2%</b>	<b>82</b>
among exposed HCPs	new-to-brand prescribers engaged
Total Incremental TRx	HCPs Reached
<b>2,929</b>	<b>1,753</b>
additional prescriptions generated	high-priority providers identified

These results highlight the value of predictive AI and EHR-integrated messaging in driving **script lift**, **new patient starts**, and **competitive differentiation**.


## Why It Worked

- **Precision targeting** focused on HCPs with high patient relevance
- **Workflow-native messaging** increased attention and trust
- **Real-time updates** ensured outreach remained aligned with care delivery


## Solution

The pharmaceutical company partnered with OptimizeRx to implement its AI-powered **Dynamic Audience Activation Platform (DAAP)**. The platform uses real-world data and predictive analytics to identify the right HCPs – at the right time – and deliver personalized EHR messages that can inform prescribing behavior.


### Key tactics included:




Identifying patients likely experiencing early symptoms of the progressive condition



Prioritizing HCPs treating these patients based on prescribing history and progression likelihood



Delivering treatment education in-EHR and across digital channels during active clinical decision-making



Generating dynamic, weekly HCP target lists using AI to ensure timely and contextual outreach

This approach enabled the pharmaceutical company to reach HCPs within their existing workflows – making messaging more actionable and aligned with real-time care decisions.

## Looking Ahead

The success of this program underscores the potential of AI-powered, omnichannel HCP engagement – particularly when timed to key inflection points in the patient journey.