

Case Study

AI-Powered EHR Messaging Drives Significant Rare Disease Treatment Referrals

Challenge

A leading pharmaceutical company sought to increase awareness and referrals for its newly approved treatment for a rare pediatric genetic disorder. The primary goal was to educate healthcare providers (HCPs), particularly general pediatricians, about the treatment and encourage them to refer eligible patients to specialists such as pediatric endocrinologists and geneticists for further evaluation and potential therapy. In the context of a crowded and complex rare disease landscape, the company faced the challenge of precisely targeting the most relevant HCPs, delivering timely and impactful educational content at the point of care, and effectively measuring the resultant impact on referral patterns.

Results

The EHR-integrated campaign demonstrated a significant positive impact on specialist referral behavior, especially for pediatric endocrinologists. The campaign's influence on referral patterns became increasingly evident over time, effectively reinforcing specialist engagement and improving access to specialty care for patients with rare diseases.

Key Outcomes:

23x higher Overall Referral Rate in the test group compared to the control group.

110x increase in Pediatric Endocrinology Referrals in the test group versus the control group.

~6x increase in Pediatric Genetics Referrals in the test group

Solution

The OptimizeRx AI-Powered Dynamic Audience Activation Platform (DAAP)



Predictive Targeting

- Utilized AI-powered Dynamic Audience Activation Platform (DAAP) with real-world data and machine learning to accurately identify HCPs treating patients likely to be eligible for the treatment.
- Targeting was based on crucial factors like patient age, diagnosis, and prescribing history to ensure precision



Workflow-Integrated Messaging

- Delivered relevant educational content directly within HCPs' electronic health record (EHR) workflows.
- Ensured information was readily accessible to HCPs at the critical point of clinical decision-making



Referral Tracking & Performance Measurement

- Implemented a robust system to monitor referrals to pediatric endocrinologists and geneticists.
- Applied specific business rules to isolate new referrals directly driven by the campaign.
- Employed a test-control methodology and provided monthly reporting for transparent insight into the campaign's impact on referral volumes, specialty engagement, and time to specialist consultation