



# Engage Target HCPs with Your Brand Messaging

Omni-channel marketing is an increasingly important component of brand promotion. Smart pharma companies are deploying consistent, interconnected cross-channel messaging, taking physicians on a journey of discovery as they become familiar with a brand's value.



**Skipita, the leading social network of online medical communities for verified HCPs, helps your brand team find, engage and educate high-value HCPs. With Skipita, your team can:**



## Serve Relevant Content to the Right HCPs

Share your product differentiators, efficacy data or coverage information with HCPs who are already engaged online, browsing Skipita's specialty-specific communities. We'll match your target HCPs to our NPI database and deliver your messaging within the right communities. We can even establish a micro-community focused on your specific indication to attract greater interest from specialists.

## Expand Your HCP Target List

Broaden your target list to incorporate additional care team members, HCPs who treat patients at the same facilities, top treaters based on patient volume, and pharmacists practicing in infusion centers, among other segments. By leveraging lab and claims data, the Skipita team can help you identify key targets for non-personal promotion. For example, we expanded one client's audience from 10K to 80K HCPs, leading to a significant lift in prescriptions.



## Reinforce In-Person Engagement

Ensure all providers are well-informed about your brand with HCP segmentation lists, which let your brand team leverage different content for different segments. For HCPs who have already visited with sales, deliver wrap-around messaging a few weeks after in-person meetings to reinforce your brand's value proposition. Create more comprehensive content for HCPs who have not yet been contacted directly.

## Involve HCPs in Peer-to-Peer Education

Jumpstart HCP conversations with interactive quizzes, Q&A sessions with key opinion leaders, videos and more. Address HCP perceptions about the safety of a drug class, or the accessibility of medical benefit therapies within your indication. Non-branded content provides the opportunity for peers to educate one another on topics relevant to your brand, without the need for medical-legal review.



## Tailor Messaging Based on HCP Engagement

Track HCP engagement in brand campaigns, Skipita content, or third-party websites to trigger next-best messaging. We collaborate with your brand team to monitor omnichannel engagement, deliver feedback and provide relevant follow-up content to HCPs who engaged with previous touchpoints. Deploy targeted messaging to move HCPs down the right path.

## Use Real-World Data Triggers for Timely Contact

Contact HCPs at the ideal moment by leveraging real-world data triggers from prescription claims, lab orders and results, and unstructured EMR notes. We can incorporate your choice of RWD-informed trigger files, along with client target lists, to publish an in-stream post or send a sponsored email to an HCP who has just ordered a relevant lab test for a patient with the right disease sub-type, for example.



## Publish Your Dynamic Coverage Data Engagement

Promote your brand's coverage data directly to relevant HCPs within a specialty-specific Skipita community's newsfeed. We can mirror your brand's website within Skipita, allowing HCPs to look up patient plans and view real-time coverage and restriction information without leaving the site. Market access banners advertising your brand's coverage can follow Skipita users to other websites as desired.

## Reach HCPs Who Are Already in Active Listening Mode

When your brand advertises in one of Skipita's 50+ specialist communities, your messaging is surrounded by relevant editorial content, from news articles to peer-led discussions. At Skipita, we reach HCPs when they're already engaging in educational activities, which means they're more receptive to your content.

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