

CASE STUDY:

Pharmaceutical Company Is Now Able to Target Likely Patients and Caregivers



Challenge

HIPPA compliance has made it challenging for marketing agencies, healthcare and pharmaceutical companies to market treatments directly to patients experiencing a health issue. Up until now, agencies and healthcare companies have had to often rely on basic audience targeting like demographic information (e.g. looking to certain populations and age groups that are more commonly afflicted by a certain disease). The pharmaceutical company wanted to identify and target social audiences who were likely undergoing treatment for multiple sclerosis (MS) to educate them about a new treatment.

Solution

- Using Silhouette, the client was able to identify patients likely diagnosed with MS and their caregivers based on their interactions around MS related content across social and community platforms.
- With Silhouette as the primary data input, the client was able to understand their prospective customers, while decoupling any and all personal identifiable information from the marketing system for HIPPA compliance.
- The client could then create modeled audiences through Silhouette to launch compliant paid media campaigns across various channels.

Result

With social audience insights, the pharmaceutical company could now highly target ad spend and messaging to likely diagnosed individuals and their caretakers with the latest research and treatment updates available while remaining HIPPA compliant.