

Beyond Click Rates

Leveraging Observed Online HCP Behavior in the Infectious Disease Marketplace

SITUATION

A leading drug manufacturer in the Infectious Diseases space was faced with a conundrum: How can a manufacturer optimize online content delivery to healthcare professionals (HCPs)? The manufacturer suspected that HCPs were more inclined to seek information on non-pharmaceutical websites and this behavior seemed to divert HCPs from engaging directly with their websites.

With the Infectious Diseases market becoming increasingly competitive and new players rapidly entering the space, understanding why HCPs seek information elsewhere is vital. The research findings were anticipated to drive impactful business decisions and secure funding to enhance the HCP online experience, subsequently improving the brand image and product sales.

CHALLENGES

While HCP market research had been conducted previously, pharmaceutical website engagement metrics to date did not align with HCP's self-stated preferences. Therefore, the primary challenge laid in bridging the gap between HCPs' self-stated preferences and observed real-world behaviors. The study sought to answer the following key business questions:

- What specific types of information are HCPs seeking online, and is this information easily available to them?

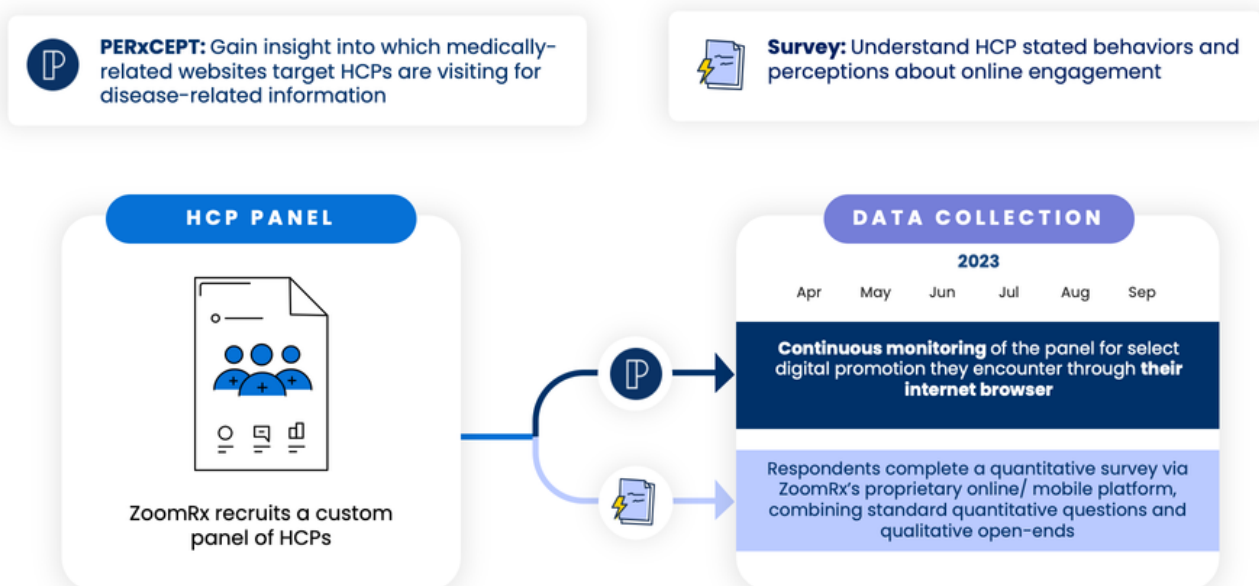
- Does HCP engagement with pharmaceutical websites vs. non-pharmaceutical websites differ and if so, how?
- What does the user journey to a pharmaceutical website typically look like, and how does this differ vs. non-pharmaceutical sites?

SOLUTION

The research approach recognised the inherent biases in self-reporting and was specifically designed to tackle the challenge of understanding HCPs' actual online behavior. The significance of providing accurate data to guide critical decisions, especially in the context of expensive website development was acknowledged. It combines two pivotal components:

- (i) PERxCEPT, ZoomRx's proprietary omnichannel tracking solution, and
- (ii) a quantitative primary market research survey

Sample Study Concept & Flow



PERxCEPT's unique methodology grants unfiltered access to observe all online healthcare content encountered by HCPs within a target list of interest in real-time. In contrast, a well-designed survey uncovers content recall, latent attitudes, and perceptions. This dual approach seamlessly integrates observed real-world behaviors and self-reported data from the same set of HCPs to uncover unique insights inaccessible by either methodology in isolation.

Using browsing data collected from over 175+ PCPs, ZoomRx used advanced NLP to focus exclusively on web pages harboring pertinent disease-specific information. The approach extended beyond pharmaceutical websites to encompass other non-pharmaceutical websites as well.

Beyond traditional metrics like time spent browsing the website and frequency of visits, PERxCEPT methodically traced HCPs' browsing paths, understanding the steps that led them to each disease-relevant webpage. This examination also extended to HCPs' subsequent actions, revealing the subsequent webpages and content encountered in the same browsing session. Insights into the specific topics and types of information that captured the attention of HCPs on both manufacturer websites and non-pharmaceutical platforms were also gained.

In parallel, the quantitative survey enabled a comprehensive understanding of HCP preferences and perceptions regarding online engagement. Facilitated by ZoomRx's proprietary mobile survey platform, this survey seamlessly blended quantitative assessments with a qualitative exploration of behavioral drivers. Collecting HCP feedback on personal and non-personal promotion, messaging stickiness, preferred digital channels, and competitive dynamics helped increase the understanding of the various factors influencing online behavior.

RESULTS

In the survey, most HCPs preferred non-pharmaceutical websites, but PERxCEPT data revealed that they spent much more time than stated on these sites compared to pharmaceutical websites. **Leveraging HCPs' positive perception of specific non-pharmaceutical websites could bolster the credibility of their own site by collaborating with them.**

According to HCPs, **pharmaceutical manufacturer websites were their preferred choice for brand-specific information.** However, they tended to **favor non-pharmaceutical websites for gaining disease-level insights, accessing Continuing Medical Education (CME), and seeking networking opportunities.** PERxCEPT data revealed that pharmaceutical websites served as a hub for HCPs to perform product-related ordering tasks, check patient eligibility criteria, and obtain dosing and scheduling information.

To engage HCPs effectively, manufacturers should prioritize clear dosing, scheduling details, and safety information on their websites.

Beyond the insights gained into HCP behavior, the study provided actionable insights by benchmarking the client's branded website to that of its key competitors. HCPs accessed the manufacturer's website differently than competitors who relied heavily on paid search, suggesting the need to explore alternative channels for improved traffic.

The unique approach involving PERxCEPT enabled the client to uncover crucial insights into HCPs' preferences for non-pharmaceutical websites, their specific information needs, and the need for visual and navigational improvements on their manufacturer's website. Armed with these insights, the client could now take strategic actions to enhance their digital presence and improve the HCP online experience

To know more about how PERxCEPT can help you, reach out to

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