

## CASE STUDY: Re-engaging HCPs in Whitespace Territories with QBlast™ and QPharmaRx™

### Background:

A pharmaceutical manufacturer faced challenges in providing support and promotional materials to HCPs in whitespace and vacant territories due to recent acquisition, salesforce changes, and vendor transitions. This resulted in confusion and frustration among HCPs seeking samples, coupons, and other promotional items. The client needed an effective communication plan and a long-term solution to re-engage these HCPs.

### Challenge:

- **Territory Coverage:** Ensuring HCPs in vacant and whitespace territories received equal support.
- **Communication Breakdown:** Addressing confusion caused by recent acquisition and salesforce changes.
- **Re-engagement:** Re-establishing trust and communication with HCPs in under-served areas.

**The client needed a strategic communication plan to inform, educate, and re-engage HCPs in vacant territories. Additionally, they required a long-term, flexible solution allowing HCPs to request samples and promotional materials conveniently.**

### QPharma's Solution:

QPharma proposed a comprehensive solution combining QBlast and QPharmaRx. The communication plan included QBlast emails to inform HCPs of the upcoming QPharmaRx portal, along with downloadable, pre-populated sample request forms (SRFs). These emails were sent bi-weekly to non-responding HCPs, with follow-up communications for those who submitted SRFs. Upon the portal's launch, targeted emails with registration links were sent, allowing HCPs to quickly register by confirming pre-populated information. A trained call center was available to assist with sample requests, answer questions, and facilitate product inquiries.

### Titanium® Results:

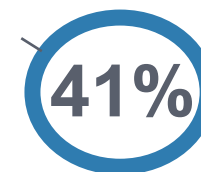
**Swift Execution:** Initial communication plan executed within 3 weeks.

**Rapid Deployment:** QPharmaRx portal launched within 6 weeks.

**High Engagement:** 79% of HCPs registered on QPharmaRx.

**Significant Response:** Over 2,000 SRFs processed in the first week.

% of HCPs  
returned SRFs in  
first week



% of HCPs  
registered on  
QPharmaRx™

