Rx EDGE Medis Network builds psoriasis awareness to boost prescription sales

Summary/Background

The brand team for one psoriasis medication pursued a strategy to inform and educate the public about psoriasis and treatment options. The strategy’s chief component was to motivate consumers to learn more about the disease and better understand the potential benefits of drug treatment for managing symptoms and bringing long-term relief.

Objectives

The key objective was to inform pharmacy customers with possible psoriasis that their condition isn’t just a dry skin problem or rash and they could benefit from a prescription medication.

Premium Location

Product information dispensers were placed in 5,300 retail pharmacies in aisles containing hydrocortisone products, such as Cortaid, to reach the intended self-treating patient audience.

Results

Average Lift in Script Volume 7.3

Average ROI $5.00

Full case study available at rxedge.com
For more information, contact Kathleen Bonetti at 847.879.6036 or kathleen.bonetti@rx-edge.com