

ENGAGING HIGH VALUE ONCOLOGISTS

New HER-2 Treatment Modality

THE CHALLENGE

Kadcyla was the first targeted HER-2 for metastatic breast cancer and as such a novel therapeutic approach to treatment.

The objective was to educate heavily promoted oncologists and change their prescribing habits while delivering content-rich messages.

THE SOLUTION

M3 developed a custom Alert focused on identifying appropriate patients who would benefit from Kadcyla therapy.

The program ran for two months and was followed up by a survey to participating oncologists.

THE RESULTS **Alert Title:** Which of your patients may benefit from KADCYLA?

The program goal was 3,000 engagements and 3,081 billable engagements were delivered.

Survey was live from March 21st-April 18th, 2017

