

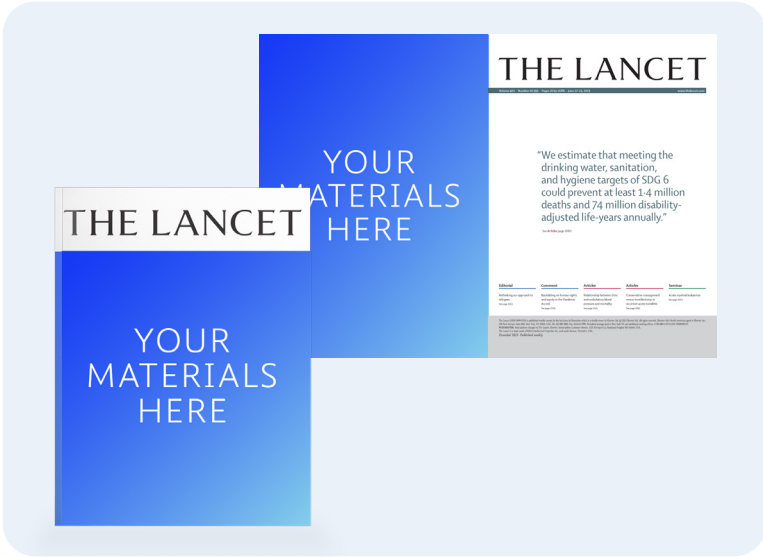
Elsevier | Pharma & Life Sciences Solutions

Cover Wraps

CASE STUDY

BACKGROUND

IQVIA conducted a test assessment of a Cover Wrap Program over eight months to demonstrate the influence of the program on the prescribing behavior of healthcare professionals (HCPs).



3,753
HCPs participated in the test:

271
belonged to a target audience assigned as Primary Target Specialty

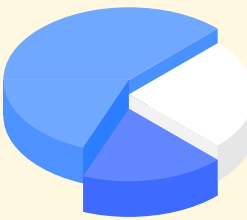
1,929
were Primary Care Providers

1,236
were Nurse Practitioners or Physician Assistants

317
belonged to all other Specialties

RESULTS

Cover wraps increase total prescriptions

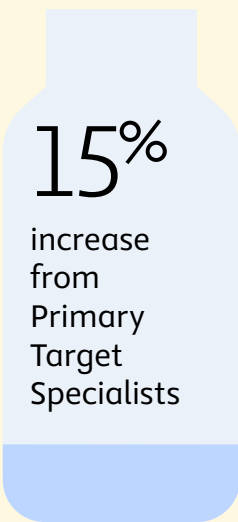


11:1
Return On Investment

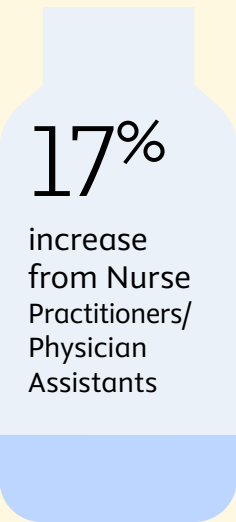


4,345
more prescriptions vs. control group

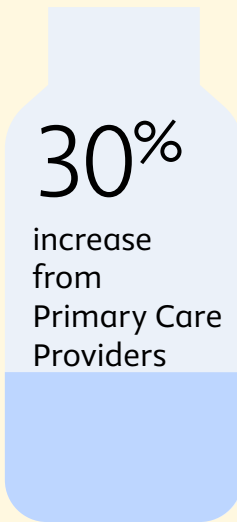
Regardless of specialty, journal exposure, or decile, HCPs showed a significant increase in New Prescription metrics compared to the control group.



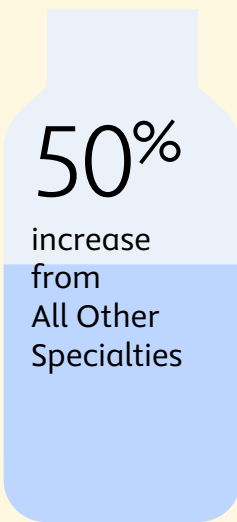
15%
increase from Primary Target Specialists



17%
increase from Nurse Practitioners/Physician Assistants

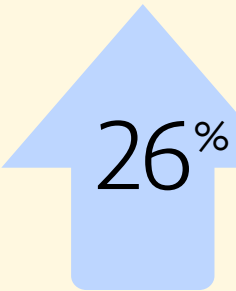


30%
increase from Primary Care Providers

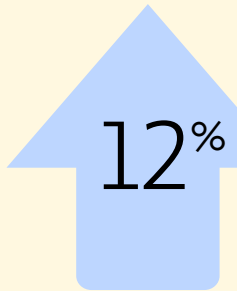


50%
increase from All Other Specialties

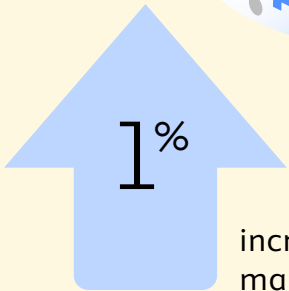
HCPs exposed to the Cover Wrap Program showed significant increases across all New Prescription metrics



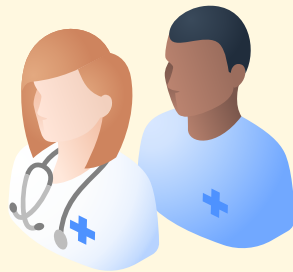
26%
increase in prescriptions per HCP



12%
increase in prescriber penetration



1%
increase in market share



Keep your product top of mind

Cover wraps help you maximize the return on your advertising investment by ensuring your offer stays top of mind for prescribing HCPs. The cover wrap position gives your product maximum visibility and attracts your target audience's immediate attention, significantly increasing the number of total prescriptions.



Client Product of Interest Cover Wrap Program Promotional Evaluation, IQVIA, 2023



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