

# Health Union's Patient Activator Solution Drove a 7:1 ROI for Life Science Brand

*Migraine medication brand generated **\$21.3M+ in incremental revenue** with Patient Activator, Health Union's innovative Onsite/Offsite Media Product.*

## Background

Health Union empowered a Life Science brand to break through the competitive migraine space with a DTC campaign synergizing endemic content alignment on Migraine.com and omni-channel 1P reach at scale.

Leveraging Health Union's fundamentally unique OP/1P data (collected with consent from real interactions with condition communities), the program was optimized around the brand's unique target persona.

## Opportunity: The "Best of Both Worlds"

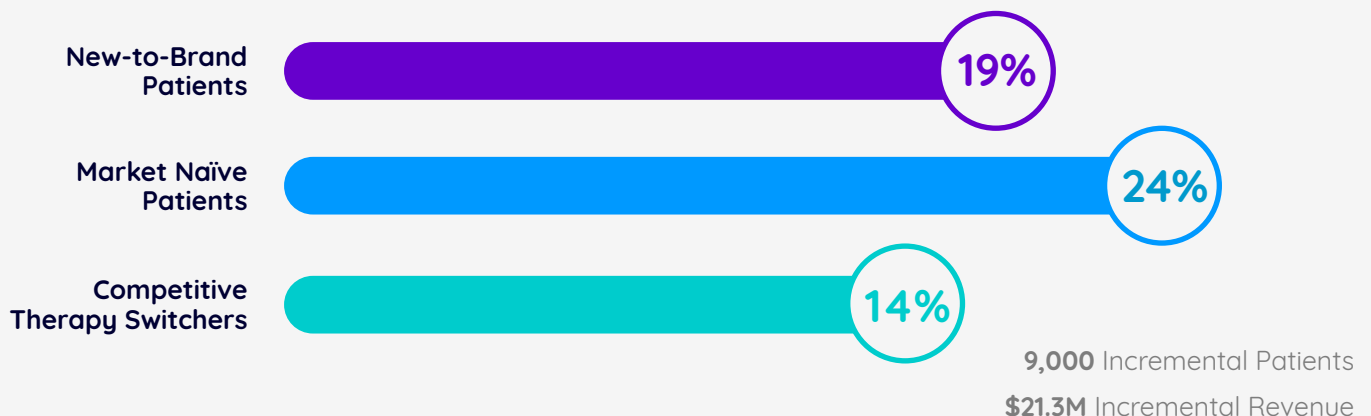
Health Union's Patient Activator program for this brand was expertly designed to:

- Activate target migraine patients wherever they are on Health Union's Migraine.com community or across the web.
- Measure the impact of combining endemic condition-specific contextual targeting and non-endemic, 1P audience targeted media exposure on Rx conversion.

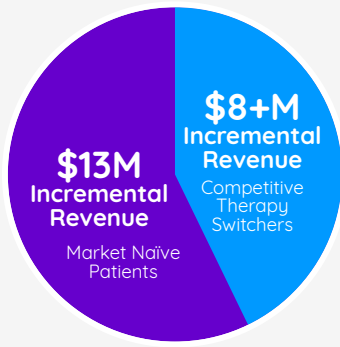
## Results

Over the course of 8 months, the Patient Activator campaign reached nearly **2.5 million qualified patients** (diagnosed or treating for migraine), and unlocked **\$21.3 million incremental revenue** for the brand. The program drove nearly **9,000 incremental new-to-brand patients, a 19% lift vs. control**.

### Brand Lift Over Control



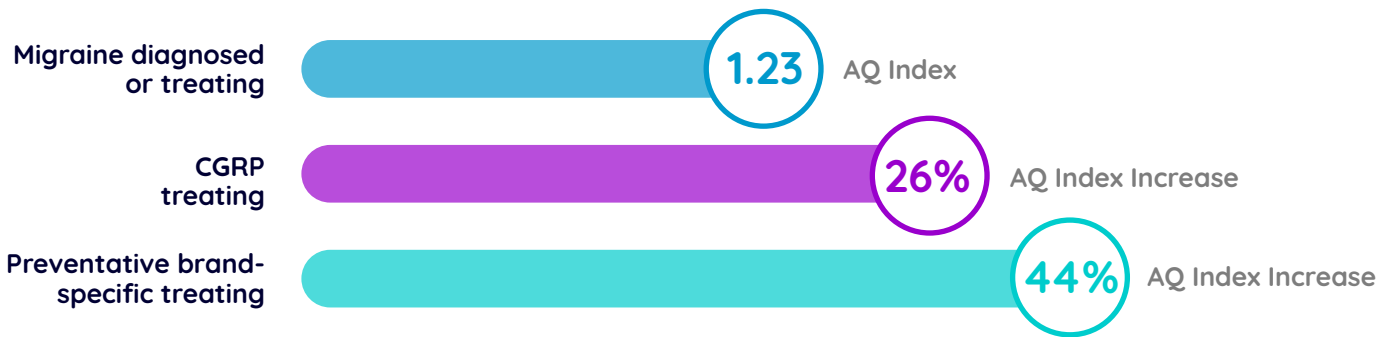
## Incremental New-To-Brand Converting Patients



On top of the \$21.3 million incremental revenue, the Migraine.com program had a significant lift on patients continuing treatment, **adding another \$2.3 million in value from treatment continuation.**

On average, patients exposed to the Patient Activator campaign converted 3 days faster than control patients, and new-to-brand lift continued to increase throughout the duration of the campaign, showcasing the impact and scalability of the Migraine.com on-site and audience extension programs.

The more granular the audience definition, the better **Migraine.com** performed, showing Health Union’s ability to zero in on hyper-targeted condition audiences.



Health Union’s **Patient Activator solution** is a game-changing, high conversion solution for brand partners looking to align with vibrant condition-specific content while also efficiently reaching 1P audiences with precision and scale.

As the go-to resource for condition-specific online communities, Health Union provides patients with support, validation, and information across our 45+ community sites, including Migraine.com. Our deep engagement enables us to collect unmatched OP/1P data – gathered transparently and with consent – through daily interactions in our communities. With our advanced data infrastructure, we turn patient-generated actions into powerful 1P-based solutions. Our innovative, data-driven programs offer endless opportunities to engage condition audiences through impactful content, influencer, and scaled media experiences, driving improved outcomes for both patients and our partners.



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Source:  
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- Market Naïve: Patients with no market Rx fill or administration within the defined look back period.
- Competitive Therapy Switch: Patients who have had at least one Rx fill or administration for a competitive brand within the defined look-back period. Competitive products include Triptans, CGRPs, and Others with Migraine Dx.

