

PHYSICIAN ENGAGE

OMNICHANNEL HCP ENGAGEMENT, TRIGGERED BY DIAGNOSTIC EVENTS

OVERVIEW

When treatment decisions are already in progress, broad campaign timing is too slow and too disconnected from the patient journey. Biopharma teams need a way to reach the HCP managing a therapy-eligible patient while clinical decisions are still forming.

Physician Engage solves that gap by using real-time diagnostic intelligence from Signal to identify therapy-relevant diagnostic events and the HCP managing the patient. Relevant, expert-developed education is then delivered through trusted digital peer-to-peer channels in as little as 24 hours of a diagnostic result, supporting interpretation, referral, and treatment consideration at the moment the information can still influence action.

Engagement

Reach the right HCP while treatment decisions are still forming, using diagnostic events to trigger timely education instead of relying on broad audience assumptions.

The result

More timely, relevant HCP engagement that reaches treating HCPs while decisions are still forming—with clearer visibility into how engagement supports therapy adoption.

BENEFITS

TRIGGER

Powered by Signal, engagement is activated by diagnostic activity, not retrospective targeting or broad campaign cycles.

TARGET

Connect with the HCP actively managing a therapy-eligible patient, ensuring outreach is relevant to the decision being made.

EDUCATE

Deliver subject-matter expert-developed content through trusted, opt-in digital, and peer-to-peer HCP channels.

MEASURE

Track engagement performance and downstream adoption through DXRX, giving teams visibility into impact.



IMPACT & OUTCOMES

Reach HCPs in as little as 24 hours of a diagnostic result.	→	Signal enables near real-time identification of therapy-relevant diagnostic results, allowing Physician Engage to activate outreach while treatment decisions are still being formed.
Increased HCP engagement events.	→	By triggering outreach based on confirmed patient results, Physician Engage consistently achieves engagement rates significantly above industry benchmarks.
Identify HCPs actively managing therapy-eligible patients.	→	Signal connects diagnostic events to the treating HCP, reducing reliance on broad targeting and improving engagement efficiency.
Track engagement and downstream adoption through DXRX.	→	Visibility into how HCP digital engagement contributes to treatment uptake.
Reduce wasted outreach by focusing on high-value HCPs.	→	By identifying which HCPs are managing eligible patients, Physician Engage reduces reliance on broad targeting and improves engagement efficiency.
Accelerate therapy uptake.	→	Daily diagnostic signals engage HCPs at the moment a result is returned—aligning outreach to clinical decision-making and driving faster therapy uptake than industry benchmarks.

PRODUCT ECOSYSTEM

Physician Engage is a Diaceutics Engagement Solution, turning diagnostic intelligence into Signal-led HCP digital engagement.

