

Enhancing Dry Eye Management Awareness: A Digital Campaign Success on Hidoc Dr.

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ABSTRACT

Dry eye disease is a common yet underrecognized condition that significantly impacts the quality of life of affected individuals. To address this challenge, a six-month digital marketing campaign was conducted using the Hidoc Dr. platform to educate and engage healthcare professionals (HCPs), particularly ophthalmologists, in India. The campaign employed an omni-channel strategy that combined Hidoc Dr. with email, SMS notifications, and website promotions to deliver tailored educational content. Key metrics, including impressions, clicks, and click-through rates (CTR), were tracked alongside pre-, mid-, and post-campaign surveys to assess its impact. The campaign reached 16,500 unique HCPs weekly, achieved 408,837 total impressions, and generated 44,363 clicks, culminating in an exceptional CTR of 11%. Survey feedback highlighted a positive shift in awareness and prescribing practices for dry eye management. These results demonstrate the effectiveness of digital platforms like Hidoc Dr. in advancing medical education and promoting clinical innovation.

Keywords

- Dry Eye Disease
- Healthcare Professionals
- Digital Campaign
- Hidoc Dr. Platform
- Medical Education
- Omni-Channel Strategy
- Click-Through Rate
- Ophthalmology Awareness

I. INTRODUCTION

Dry eye disease is defined as a "multifactorial disease of the tears and ocular surface that causes discomfort, visual disturbance, tear film instability, and potential ocular surface

damage." It is a prevalent condition impacting millions globally, often leads to discomfort and diminished quality of life. Addressing this challenge requires increased awareness and education among healthcare professionals (HCPs). A six-month campaign on the Hidoc Dr. platform was launched to inform and engage ophthalmologists and other HCPs in India about advanced solutions for dry eye management. This initiative highlighted the platform's effectiveness as a reliable channel for healthcare education and communication.

II. METHODOLOGY

The campaign leveraged Hidoc Dr., a leading medical learning platform, as the primary medium for engagement. Additional outreach channels, including website promotions, email campaigns, and SMS notifications, supported the initiative. The campaign shared tailored, benefit-driven content focusing on innovative management options for mild, moderate, and chronic dry eye symptoms. Pre-, mid-, and post-campaign surveys were integrated to assess the campaign's impact on awareness, prescribing behavior, and brand perception. Key performance metrics such as reach, impressions, clicks, and click-through rates (CTR) provided insights into the campaign's effectiveness.

III. RESULTS

The results of the six-month campaign conducted on the Hidoc Dr. platform were remarkable, underscoring the effectiveness of digital tools in healthcare communication. Here's a detailed breakdown of the key outcomes:

- **Extensive Engagement:** The campaign reached 16,500 unique healthcare professionals (HCPs) weekly. This consistent engagement highlights the strength of the Hidoc Dr. platform in maintaining ongoing interaction with a

targeted audience of ophthalmologists and other HCPs. The sustained weekly reach ensured that the campaign messages were delivered repetitively, reinforcing their impact and encouraging deeper engagement.

- **Widespread Visibility:** The campaign achieved a total of 408,837 impressions. This metric reflects the number of times the campaign's content appeared before HCPs, indicating strong visibility across the digital channels used. Repeated exposure to the campaign material contributed to better retention of the key messages about advanced dry eye management solutions.
- **High Interaction Rates:** With a total of 44,363 clicks, the campaign demonstrated a high level of interest among HCPs. This significant number of clicks suggests that the content was not only visible but also compelling enough to prompt active engagement. It indicates that the campaign effectively addressed the educational needs of HCPs, motivating them to explore the shared information further.
- **Exceptional Click-Through Rate (CTR):** The campaign achieved an impressive CTR of 11%. For context, the typical benchmark CTR for digital marketing campaigns in the healthcare sector ranges between 2% and 3%. This achievement underscores the success of the content strategy in resonating with the target audience. A CTR of this magnitude highlights the campaign's ability to connect with HCPs meaningfully, driving them to take action, such as learning more about dry eye management.
- **Behavioral Impact:** Feedback from surveys conducted during the campaign revealed a notable improvement in HCPs' awareness of dry eye management solutions. Many participants reported a positive shift in their prescribing habits and a greater understanding of the therapeutic options available for mild, moderate, and chronic dry eye conditions.

These results demonstrate the power of a well-executed digital campaign in driving both awareness and engagement among HCPs. By combining the strengths of the Hidoc Dr. platform with a robust omni-channel strategy, the initiative succeeded in delivering impactful, educational content that resonated with its audience.

The outcomes of this campaign set a benchmark for future healthcare-focused digital initiatives, showcasing how thoughtful strategies

and targeted platforms can lead to measurable improvements in awareness and clinical practice.

IV. DISCUSSION

The success of this campaign underscores the value of Hidoc Dr. as a key tool for HCP engagement. (2) By providing a trusted platform for delivering educational content, the campaign fostered increased awareness and improved prescribing practices for dry eye management. The high level of interaction and positive feedback demonstrates the platform's capacity to address the informational needs of HCPs effectively, paving the way for better patient outcomes.

V. CONCLUSION

This campaign exemplifies the transformative potential of digital platforms like Hidoc Dr. in healthcare communication. By combining tailored content with an omni-channel strategy, the initiative successfully enhanced dry eye awareness among HCPs. As the healthcare landscape continues to evolve, platforms like Hidoc Dr. are poised to play a critical role in bridging the gap between clinical advancements and everyday practice, empowering HCPs to deliver exceptional patient care.

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