

REVITALIZING ICS + SABA THERAPY IN ASTHMA MANAGEMENT: A HIDOC DR DIGITAL CAMPAIGN CASE STUDY FROM KERALA, INDIA

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ABSTRACT

Inhaled corticosteroids (ICS) combined with short-acting β 2-agonists (SABA) are foundational in asthma management, especially following updates to the Global Initiative for Asthma (GINA) 2023 guidelines. This case study evaluates a six-month omnichannel digital campaign executed by Hidoc Dr., aimed at increasing physician awareness of Beclomethasone + Levosalbutamol therapy in Kerala. The campaign achieved a reach of 8,517 healthcare professionals (HCPs), over 533,000 impressions, and more than 30,000 clicks, maintaining a click-through rate (CTR) of 6%. This demonstrates the effectiveness of clinical education campaigns in enhancing therapeutic adherence and knowledge dissemination through digital platforms.

Keywords: Inhaled Corticosteroids (ICS), Short-Acting B2-Agonists (SABA), Beclomethasone + Levosalbutamol, Omnichannel Digital Campaign, Hidoc Dr.

1. INTRODUCTION

Asthma is a chronic inflammatory respiratory disease affecting approximately 34–40 million individuals in India. While short-acting β 2-agonists (SABAs) have traditionally been the first line of treatment for intermittent asthma, growing evidence and updates from the GINA 2023 guidelines now advocate for early introduction of inhaled corticosteroids (ICS), even in mild asthma cases, to reduce exacerbation risks and improve long-term outcomes. (1)

The fixed-dose combination of **Beclomethasone (ICS)** and **Levosalbutamol (SABA)** provides both rapid symptom relief and long-term airway inflammation control. However, awareness and adoption of this combination therapy among general practitioners and consulting physicians remain suboptimal due to lingering preferences for SABA monotherapy or outdated practice models. (2, 3)

To address this gap, a digital campaign was implemented by **Hidoc Dr.**, targeting physicians in Kerala one of India's most digitally literate states to re-establish the clinical relevance of ICS + SABA therapy.

Campaign Overview

The campaign, executed between **January 10 and June 26, 2025**, aimed to:

- Reinforce the scientific rationale behind ICS + SABA therapy.
- Increase awareness of guideline-aligned asthma care practices.
- Engage physicians through sustained, evidence-based digital content.

Target Audience

Category	Count
General Physicians	6,623
Consulting Physicians	1,894
Total Reach	8,517 HCPs

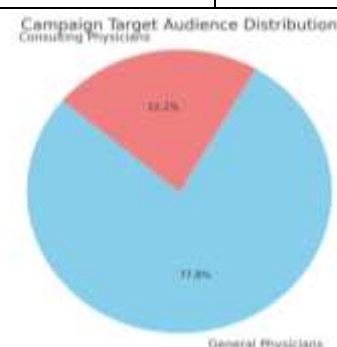


Figure 1: Pie chart showing the distribution of the campaign's target audience - General Physicians and Consulting Physicians.

These physicians represent the key decision-makers for asthma treatment in outpatient and semi-urban Indian settings.

2. METHODOLOGY

The campaign utilized an **omnichannel digital strategy** with nine sequential banner creatives deployed across:

- **Hidoc Dr. App**
- **Hidoc Dr. Website**
- **WhatsApp Broadcast**
- **Email Campaigns**
- **SMS Notifications**

Each creative was educational in nature, integrating updated GINA guidance, real-world evidence, and pharmacological rationale for dual-action ICS + SABA therapy. Engagement was measured through reach, impressions, clicks, and CTR.

Campaign Analytics

Table 1: Digital Campaign Performance Metrics

Metric	Value
Reach	8,517 HCPs
Impressions	533,822
Clicks	30,156
CTR (Click-Through Rate)	6.0%

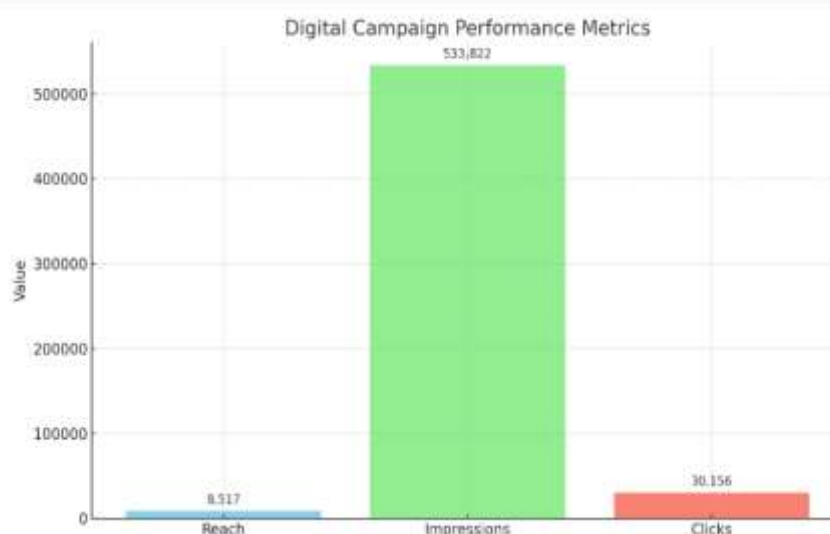


Figure 2: ICS + SABA Campaign Reach Distribution

The majority of campaign effort focused on delivering educational impressions, while substantial engagement (30K+ clicks) indicated strong interest in the content.

Key Highlights

- **Comprehensive coverage** of 8,517 physicians across Kerala.
- **533,822 educational impressions** through nine banner phases.
- **30,156 clicks**, reflecting high physician engagement.
- **6% CTR**, outperforming digital pharma benchmarks (typically 2–4%).
- **Omnichannel approach** facilitated repeated brand message exposure and reinforcement.
- **Clinical content** aligned with GINA 2023 guidelines supported knowledge translation.

3. DISCUSSION

1. Clinical Relevance and Content Impact

The campaign emphasized the role of ICS + SABA therapy in **mild-to-moderate asthma**. Historically, SABA monotherapy was overprescribed, but newer evidence confirms that ICS addition reduces exacerbations and

hospitalization risk. By focusing on **Beclomethasone + Levosalbutamol**, the campaign addressed a critical therapeutic gap in primary care settings.

Each creative detailed:

- Mechanism of action
- Clinical trial data
- Step-up/step-down therapy models
- Comparison with monotherapy regimens

2. Digital-First Execution

The **multi-platform dissemination** ensured visibility across physicians' preferred communication channels, with WhatsApp and App notifications showing the highest engagement rates. This digital presence overcame geographical and logistical barriers to traditional CME or field-based engagements.

3. Regional Targeting Efficiency

Focusing solely on **Kerala** allowed the campaign to concentrate resources efficiently. Kerala's physicians are early adopters of digital tools and open to updated guideline-based content. This made the state an ideal pilot zone to test long-duration digital campaign models.

Table 2: Benchmark Comparison

Metric	ICS + SABA Campaign	Industry Digital Campaign Average
HCP Reach	8,517	4,000–6,000
Impressions	533,822	100,000–300,000
Clicks	30,156	8,000–15,000
CTR	6.0%	2.0–3.5%

The campaign **outperformed industry benchmarks** on every key engagement parameter.

Limitations

- The campaign was limited to one state (Kerala), which may not fully represent pan-India HCP behavior.
- Clicks do not confirm prescription behavior change; follow-up real-world prescription audits would strengthen ROI data.
- Campaign duration, while effective, required sustained content freshness and novelty to maintain high engagement.

4. CONCLUSION

This ICS + SABA digital campaign showcased the value of sustained, omnichannel education in promoting evidence-aligned clinical practices.(4,5) The use of **generic nomenclature**, **data-backed creatives**, and **clinical storytelling** delivered through **Hidoc Dr.'s robust digital infrastructure** enabled deeper, more meaningful physician engagement.

With over **30,000 clicks**, a **6% CTR**, and **100% target coverage** of general and consulting physicians across Kerala, the campaign proved that even legacy therapies when repositioned through updated clinical rationale and modern delivery channels can achieve significant revitalization in prescriber mindset.

Hidoc Dr. emerged as a key enabler in this success, offering:

- A **highly targeted HCP network** with verified, specialty-segmented physicians.
- A **multi-format engagement model**, including app banners, WhatsApp, emails, and SMS.
- **Real-time analytics tracking** for continuous campaign optimization.
- A reputation as a **trusted educational source** among Indian doctors.

Together, these factors positioned Hidoc Dr. not just as a digital ad platform, but as a **strategic partner in clinical education** bridging the gap between medical science and frontline practice. This campaign stands as a model for future digital initiatives aiming to drive clinical transformation at scale.(6)

Future Implications

- Such digital frameworks can be **replicated for other chronic therapies** where guideline updates outpace real-world physician adoption.

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- **Omnichannel campaigns** should be increasingly preferred over mono-format strategies.
 - Future campaigns may integrate AI-based personalization, real-time feedback loops, and prescription tracking.

5. REFERENCES

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