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Driving Pediatric Engagement: A Digital Success Story with Bacillus clausii (spores)

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Abstract : This article analyzes the performance and outcomes of the Bacillus clausii (spores) Digital Marketing Campaign, executed in collaboration with Hidoc Dr., India's leading digital learning platform for doctors. The three-month initiative targeted healthcare professionals (HCPs) across India, particularly pediatricians, with the goal of improving brand awareness, perception, and engagement for Bacillus clausii (spores), a trusted probiotic therapy. Leveraging Hidoc's omnichannel physician engagement network, the campaign delivered measurable outcomes — reaching 6,084 doctors, generating 8,636 impressions, and achieving 610 clicks with a 7% CTR. The project validated the impact of structured, compliant, and data-driven digital outreach in advancing healthcare communication.

IndexTerms **- probiotic therapy promotion, digital healthcare marketing, pediatric engagement, omnichannel doctor communication, Hidoc Dr. platform, healthcare digital analytics, physician education, brand awareness, digital medical outreach.**

I. INTRODUCTION

1.1 Background

Bacillus clausii (spores), a leading probiotic formulation, is widely prescribed for restoring intestinal flora balance and managing antibiotic-associated diarrhea(1). Recognizing the importance of clinician education in probiotic therapy, a three-month Bacillus clausii (spores) campaign was designed to strengthen brand recall and conversion among healthcare professionals in India(2).

The campaign focused on moving target audiences - particularly pediatricians and general physicians from awareness to engagement through credible, educationally aligned content delivered via the Hidoc Dr. platform(3).

1.2 Digital Marketing in Modern Healthcare

Digital engagement has transformed how healthcare brands interact with clinicians(4). Platforms like Hidoc Dr., which cater exclusively to verified medical professionals, allow ethical, data-driven communication that respects compliance standards while maximizing reach(3). Through targeted digital learning experiences, pharmaceutical companies can effectively reinforce product knowledge and clinical confidence(4,5).

1.3 Campaign Objectives

The Bacillus clausii (spores) campaign aimed to(1):

1. Enhance awareness of Bacillus clausii spores clinical relevance among key HCPs.
2. Drive measurable engagement and recall through digital learning tools.
3. Strengthen brand perception using consistent, omnichannel messaging.
4. Leverage data analytics for optimizing communication effectiveness.
5. Reinforce pediatric relevance through educational engagement.

II. RESEARCH METHODOLOGY

2.1 Campaign Design and Execution

Conducted between June and September 2025, the campaign utilized a focused digital communication model integrating Hidoc's App, Web, and mobile-based physician engagement channels(2,3).

The initiative employed banner ads, GIF videos, and non-skippable ad formats hosted across Hidoc's medical assets. Additionally, a feedback mechanism using replaceable polls and Net Promoter Score (NPS) tracking allowed real-time engagement analysis without compromising user privacy(2).

Table 1: Performance Metrics

Parameter	Value
Reach	6,084 doctors
Impressions	8636
Clicks	610
CTR	7%

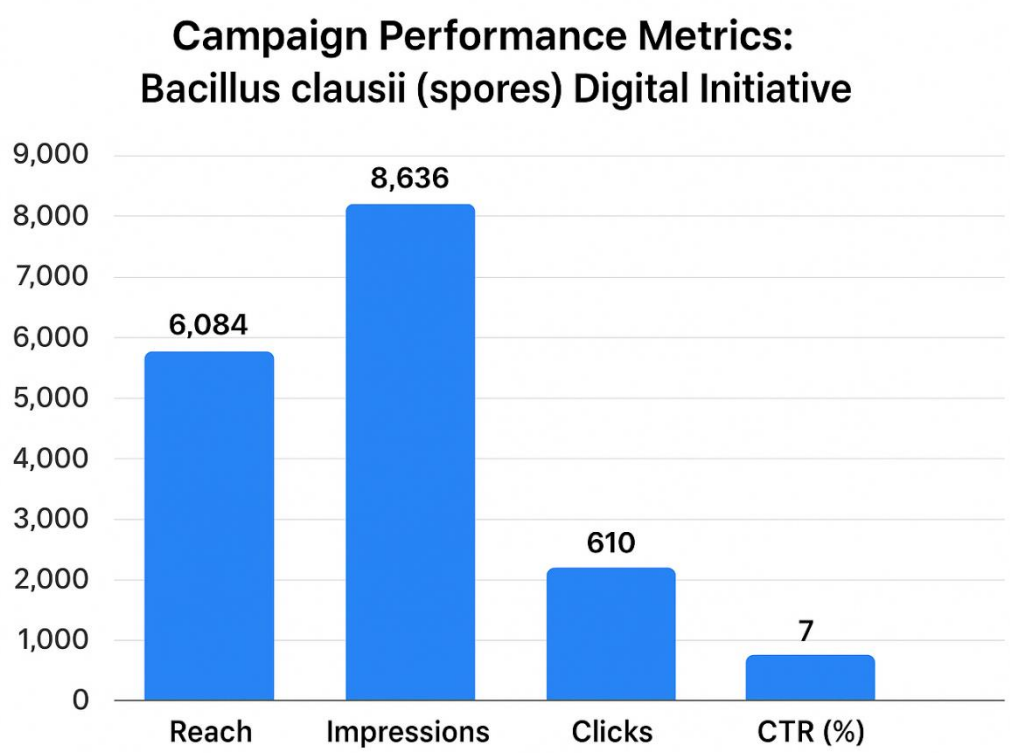


Figure 1: Campaign Performance Metrics

This strong initial response validated the campaign's targeting accuracy and creative effectiveness, especially within the pediatric specialty, which accounted for the highest share of engagements(1,2).

2.2 Regional Insights

The campaign achieved wide geographical coverage, with Karnataka (20%) and Telangana (16%) contributing significantly to impressions - reflecting robust participation from southern India's medical community(2).

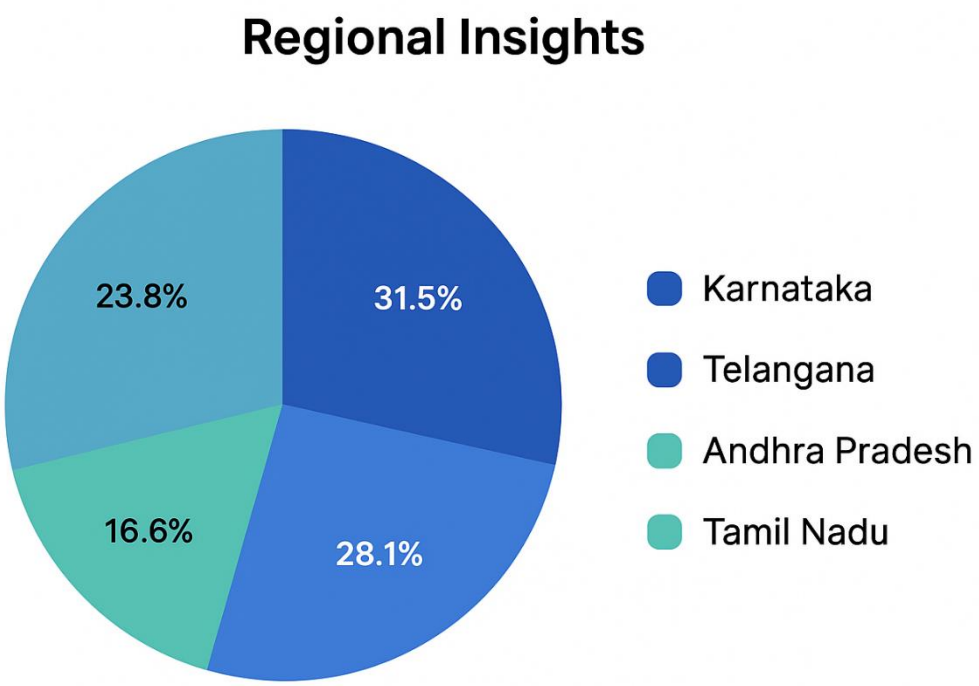


Figure 2: Regional Insights

III. RESULTS AND DISCUSSION

3.1 Results

The campaign achieved its projected performance benchmarks, delivering consistent engagement across its three-month duration(2). The 7% click-through rate underscored the effectiveness of Hidoc's doctor-first communication model(3).

3.2 Key outcomes included(2):

- Sustained weekly interaction validating message relevance.
- Highest engagement among pediatricians, confirming strong therapeutic alignment.
- Data-driven optimization of creatives ensured message continuity.
- Zero privacy violations, reinforcing compliant digital practices.

This case reinforces that consistent, medically contextualized messaging can transform digital visibility into actionable engagement.

3.3 Discussion

3.3.1 Omnichannel Effectiveness in Medical Outreach

The campaign exemplified how omnichannel digital ecosystems integrating app notifications, web banners, and in-app surveys can optimize physician interaction while maintaining credibility. Hidoc's ecosystem provided a unified and secure environment for continuous brand presence(3,5).

3.3.2 Educational and Clinical Relevance

By emphasizing the therapeutic importance of Bacillus clausii (spores) in pediatric care, the campaign bridged educational gaps and strengthened confidence among prescribers managing gastrointestinal disorders in children(1).

3.3.3 Data Privacy and Compliance

All executions adhered strictly to ethical and privacy standards, ensuring no identifiable doctor data was shared externally. This transparency is key to sustaining long-term trust in digital medical communication(3).

3.3.4 Future Campaign Implications

Future digital strategies can build upon these learnings by integrating(4):

- AI-driven personalization for specialty-specific content delivery.
- Interactive clinical formats such as polls or case studies.

Extended CME modules to reinforce post-campaign learning.

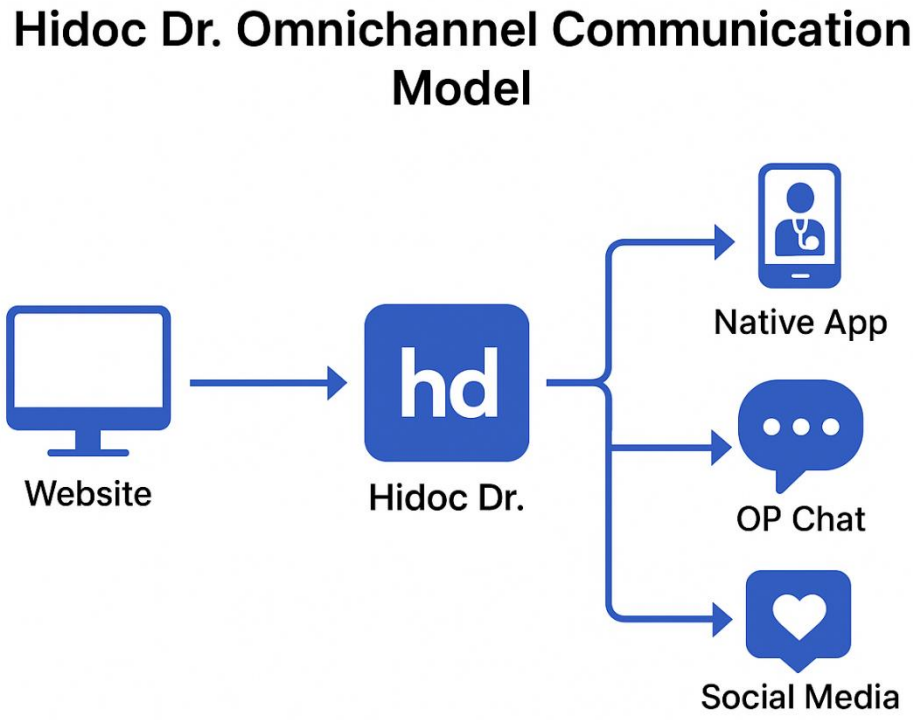


Figure 3: Omnichannel Communication Model

IV. Conclusion

The Bacillus clausii (spores) campaign demonstrated the measurable power of digital-first physician engagement(2). By partnering with Hidoc Dr., the initiative successfully connected scientific credibility, clinical relevance, and brand education under one digital framework(1,3).

With over 6,000 doctors reached and a 7% CTR, the campaign set a benchmark for compliant, data-backed healthcare communication(1). This collaboration reaffirmed the effectiveness of digital learning ecosystems in shaping modern brand-physician relationships and highlighted how evidence-based messaging can translate into tangible engagement outcomes(4,5).

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