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PHYSICIAN ENGAGEMENT THROUGH A DIGITAL HEALTH PLATFORM: A LORATADINE CASE STUDY ON HIDOC DR

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ABSTRACT

This article evaluates the performance and engagement outcomes of the Loratidine Digital Marketing Campaign, executed in collaboration with Hidoc Dr., India's leading medical learning platform. This three-month initiative aimed to enhance visibility, recall, and interaction among key healthcare professionals using a structured omnichannel digital strategy.

Leveraging Hidoc's ecosystem - spanning mobile app, web, email, and SMS - the campaign delivered measurable success with 2,55,535 doctors reached, 8,00,112 impressions, 30,706 clicks, and a 4% CTR.

The results underscore the impact of compliant, data-driven medical communication in strengthening brand-physician relationships.

Keywords: Loratadine Promotion, Antihistamine Brand Awareness, Digital Healthcare Marketing, Omnichannel Doctor Engagement, Hidoc Dr. Platform, Medical Content Marketing, Healthcare Digital Analytics, Physician Education, Compliant Digital Outreach, Brand Recall.

1. INTRODUCTION

1.1 Background

Loratidine is a widely prescribed antihistamine used for allergic rhinitis, seasonal allergies, and hypersensitivity conditions (1). Recognizing the importance of continuous medical education and brand recall, a comprehensive digital campaign was launched in collaboration with Hidoc Dr., India's verified medical learning platform (2). The campaign was designed to guide physicians from awareness to engagement, through structured, credible, and educational content formats (3).

1.2 Digital Marketing in Modern Healthcare

Digital platforms have become central to ethical and evidence-based clinician communication, allowing targeted reach, high engagement, and transparent analytics (4).

With Hidoc Dr.'s doctor-only interface and data-backed optimization, pharmaceutical brands can deliver scientific information responsibly while maximizing educational value (1).

1.3 Campaign Objectives

The Loratidine campaign focused on achieving:

1. Improved brand visibility and clinical relevance among physicians.
2. Stronger engagement through multimedia medical content.
3. Enhanced perception and recall through consistent omnichannel messaging.
4. Measurable communication outcomes using advanced analytics (1).

Ethical, privacy-compliant medical communication practices (5).

2. METHODOLOGY

2.1 Campaign Design and Execution

Conducted between July–September 2025, the campaign implemented a robust omnichannel design across the Hidoc Dr. app, web portal, emailers, SMS, and a dedicated microsite (1).

Content formats included:

- Infographics
- Short videos
- GIFs
- Digital awareness surveys

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Weekly rollouts ensured continuous engagement and high recall value. Survey feedback supported real-time content optimization, ensuring consistency with medical communication best practices (4).

2.2 Performance Metrics

Table 1: Performance Metrics

Parameter	Value
Reach	**2,55,535 Doctors**
Impressions	**8,00,112**
Clicks	**30,704**
CTR	**4%**

The strong metrics reaffirm the campaign's strategic design and accurate targeting (1).

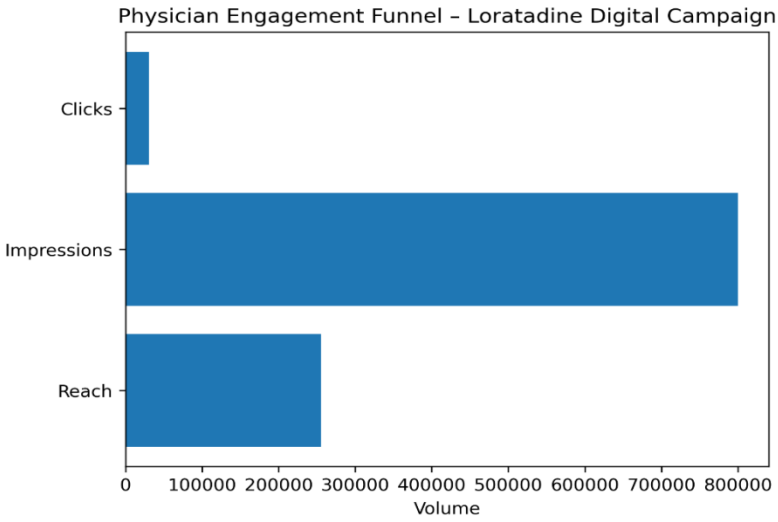


Figure 1: Engagement Funnel

2.3 Regional Insights

The campaign witnessed a wide geographical footprint, with:

1. Maharashtra,
2. Andhra Pradesh, and
3. Telangana

contributing over 50% of total impressions (1).

Doctors under the age of 40 showcased the highest engagement rates, consistent with trends demonstrating stronger digital affinity among younger physicians (4).

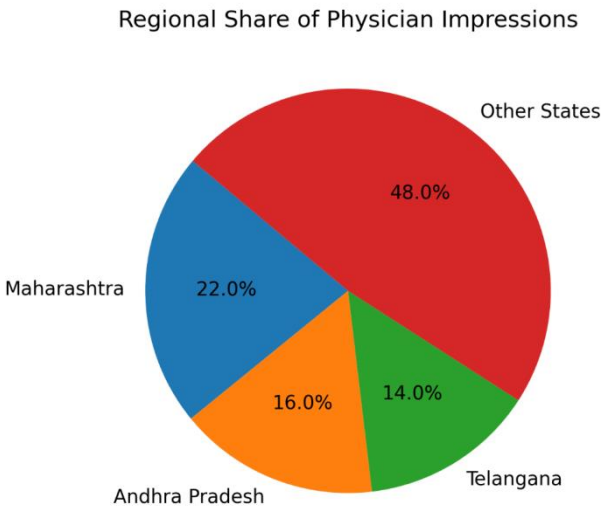


Figure 2: Regional Share

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3. RESULTS AND DISCUSSION

The Loratidine initiative achieved robust performance across all phases. Key insights included:

- Sustained engagement throughout the three-month timeline.
- Highest interactions from general physicians, ENT specialists, and chest physicians, supporting therapeutic alignment (1).
- Data-backed optimization ensured refined message delivery.
- Strong engagement from younger clinicians, reinforcing digital-first communication trends (4).
- Zero privacy breaches, validating ethical execution and compliance (5).

These insights validate the campaign's ability to translate digital visibility into meaningful clinician engagement and brand recall.

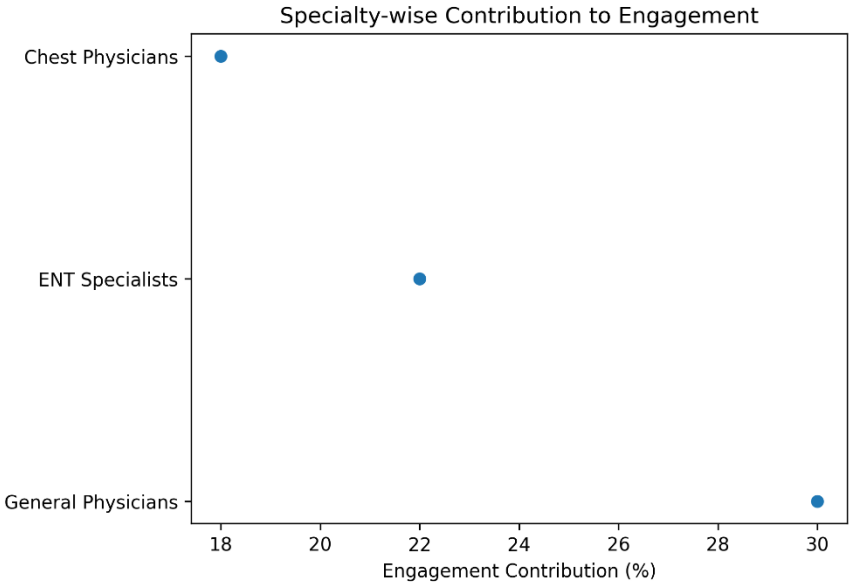


Figure 3: Specialty Wise Contribution

3.1 Omnichannel Effectiveness in Medical Outreach

The campaign demonstrated the value of integrating content and communication across platforms for reinforced brand presence (2).
A synchronized approach across app notifications, web banners, microsite engagement, and email communication enhanced visibility at every touchpoint.

3.2 Educational and Clinical Value

Through concise infographics and short videos explaining clinical relevance, the campaign supported quick learning and high recall in busy physician workflows (3).

3.3 Data Privacy and Compliance

The campaign was executed adhering to strict ethical standards, ensuring no identifiable physician data was shared - a key requirement for modern medical digital communication (5).

3.4 Future Strategic Recommendations

Future campaigns can further strengthen outcomes by using:

- AI-driven personalization for specialty-specific targeting (2).
- Case-based learning formats to deepen clinical relevance (3).
- CME modules to extend educational value beyond campaign duration.
- Gamified quizzes to boost participation among younger doctors (4).

4. CONCLUSION

The Loratidine digital campaign exemplifies the success of structured, compliant, and data-driven physician engagement.

Reaching over 2.5 lakh doctors, achieving a 4% CTR, and generating over 30,000 interactions, the initiative set a strong benchmark for effective digital medical communication (1).

By blending scientific accuracy, modern content formats, and omnichannel delivery, the collaboration between Loratidine and Hidoc Dr. improved brand visibility, strengthened recall, and established a scalable model for future digital outreach initiatives.

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