

## ENHANCING GENERAL PHYSICIAN ENGAGEMENT VIA DIGITAL PLATFORMS: A TRIPLE-COMBINATION TOPICAL THERAPY FOR MELASMA BRAND MARKETING CAMPAIGN CASE STUDY

**Dr. Sonali Sopan Gholap<sup>1</sup>, Varun Gadia<sup>2</sup>, Dr. Sucharita Charaya<sup>3</sup>**

<sup>1</sup>Sr. Content Writer, Medical Content, Infedis Infotech LLP, Pune, Maharashtra, India

<sup>2</sup>Chief Operating Officer, Management, Infedis Infotech LLP, Pune, Maharashtra

<sup>3</sup>Content Writer, Medical Content, Infedis Infotech LLP, Pune, Maharashtra, India

DOI: <https://www.doi.org/10.58257/IJPREMS52628>

### ABSTRACT

This public relations case study presents the strategic execution and performance outcomes of a nationwide digital marketing campaign conducted for SkinLite, a clinically relevant triple-action therapy widely used in melasma management. The multi-month campaign aimed to strengthen brand awareness, therapeutic recall, and sustained physician engagement among General Physicians across India using a compliant, omnichannel digital communication framework. The initiative leveraged verified physician-only platforms and multiple touchpoints, including app-based visibility, web placements, emailers, SMS, and WhatsApp communication, to deliver clinically aligned and educational content. Campaign analytics demonstrated strong physician reach, consistent visibility, and high engagement levels across the target audience. The outcomes highlight the growing importance of structured, data-driven digital ecosystems in enabling ethical, scalable, and measurable physician engagement within modern dermatology-focused pharmaceutical communication strategies.

**Keywords:** Physician engagement, digital health platforms, melasma management, SkinLite, dermatology marketing, omnichannel strategy, general physicians, healthcare communication.

### 1. INTRODUCTION

Melasma is a chronic hyperpigmentary disorder that commonly presents in general clinical practice and often requires long-term therapeutic management. Triple-action topical therapies play a central role in treatment by combining depigmenting, anti-inflammatory, and keratolytic mechanisms. Despite their widespread clinical use, maintaining consistent therapeutic recall among General Physicians remains challenging due to increasing information saturation and evolving dermatological treatment protocols.

The shift toward digital transformation in physician engagement has redefined pharmaceutical communication strategies. Verified physician-only platforms provide structured, compliant, and targeted communication channels, enabling pharmaceutical brands to deliver clinically relevant content while maintaining data privacy and ethical standards. These platforms facilitate measurable engagement, specialty-wise targeting, and continuous performance tracking.

Recognizing these trends, the triple-combination topical therapy for melasma brand initiated a structured digital engagement campaign aimed at reinforcing disease awareness and therapeutic recall among General Physicians across India. The campaign was designed to integrate evidence-based communication with a robust omnichannel framework, ensuring sustained brand visibility and meaningful engagement within real-world clinical workflows.

#### 1.1 Digital Transformation in Physician Engagement

The evolution of digital health ecosystems has significantly enhanced the efficiency and scalability of physician outreach. Traditional face-to-face detailing is increasingly complemented by digital engagement strategies that allow asynchronous communication, enabling physicians to access educational content at their convenience.

Physician-only digital platforms offer:

- Targeted specialty-based communication
- Real-time performance analytics
- Multi-channel integration
- Compliance with ethical and data governance frameworks

Omnichannel engagement strategies combining app visibility, web placements, and direct communication tools have demonstrated improved content recall, higher interaction rates, and better engagement consistency. Within this context, the triple-combination topical therapy for melasma campaign leveraged a structured digital approach to ensure sustained engagement without contributing to information overload.

#### 1.2 Campaign Objectives

The triple-combination topical therapy for melasma digital engagement initiative was structured around the following objectives:

- To enhance disease awareness in melasma management among General Physicians.
- To reinforce therapeutic recall of triple-combination topical therapy for melasma as a triple-action therapy.
- To ensure sustained digital visibility through an omnichannel communication strategy.
- To achieve measurable engagement outcomes using transparent performance metrics.

To establish a scalable, compliant framework for future dermatology-focused campaigns.

## 2. METHODOLOGY

### 2.1 Campaign Design and Execution

The campaign was executed over a five-and-a-half-month period with pan-India coverage, targeting General Physicians across diverse practice settings. A structured omnichannel strategy was implemented to ensure continuous exposure and engagement.

Digital touchpoints included:

### Digital touchpoints ranked by level of engagement



### App-based banner visibility

- Web platform placements
- Promotional videos and GIF creatives
- Educational dermatology-focused articles
- WhatsApp communication
- Email marketing campaigns
- SMS outreach
- Microsite integration within digital platforms

Content dissemination followed a structured engagement approach, ensuring continuous reinforcement of key messages related to disease awareness and product benefits. Messaging was carefully aligned with clinical workflows and practical dermatology scenarios encountered by General Physicians.

Strict compliance with data privacy regulations was maintained, with no personal healthcare professional data shared externally.

### 2.2 Role of Digital Platforms in Campaign Delivery

Digital physician engagement platforms such as HiDoc played a pivotal role in the execution of this campaign. HiDoc enabled the delivery of clinically relevant, evidence-based content through an integrated ecosystem that combines educational resources, promotional visibility, and specialty-focused targeting.

The platform supported:

- Targeted outreach to General Physicians
- Seamless integration of educational and promotional content
- Real-time monitoring of engagement metrics
- Consistent multi-channel content dissemination

By aligning campaign messaging with physician learning behavior and clinical workflows, such platforms enhanced engagement quality and ensured sustained interaction throughout the campaign duration.

### 2.3 Performance Measurement

Campaign performance was assessed using standardized digital metrics:

Reach

Impressions

Clicks

Click-through rate (CTR)

Real-time analytics dashboards enabled continuous monitoring and optimization of engagement strategies, ensuring alignment with predefined benchmarks

## 3. RESULTS AND KEY INSIGHTS

The triple-combination topical therapy for melasma digital campaign achieved strong performance outcomes across key engagement metrics:

Total reach: 252,322 healthcare professionals

Total impressions: 892,009

Total clicks: 44,174

Click-through rate (CTR): 5%

Table 1. Key Insights

| Metric            | Value        | Interpretation                                    |
|-------------------|--------------|---------------------------------------------------|
| Total Reach       | 252,322 HCPs | Extensive nationwide physician coverage achieved  |
| Total Impressions | 892,009      | Sustained multi-channel visibility                |
| Total Clicks      | 44,174       | Strong engagement with campaign content           |
| CTR               | 5%           | Consistent interaction across digital touchpoints |

### Channel-wise Insights

Banner and Educational Content:

Generated the highest engagement levels

Demonstrated strong content relevance

Peak Engagement Phases:

CTR reached up to 9% during selected campaign phases

Omnichannel Performance:

Consistent engagement across WhatsApp, Email, SMS, and app-based platforms

These findings indicate strong physician responsiveness and validate the effectiveness of integrated digital communication strategies.

## 4. DISCUSSION

### a. Effectiveness of Omnichannel Strategy

The coordinated deployment of multiple digital channels ensured consistent brand visibility across physician workflows. Repeated exposure through varied touchpoints reinforced message retention and supported sustained engagement.

### b. Content-Driven Engagement

Educational and clinically relevant content played a central role in driving physician interaction. Aligning promotional messaging with evidence-based insights enhanced credibility and improved engagement quality among General Physicians.

### c. Specialty-Focused Engagement

Targeting General Physicians enabled precise communication aligned with real-world clinical scenarios where melasma is commonly managed. This approach improved content relevance and ensured better engagement consistency.

### d. Compliance and Ethical Considerations

The campaign adhered to strict data privacy and ethical marketing standards. The use of verified physician-only platforms ensured secure and compliant communication without compromising confidentiality.

### e. Future Strategic Directions

Based on campaign insights, future **triple-combination topical therapy for melasma** initiatives may incorporate:

- AI-driven personalization for enhanced targeting
- Case-based clinical microlearning modules
- Interactive engagement formats such as quizzes and polls

- Short-form video content for improved recall
- Integration with clinical decision-support tools

## 5. CONCLUSION

The triple-combination topical therapy for melasma digital marketing campaign demonstrates the effectiveness of a structured, omnichannel physician engagement strategy within modern dermatology-focused healthcare ecosystems. By achieving strong reach, sustained visibility, and consistent engagement among General Physicians, the campaign successfully met its objectives of enhancing disease awareness and therapeutic recall.

These results reinforce the strategic value of compliant digital platforms in delivering scalable, measurable, and impactful physician engagement. The campaign establishes a robust framework for future pharmaceutical communication initiatives focused on dermatology and primary care outreach.

## 6. REFERENCES

- [1] Singh A, Mehta P. Physician engagement through digital platforms: Measuring impact and recall. Healthcare Marketing Review.
- [2] HiDoc Dr Analytics Team. SkinLite brand marketing campaign performance insights (June–November 2025).
- [3] Kumar V, Sharma N. Omnichannel engagement strategies in pharmaceutical promotion. Indian Journal of Health Marketing.
- [4] Indian Medical Digital Ethics Board. Guidelines on ethical digital communication with healthcare professionals.
- [5] Rao S, Kulkarni P. Digital content formats and physician learning behavior in India. Journal of Health Communication Research