



CASE STUDY
HEMOPHILIA A

JASONL@ADVANCE360.COM

718-915-1695

HEMOPHILIA A “ON DEMAND” PATIENTS

STEP 1: IDENTIFY PATIENTS W/ HEMOPHILIA A DIAGNOSIS ICD D66

ICD-10 Code	Description	2018 Est # of Diagnosis
D66	Hereditary factor VIII deficiency	11,823

STEP 2: ISOLATE CURRENT TREATERS, OVERLAY COMMON PROCEDURE CPT CODES 85240, 85244, 85245, 85246, 85247

HCPCS / CPT	Description	Est # of Procedures
J7190	Factor viii	2,946
J7192	Factor viii recombinant NOS	31,549
J7205	Factor viii fc fusion recomb	2,011
J7207	Factor viii pegylated recomb	312
J7209	Factor viii nuwiq recomb 1iu	78

STEP 3: **EXCLUDE** RX J-CODES J7190, J7192, J7205, J7207, J7209 (IE, SUBTRACTING “PROPHYLACTIC TREATERS” ALREADY ON THERAPIES SUCH AS ADYNOVATE, NUWIQ, ELOCTATE, ETC)



ON DEMAND PATIENTS

**DIAGNOSIS GROUP
D66 (FACTOR VIII DEFICIENCY)**

**PROCEDURE GROUP
CPT 85240, 85244, 85245, 85246, 85247
— ~~(NOT) J-CODES J7190, J7192, J7205, J7207, J7209~~**

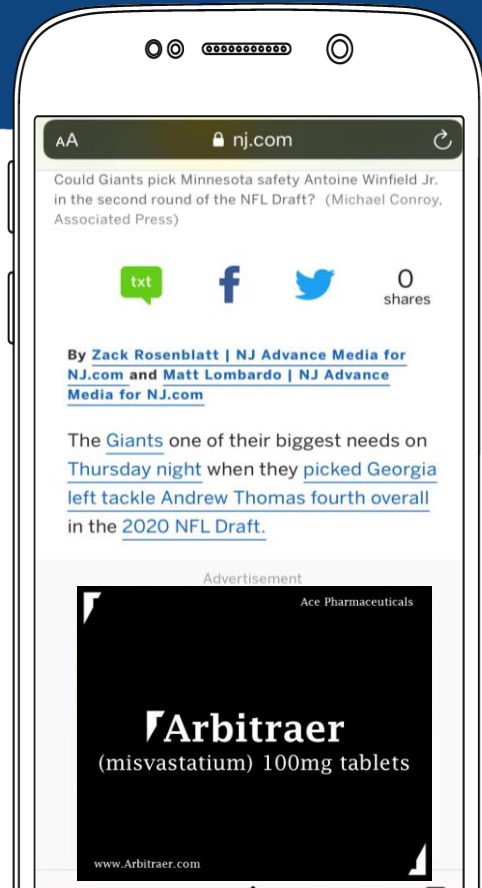
**UNIQUE DEVICES
32,116**

**IDEAL FREQUENCY
13x / MONTH**

**MONTHLY AVAILS
417,508 IMPRESSIONS**

HEMOPHILIA A DISPLAY & VIDEO

A360 HEALTH CREATED A CUSTOM TARGETING SOLUTION TO SUB-SEGMENT 15,000 **HEMOPHILIA A** PATIENTS INTO A SMALLER GROUP OF INDIVIDUALS WHO ARE THE BEST CANDIDATES FOR SWITCHING TO PROPHYLACTIC THERAPY. CUSTOM **PATIENT PRECISION** SEGMENT INFORMED BY ICD-10, CPT AND J-CODES RESULTED IN A SUCCESSFUL CAMPAIGN, WITH DISPLAY METRICS DETAILED BELOW...



PERFORMANCE

DISPLAY HTML BANNERS

- **CLICK THRU RATE: .16%**
- **74% VIEWABILITY RATE**
- **BEST PERFORMING AD UNITS:**
 - 300x250**
 - 300x600**
 - HEALTH AWARE**
 - * SEE NEXT SLIDE**

HEMOPHILIA A HEALTH AWARE

A360 HEALTH PARTNERED WITH THE HEMOPHILIA A BRAND TO DISTRIBUTE HEALTH AWARE DATA MAPS ADJACENT TO BANNER MEDIA. OUR INTERACTIVE MAP DISPLAYED HEMOPHILIA **TREATMENT CENTER** ENROLLMENT RATES ACROSS THE UNITED STATES.

THE AD UNIT ALLOWS PATIENTS WITH **HEM A** TO FAMILIARIZE THEMSELVES WITH HTC ENROLLMENT IN THEIR STATE, ENCOURAGING THEM TO **TAKE ACTION**.

47,257 DELIVERED IMPRESSIONS

330 BANNER CLICKS

.70% CLICK THRU RATE

1,187 INTERACTED IMPRESSIONS

2.51% INTERACTION RATE

IF THE STANDARD DISPLAY BENCHMARK IS 0.07%

HEALTH AWARE IS CLICKED AT A **10X MULTIPLE**

OREGONLIVE
The Oregonian

You value local news you can trust. That's us. Subscribe to OregonLive

Advertisement

CREATED FOR SANOFI GENZYME, BY ADVANCE 360

Blood Disorders in the United States

Community Counts is a public health monitoring program funded by CDC's Division of Blood Disorders.

The purpose of this project is to gather and share information about common health issues, medical complications, and causes of death that affect people with bleeding disorders cared for in U.S. Hemophilia Treatment Centers (HTCs). →

CDC Registry Data: Unique Participants Enrolled Dec '13 - Apr '20

Arbitraer
(misvastatium) 100mg tablets
www.Arbitraer.com

Life & Culture

Celebrate the city's oddities at the Weird Portland Gala

Updated Nov 06, 2019; Posted Nov 05, 2019

Advertisement

CREATED FOR SANOFI GENZYME, BY ADVANCE 360

Blood Disorders in the United States

Community Counts is a public health monitoring program funded by CDC's Division of Blood Disorders.



CASE STUDY
HEMOPHILIA A

JASONL@ADVANCE360.COM

718-915-1695