

# Swoop Creates Simultaneous Awareness of a Disorder and Therapy While Activating Patients for Abbott.

## Insight

Abbott wanted to overcome low awareness and understanding of a surgical treatment for mitral regurgitation (MR), a common but rarely diagnosed heart valve condition. To do this, they had to inform patients of the disorder and its prevalence (1 in 10 Americans over 75) while differentiating it from similar comorbidities. The goal was to empower patients to approach their physicians about the minimally invasive, yet life-saving procedure and follow through with treatment.

## Idea

Swoop created an exclusive, privacy-safe AI-generated audience by analyzing 300 million de-identified patient journeys from the past ten years. To fully ensure privacy, Swoop's system of engagement uses tokens to mask personal health information. The audience also incorporated social determinants of health data, including 3,700+ consumer attributes and 65 billion anonymized consumer records to get a holistic understanding of the target patient population.

## Impact

Through powerful messaging combined with hyper-targeted audience segmentation, the campaign produced impressive performance in just the first three months. Clicks grew 486%, completed call-to-actions increased 26% with 40% of a 12-month target already met at the time. Upon seeing the multi-channel campaign, patients and their caregivers were motivated to approach treating HCPs about the procedure. By working with Swoop, Abbott had already gained a 13x return on marketing investment in just the first quarter of the campaign.

“Ultimately, we measure our success in patients treated and we wanted to make sure that the campaign drives those metrics. It was important for us to create a model that led up to an end-patient and factored in all the privacy restrictions.”

– Alex Nepogodiev, Global Divisional Vice President, Marketing, Structural Heart at Abbott Laboratories