Strategic Medical Omnichannel Plan for Phase 3 Trial Data Dissemination: A Case Study in Maximizing Reach and Engagement Across Medical Channels

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Objectives

The medical omnichannel plan was a strategic initiative to maximize the reach of the 5-year data update from the CROWN trial of lorlatinib.

Designed to maximize reach and engagement of 5-year CROWN data after congress/journal publications.

Included engagement and awareness of data through multiple medical channels.

Research Design and Methods

Detailed timeline for simultaneous publication of the 5-year manuscript alongside the oral presentation (ASCO 2024).

Localized country-specific medical to medical (M2M) content within <5 days post data release in 5 languages.

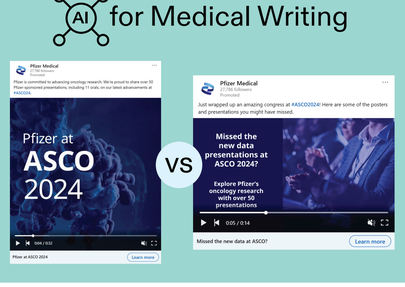
Disseminated data via 3rd party platforms including robust social media amplification (X, LinkedIn, others).

From Omnichannel Strategies to an HCP Experience Story

Right HCP/Audience



Right Content

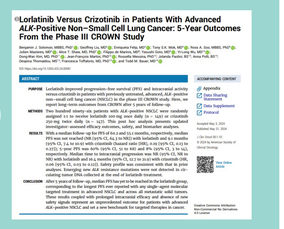


Right Channel



Right Time

2024 ASCO ANNUAL MEETING &


Lorlatinib Versus Crizotinib in Patients With Advanced *ALK*-Positive Non–Small Cell Lung Cancer: 5-Year Outcomes From the Phase III CROWN Study

Results

Extensive social media activity boosted the *J Clin Oncol* manuscript's visibility.

- 77,137 downloads.
- 45 citations.
- Altmetric score of 516 (top 5%).
- Most downloaded and highest 2024 Altmetric Pfizer Oncology paper.
- CROWN data amplified by 804 social media posts by 346 healthcare profs.

- Dissemination plan allowed authors to reach a wider audience and fostered engagement among oncology HCPs.
- Resulted in 1343 JCO website visits.
- Social listening helped contextualize sentiment analysis pre- and post- data release to understand HCP perception.
- Dissemination strategy ensured content was reshared across platforms like Pfizer Medical site, LinkedIn, and X.
- Internal global, US and ex-US medical teams and real-time insight gathering at ASCO were crucial for the successful execution of the strategy.
- Post-conference M2M engagement entries (N>600) showed 73% positive sentiment, up from 70% pre-conference.

CROWN Tactics and Metrics

Tactic	Channel	Metric: Impressions/ View	Metric: Engagement (Click/ Share/ Like)
ASCO Posts (total)	**LinkedIn**	424,188	**983**
CROWN Pub Post	**LinkedIn**	195,664	**505**
Pub Amplification - US	**QXMD**	--	**3,139**
Read Effort - US	**TrendMD**	--	**14,009**
Article	**JCO Network**	2070	--
Medical Banner*	**JCO Network**	152,362	**122**
Read Effort- ex-US	**QXMD**	--	--
Curated Content	**Pfizer Medical Site**	--	**152**

**Banner highlighting publication on ASCO Post, and 5 ASCO family journals Table of Contents*

Conclusions

The medical omnichannel strategy for the lorlatinib CROWN trial 5-year data release was comprehensive and well-coordinated.

Social listening identified a shift from apprehensive towards positive sentiment around 1L lorlatinib use.

The plan maximized reach and engagement.

The team ensured clear communication with healthcare professionals, including pulmonary oncologists, about current disease information, data, and treatments.