

Reaffirming Clinical Confidence in Atorvastatin Therapy: A Digital Outreach Case Study from Tamil Nadu, India

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ABSTRACT

Statins remain the cornerstone of lipid-lowering therapy for cardiovascular risk prevention. Despite strong guideline support, therapeutic inertia and brand competition pose challenges in consistent statin utilization. This article presents a six-month omnichannel digital campaign executed by Hidoc Dr. across Tamil Nadu, India, aimed at re-establishing physician engagement with atorvastatin therapy in dyslipidemia and stroke prevention. The campaign targeted over 36,000 physicians, generating more than 2.1 million impressions and over 94,000 clicks. With a strong CTR of 5%, the campaign demonstrated the power of structured digital education to reinforce evidence-based practices and guideline-aligned prescribing behavior.

INTRODUCTION

Cardiovascular disease (CVD) remains the leading cause of death globally and accounts for over 28% of deaths in India. Dyslipidemia, particularly elevated low-density lipoprotein cholesterol (LDL-C), is a major modifiable risk factor. Statins, especially **atorvastatin**, have been shown in numerous trials to reduce LDL-C levels and lower the incidence of myocardial infarction, stroke, and cardiovascular mortality.

Despite clear evidence and endorsements from the **Cardiological Society of India (CSI)**, there remains underutilization and inconsistency in prescribing statin therapy. This is compounded by an influx of newer therapies and a lack of structured, continuous engagement with frontline healthcare professionals (HCPs), particularly general physicians (GPs) and consulting physicians (CPs), who serve as primary touchpoints for lipid management in outpatient settings.

To address this educational gap and reinforce the role of atorvastatin, a legacy but clinically trusted molecule, **Hidoc Dr.** executed a comprehensive digital campaign targeting physicians in Tamil Nadu, one of India's most populous and medically active states.

Objectives of the Campaign

- **Reinforce the clinical relevance of atorvastatin** in dyslipidemia and cardiovascular prevention, especially in light of CSI guidelines.
- Educate physicians on updated recommendations and the importance of initiating and maintaining statin therapy.
- Re-establish atorvastatin as a first-line choice among frontline healthcare providers through **digital-first, sequential content engagement**.
- Achieve widespread, repeated brand exposure using **personalized digital channels** with measurable performance metrics.

Target Audience and Regional Focus

Tamil Nadu, known for its advanced healthcare infrastructure and digitally responsive physician community, was selected as the focal region. The campaign reached **36,629 physicians**, segmented as follows:

Physician Type	Number of HCPs
General Physicians (GPs)	28,482
Consulting Physicians (CPs)	8,147
Total Reach	36,629

METHODOLOGY

Digital Execution Strategy

The campaign was deployed through **Hidoc Dr.**, leveraging its verified HCP database and engagement tools. It was active from **January 2 to June 19, 2025**, spanning **six months** and implemented in **four content phases**.

Channels Used

- **Hidoc Dr. Mobile App**
- **Hidoc Dr. Web Portal**
- **Email**
- **WhatsApp Broadcasts**
- **SMS Notifications**

Campaign Content Structure

Each phase focused on a unique educational theme:

1. **The burden of dyslipidemia in India** and the role of statins
2. **Evidence-based benefits of atorvastatin** in stroke and ASCVD prevention
3. **CSI 2023 recommendations** for lipid-lowering strategies
4. **LDL-C targets and therapeutic inertia**—bridging the gap with atorvastatin

Campaign Analytics

Metric	Value
Total Reach	36,629
Total Impressions	2,101,089
Total Clicks	94,602
Average Click-Through Rate (CTR)	5.0%

Visual Analysis

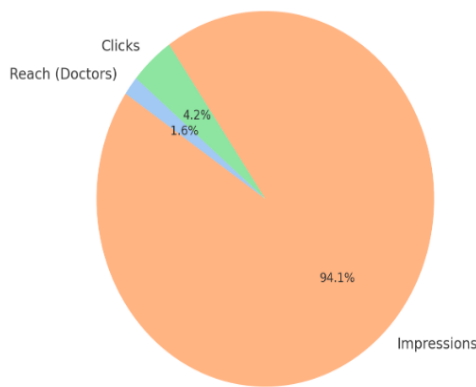


Figure 1: Statin Campaign Performance Distribution

This chart illustrates that while impressions dominated campaign volume, physician engagement (clicks) accounted for 4.5% of the digital activity, reflecting genuine interest and interaction.

Key Highlights

- **Targeted engagement** of over 36,000 verified physicians across Tamil Nadu.
- **Over 2.1 million impressions** delivered via digital channels in four phases.
- **94,602 clicks** reflecting sustained interest across statin-focused educational themes.
- A **CTR of 5%**, aligning with or surpassing global standards for digital HCP campaigns (typical CTR: 2.5–3.5%).
- Use of **guideline-driven messaging** ensured evidence consistency and improved credibility.
- **Multichannel content sequencing** maximized message retention and clinical recall.

DISCUSSION

1. Physician Engagement and Knowledge Reinforcement

The campaign content was designed not only to promote atorvastatin but to **educate** physicians on the **importance of LDL-C control**, statin therapy in **primary and secondary prevention**, and **evolving treatment thresholds** per CSI and global guidelines.

By providing clinically rich content across digestible formats, the campaign addressed a core challenge in lipid therapy: **therapeutic inertia**—the failure to initiate or escalate statin therapy when indicated.

2. Omnichannel Reach and Consistency

The use of multiple platforms ensured that the campaign messages were **consistently visible**. Physicians may encounter the same topic on the Hidoc app, in an email, and via a WhatsApp update—**repetition that reinforces** learning.

Moreover, different media formats allowed physicians with varying preferences (text-based, notification alerts, banner visuals) to engage with the content.

3. Regional Targeting as a Strength

Tamil Nadu’s healthcare community has demonstrated a **high degree of digital responsiveness** and CME engagement. Concentrating the campaign in this region allowed for high efficiency in communication while generating valuable behavioral insights that can inform national scaling.

Benchmarking the Campaign

Parameter	Campaign Result	Industry Digital Avg
Reach	36,629 HCPs	10,000–25,000
Impressions	2.1 million	500K–1 million
CTR	5.0%	2.5–3.5%
Duration	6 months	2–3 months
Channels	5 (App, Web, WhatsApp, Email, SMS)	Typically 2–3

The campaign **exceeded typical performance benchmarks** in nearly every parameter, highlighting both the **value of educational marketing** and the **executional strength of Hidoc Dr.**

Limitations

- Focus on a single state limits generalizability, though Tamil Nadu offers a representative sample due to its advanced infrastructure.
- The campaign measured **engagement but not prescribing behavior**, which would require follow-up audits or sales data.
- Real-time feedback loops (polls or quizzes) could further enhance the interactivity in future campaigns.

CONCLUSION

This digital campaign demonstrated the **power of structured, regionally focused, omnichannel education** in reviving clinical engagement with atorvastatin therapy. By combining updated evidence, CSI-aligned guidance, and interactive digital content, the campaign successfully re-established atorvastatin’s position in frontline dyslipidemia and cardiovascular care.

Hidoc Dr. played a pivotal role by:

- Offering **highly segmented physician outreach**
- Supporting **cross-platform delivery**
- Enabling **real-time analytics** for performance refinement
- Providing a **credible, content-friendly ecosystem** trusted by thousands of Indian doctors

With 94,602 clicks, a 5% CTR, and over 2.1 million impressions, the campaign reaffirmed that **well-designed educational strategies** rooted in clinical value can reinvigorate the use of legacy therapies in modern medical practice.

Future Directions

- National expansion across other digitally mature states.
- Integration of interactive formats: CME modules, clinical quizzes, and live expert chats.
- Measurement of downstream impact through **prescription trend monitoring** or **KAP surveys** (Knowledge, Attitudes, Practices).

- Use of AI to personalize content pacing based on user engagement history.

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