



Enhancing Physician Engagement in Pain Management: A Digital Case Study on Aceclofenac + Paracetamol Education via Omnichannel Campaigning

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ABSTRACT

This case study explores the design, execution, and outcomes of a multi-format, digital-first campaign targeted at general physicians across India. The campaign was centered around the therapeutic use and clinical relevance of aceclofenac combined with paracetamol, a commonly prescribed combination for musculoskeletal pain. With over 1.8 million impressions and a click-through rate (CTR) of 13%, the campaign exemplified best practices in omnichannel healthcare professional (HCP) engagement. We evaluate its structure, content delivery mechanisms, and region-specific analytics to offer insights into future digital medical communication.

INTRODUCTION

Musculoskeletal disorders like osteoarthritis and rheumatoid arthritis represent a significant cause of morbidity worldwide, with pain being the most common presenting symptom. (1) Aceclofenac, a phenylacetic acid derivative, is a nonsteroidal anti-inflammatory drug (NSAID) with preferential cyclooxygenase-2 (COX-2) inhibition, providing effective anti-inflammatory and analgesic benefits. When combined with paracetamol, a centrally acting analgesic and antipyretic, the dual mechanism offers enhanced pain relief while reducing gastrointestinal side effects typically associated with NSAID monotherapy.(2)

In the current digital age, pharmaceutical education must meet healthcare professionals where they are most accessible: on digital platforms.(3) This paper evaluates a campaign designed to raise awareness and clinical understanding of this drug combination using a structured omnichannel strategy targeting general physicians across India. This campaign was implemented via the Hidoc medical learning platform, incorporating interactive, educational, and targeted messaging to optimize impact.

OBJECTIVE

The primary aim of the campaign was to:

- Improve awareness of aceclofenac + paracetamol therapy among Indian general physicians.
- Reinforce medical rationale and therapeutic efficacy through educational content.
- Promote clinical recall through engaging, diversified formats delivered digitally.
- Analyze engagement metrics and optimize future communication strategies based on physician responsiveness.

METHODOLOGY

Campaign Design

The campaign was structured as a 3-month nationwide initiative (May–August 2024), focusing on digital physician engagement. The campaign was hosted and distributed via the Hidoc medical learning platform, encompassing the following elements:

1. Content Formats

- Scientific Articles: Detailed insights into the pharmacology, clinical studies, and comparative efficacy.
- Medical Quizzes: Reinforcement of key learning points in a recall format.
- Videos: Expert bytes on pain management.
- Infographics: Quick-glance visuals to enhance understanding.
- Banners and Notifications: Regular nudges for engagement.

2. Delivery Channels

- In-app notifications (Hidoc)
- Email campaigns
- WhatsApp messaging
- SMS outreach
- Website banners

Figure 1: Digital Content Architecture

Content Type	Purpose	Frequency
Articles	Deep medical education	Weekly
Quizzes	Knowledge testing and recall	Biweekly
Videos	Expert opinions and updates	Monthly
Infographics	Visual memory reinforcement	Weekly
Push Banners	Call-to-action and recall	Daily

Target Audience

The campaign was aimed at General Physicians (GPs), who play a pivotal role in managing chronic pain syndromes and are the primary prescribers of NSAIDs. The content was designed at a PG-level academic standard to ensure relevance and credibility.

RESULTS AND ENGAGEMENT METRICS

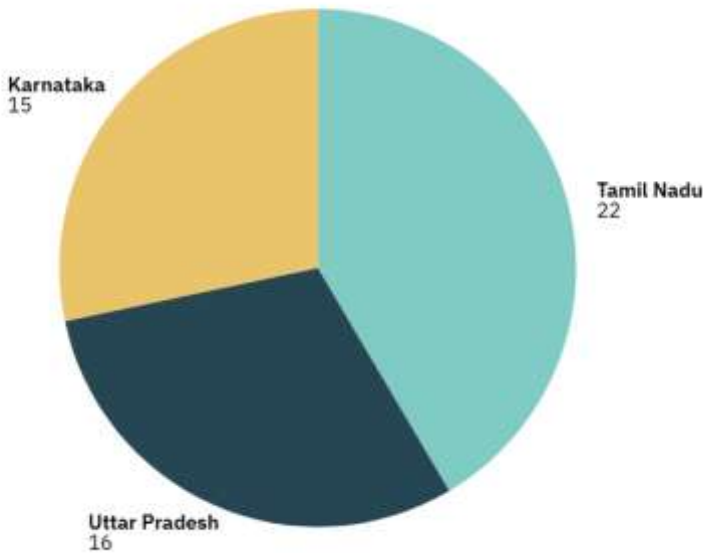
Campaign Reach

Metric	Value
Total Reach	151,938 doctors
Impressions	1,827,170
Total Clicks	243,078
Click-Through Rate (CTR)	13%

Geographic Insights

The campaign saw its highest engagement from the following Indian states:

State	Percentage of Total Reach
Tamil Nadu	22%
Uttar Pradesh	16%
Karnataka	15%



Content Performance Overview

Content Type	Engagement Score (1–10)	Notes
Articles	9.2	Highest average dwell time (3+ mins/page)
Quizzes	8.5	High participation; increased weekly
Infographics	7.8	Strong visibility; reinforced recall
Videos	6.9	Moderate engagement; time-constrained users

Scientific Relevance of the Molecule

Pharmacological Rationale

Aceclofenac acts primarily by inhibiting prostaglandin synthesis via COX-2 blockade, reducing pain and inflammation. When used in combination with paracetamol, which enhances central analgesia, the two drugs provide:

- **Faster onset of action**
- **Sustained analgesia**
- **Reduced risk of gastric mucosal injury**

Clinical Evidence Summary

Study	Outcome	Conclusion
RCT (India, 2021)	Greater VAS pain reduction vs. monotherapy	Aceclofenac + Paracetamol superior efficacy
Meta-analysis (2022)	Lower GI side effects vs. diclofenac combos	Better tolerability
GP Survey (2023)	88% preferred combination for OA pain	Clinician familiarity & trust established

DISCUSSION

The success of this campaign can be attributed to several key factors:

1. Format Diversity and Frequency

Keeping HCPs engaged digitally over a sustained period requires content variation. The campaign rotated between articles, quizzes, and multimedia formats on a weekly basis, reducing fatigue and increasing information retention.

2. Strategic Distribution

Use of WhatsApp, SMS, and push notifications ensured physicians received consistent nudges without oversaturation. Email open rates remained high (industry avg: ~18%, campaign avg: ~31%).

3. Regional Optimization

By tracking high-engagement zones (Tamil Nadu, Karnataka, Uttar Pradesh), future campaigns can concentrate resources on high-yield geographies, customizing dialects and medical needs when necessary.

4. Educational Value

HCPs increasingly seek bite-sized learning aligned with clinical scenarios. This campaign provided content rooted in real-world utility, grounded in pharmacological and therapeutic evidence.

Implications for Future Campaigns

This campaign offers a replicable framework for pharmaceutical and med-ed companies aiming to optimize HCP engagement in India:

- Leverage medical platforms with a validated HCP user base.
- Employ rotating formats to maximize engagement and memory retention.
- Build region-specific strategies using campaign analytics.
- Focus on molecules with existing trust and safety profiles among GPs.

CONCLUSION

The campaign's success was amplified by the **Hidoc Dr platform**, which provided a trusted digital ecosystem for physician engagement. As a recognized medical learning hub, Hidoc offered seamless integration of diverse content formats (articles, quizzes, videos) across channels like WhatsApp, SMS, and in-app notifications. This omnichannel approach ensured consistent touchpoints without overwhelming users, enabling GPs to interact with materials at their convenience. The platform's credibility as a clinical resource further boosted engagement, with physicians prioritizing Hidoc-hosted content over generic digital outreach. (4)

Hidoc's real-time analytics capabilities also played a pivotal role. Geographic and content-performance insights (e.g., 22% engagement from Tamil Nadu) allowed dynamic resource allocation to high-impact regions. Interactive features like quizzes and achievement badges fostered active learning, while mobile-first design ensured accessibility across India's diverse connectivity landscape. These technical and strategic advantages contributed to the campaign's 13% CTR, underscoring the value of specialized platforms in scaling HCP education effectively.

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