



Empowering Oncology Conversations | A Measurable Oncology Event Awareness Success

Dr. Sonali Gholap, Dr. Sucharita Acharya, Varun Gadia

Infedis Infotech LLP

Abstract

This article evaluates the impact of a science-led biopharmaceutical company's Oncology Event 2025 Event Marketing Campaign, executed in partnership with Hidoc Dr., India's leading doctor engagement platform. Designed to enhance pre-event awareness and drive engagement among oncology specialists, the campaign leveraged targeted Email and WhatsApp outreach to reinforce the company's leadership in oncology innovation. Over a five-week duration, the initiative reached more than 11,000 healthcare professionals nationwide, generating 66,876 impressions and achieving exceptional open rates—25% for Email and 65% for WhatsApp. These results demonstrate the measurable effectiveness of precision digital marketing in advancing medical event engagement.

Keywords

Oncology Event 2025 campaign, science-led biopharmaceutical company oncology, digital medical marketing, oncology event promotion, physician engagement platform

Introduction

Background

The Oncology Event serves as a premier global platform for advancing cancer research and clinical practice. As an industry leader in oncology innovation, the science-led biopharmaceutical company sought to maximize its scientific presence at Oncology Event 2025 through early engagement with key healthcare professionals. Pre-event awareness campaigns are instrumental in shaping audience expectations, driving participation, and ensuring scientific content visibility among oncologists and allied specialists.

Digital Event Marketing in Oncology

Traditional event promotions often rely on static communication channels with limited interactivity. In contrast, digital platforms like Hidoc Dr. enable precise audience segmentation, real-time analytics, and high engagement across verified physician networks. For the science-led biopharmaceutical company, this collaboration ensured regulatory compliance, accurate targeting, and measurable outcomes through multi-phase content dissemination.

Campaign Objective

The primary objectives of the Oncology Event Event Marketing Campaign were to:

1. Generate pre-conference visibility and recall for the company's Oncology Event 2025 participation.
2. Disseminate high-value oncology updates and reinforce scientific leadership.
3. Engage oncology specialists through repeated, personalized digital communication.
4. Measure audience engagement and campaign effectiveness across multiple touchpoints.

Methodology

Campaign Design and Duration

The campaign was executed between 17 August and 22 September 2025, utilizing Email and WhatsApp as the two primary outreach channels. Each healthcare professional received three rounds of communication to ensure message reinforcement and sustained visibility.

Content Development

Company-provided creatives and key messages focused on:

- Oncology Event session highlights and upcoming clinical data presentations
- The company’s advancements in targeted oncology therapy
- Event participation details encouraging anticipation and attendance

Each phase introduced refreshed visuals and contextual messaging to maintain audience interest throughout the campaign.

Delivery Channels

The omnichannel strategy comprised:

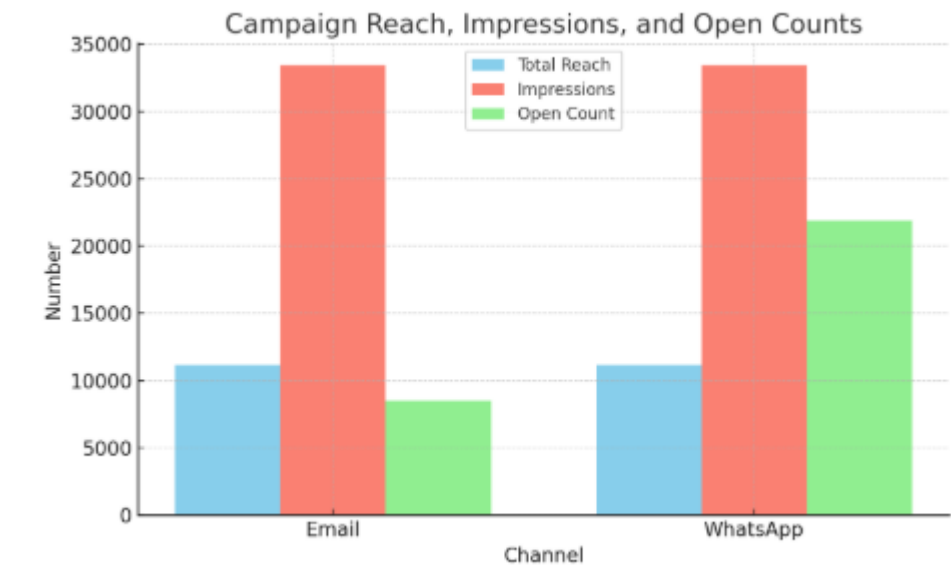
- **Email Campaigns:** Personalized mailers targeting oncology specialists, designed to optimize open and click performance.
- **WhatsApp Broadcasts:** Concise, high-engagement event reminders and creative infographics.

Both channels ensured rapid delivery content dissemination completed within four hours of approval and analytics shared within 24 hours post-delivery.

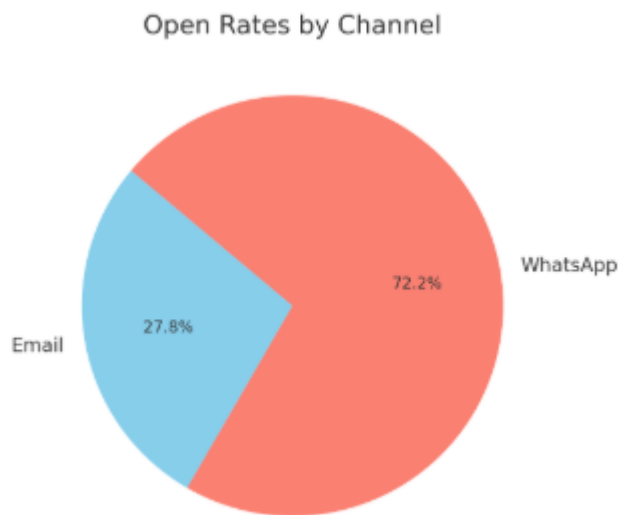
Analytics & Metrics

Key metrics monitored via Hidoc Dr.’s analytics dashboard included total reach, impressions, open count, and open rate for both Email and WhatsApp channels.

Channel	Total Reach	Impressions	Open Count	Open Rate
Email	11,148	33,436	8,517	25%
WhatsApp	11,149	33,440	21,900	65%



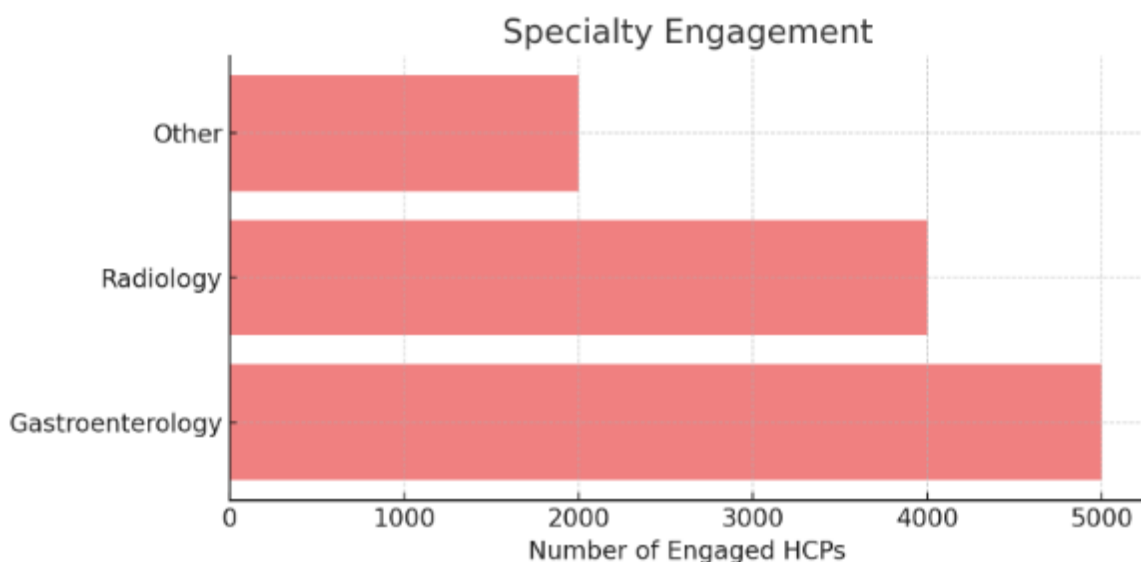
The campaign generated a total of 66,876 impressions, achieving strong engagement consistency across all three rounds. WhatsApp performed particularly well, with a 65% open rate, significantly exceeding medical campaign benchmarks, while Email maintained a reliable 25% open rate across all deliveries.



Regional and Specialty Insights

The campaign's reach extended across India, encompassing oncologists and allied specialists nationwide.

- Most Engaged Specialties: Gastroenterology and Radiology
- High-Performance Regions: Urban centers with dense oncology networks demonstrated higher open and engagement rates, correlating with digital readiness



Discussion

Role of Digital Platforms in Medical Event Awareness

Hidoc Dr.'s physician-only digital infrastructure enabled the science-led biopharmaceutical company to deliver precision-targeted communication to verified healthcare professionals. This approach ensured data security, compliance with industry regulations, and maximum message relevance.

Clinical and Educational Relevance

By promoting Oncology Event 2025 updates and the company's research contributions, the campaign helped strengthen scientific awareness among oncology practitioners, thereby fostering informed participation and clinical discourse.

Engagement Dynamics

The multi-phase content delivery created sustained anticipation ahead of the conference, driving repeated engagement and high recall. WhatsApp's exceptional performance reinforced the growing importance of instant, accessible, and conversational communication in medical marketing.

Implications for Future Campaigns

Future event-driven campaigns can further enhance engagement by:

- Introducing interactive formats such as polls, quick surveys, or video snippets
- Employing AI-driven audience segmentation for personalized content delivery
- Integrating post-event engagement touchpoints to extend campaign impact beyond event dates

Conclusion

The Oncology Event 2025 Event Marketing Campaign for the science-led biopharmaceutical company achieved its objectives with remarkable success, delivering consistent visibility, robust engagement, and measurable outcomes. Through Hidoc Dr.'s data-driven execution, the campaign reached over 11,000 oncology professionals and recorded industry-leading open rates = 25% (Email) and 65% (WhatsApp). These metrics highlight the strength of digital-first medical marketing in amplifying scientific communication, setting a new benchmark for future oncology event promotions.

Key Highlights

- Reached 11,149 HCPs across India, covering oncologists and allied specialists
- Generated 66,876 total impressions via Email and WhatsApp
- WhatsApp open rate: 65%, surpassing standard engagement benchmarks
- Email open rate: 25%, ensuring consistent awareness across all phases
- Gastroenterologists and Radiologists emerged as top-engaged specialties
- Multi-phase strategy ensured continuous visibility and pre-event anticipation

References

1. European Society for Medical Oncology (Oncology Event). Oncology Event Congress 2025. <https://www.esmo.org/events/esmo-congress-2025>