



# Driving Physician Engagement: A Digital Success Story with Ergotamine-Caffeine-Paracetamol

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## Abstract

This article analyzes the performance and outcomes of the Ergotamine-Caffeine-Paracetamol Digital Marketing Campaign, executed in collaboration with Hidoc Dr., India's leading digital learning platform for doctors [1]. The three-month initiative, conducted from July to September 2025, targeted General Physicians, Consulting Physicians, and Ophthalmologists across India, aiming to improve awareness, perception, and engagement for this well-established migraine management therapy [2]. Leveraging Hidoc's omnichannel physician engagement network, the campaign delivered measurable outcomes - reaching over 100,000 doctors, generating more than 900,000 impressions, and achieving 90,113 clicks with a 10% CTR [3]. The project demonstrated the impact of structured, compliant, and data-driven digital outreach in enhancing healthcare communication [4,5].

**Keywords:** migraine management, Ergotamine-Caffeine-Paracetamol, digital healthcare marketing, physician engagement, omnichannel doctor communication, Hidoc Dr. platform, clinical education, brand awareness, digital medical outreach

## Introduction

### Background

Ergotamine-Caffeine-Paracetamol, a proven molecular therapy for migraine management, is widely prescribed for managing acute migraine attacks and improving patient outcomes [2]. Recognizing the importance of clinician awareness and engagement in migraine care, a three-month digital campaign was designed to strengthen recall, credibility, and interaction among healthcare professionals in India.

The campaign focused on moving target audiences - General Physicians, Consulting Physicians, and Ophthalmologists - from awareness to engagement using medically credible, educationally aligned content delivered through the Hidoc Dr. platform [1].

### Digital Marketing in Modern Healthcare

Digital engagement has transformed how pharmaceutical brands communicate with clinicians [4]. Platforms like Hidoc Dr., catering exclusively to verified medical professionals, enable ethical, data-driven communication that maximizes reach while ensuring compliance [1]. By delivering targeted digital learning experiences, pharmaceutical companies can reinforce product knowledge, clinical confidence, and brand trust [4].

### Campaign Objectives

The Ergotamine-Caffeine-Paracetamol campaign aimed to:

1. Enhance awareness of the therapy's clinical relevance among key physician segments [2].
2. Drive measurable engagement and recall through educational digital tools [3].

3. Strengthen brand perception using consistent omnichannel messaging [5].
4. Leverage data analytics to optimize communication effectiveness [4].
5. Highlight the therapy's significance in migraine management through educational engagement [2].

## Methodology

### Campaign Design and Execution

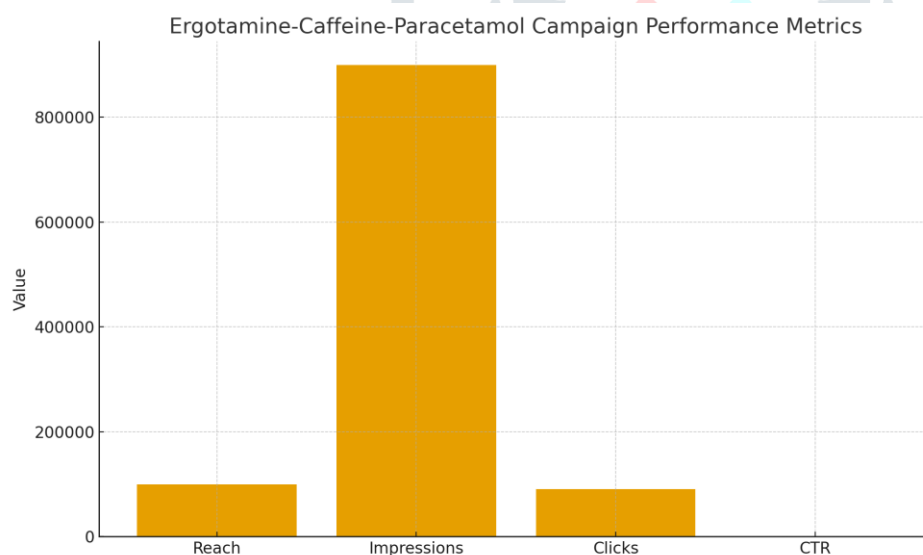
Conducted between July and September 2025, the campaign employed a digital-first communication strategy across Hidoc's App, Web, email, and SMS channels [1].

A dedicated microsite hosted campaign resources, interactive surveys, infographics, articles, and GIFs, ensuring continuous audience engagement [3]. Real-time performance monitoring, including reach, impressions, clicks, and CTR, guided optimization, while pre- and post-campaign surveys evaluated awareness and campaign effectiveness across different doctor segments [4].

### Performance Metrics

#### Parameter Value

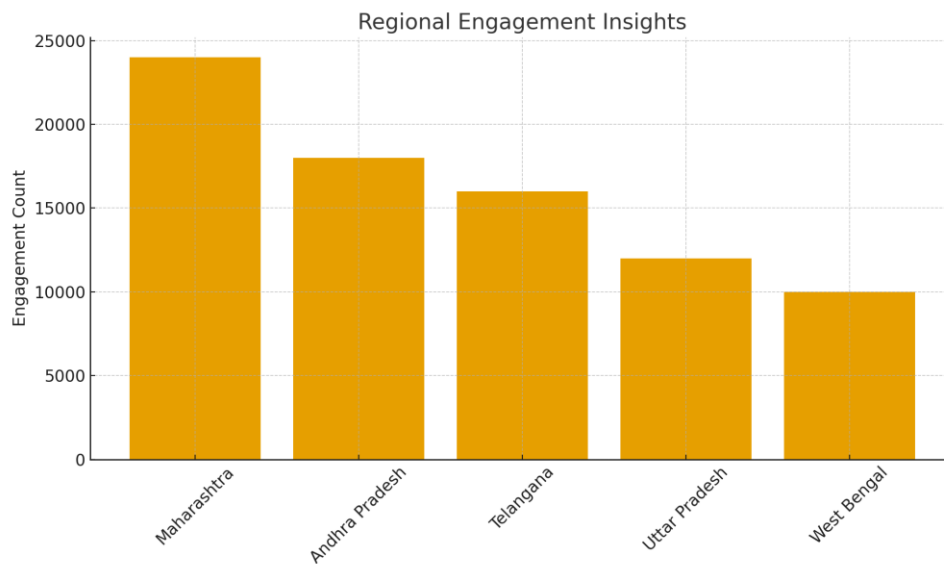
Reach	100,011 doctors
Impressions	900,101
Clicks	90,113
CTR	10%



The campaign's strong response validated the targeting strategy, creative execution, and relevance of content to migraine management specialists [2,3].

## Regional Insights

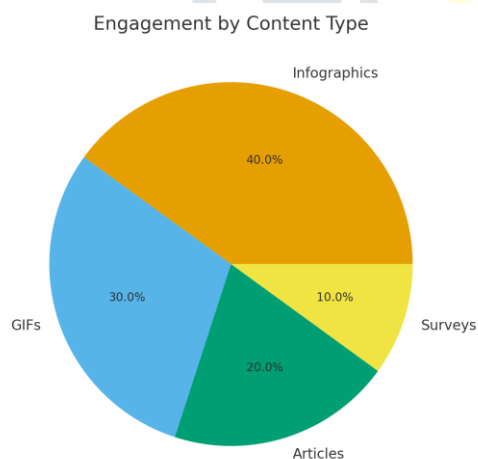
Highest engagement was observed in Maharashtra, Andhra Pradesh, and Telangana, followed by Uttar Pradesh and West Bengal, reflecting strong participation from key medical hubs across India [3].



## Results and Insights

The campaign successfully reinforced Ergotamine-Caffeine-Paracetamol's visibility, trust, and clinical credibility among the target medical community [2]. Key outcomes included:

- Sustained weekly interactions validating content relevance [3].
- Highest engagement from Ophthalmologists and General Physicians, confirming therapeutic alignment [2].
- Infographics and GIFs drove the most interactions, highlighting the value of visual, educational content [3].
- Zero privacy violations, ensuring adherence to ethical digital communication practices [1].



This initiative demonstrated that structured, medically contextualized messaging can convert digital reach into meaningful physician engagement [4,5].

## Discussion

### Omnichannel Effectiveness in Medical Outreach

The campaign highlighted the efficiency of an omnichannel digital ecosystem - combining app notifications, web banners, email, and SMS - in optimizing physician interaction while maintaining credibility [1]. Hidoc's secure and unified platform enabled continuous brand presence and engagement [4].

### Educational and Clinical Relevance

By emphasizing the therapeutic importance of Ergotamine-Caffeine-Paracetamol in migraine management, the campaign bridged knowledge gaps and strengthened prescriber confidence, facilitating informed clinical decisions [2].

### Data Privacy and Compliance

All campaign executions adhered strictly to privacy and ethical standards, ensuring no doctor-identifiable data was shared externally [1]. Transparent compliance is key to sustaining long-term trust in digital medical communication [4].

### Future Campaign Implications

Future digital strategies may leverage:

- AI-driven personalization for specialty-specific content delivery [5].
- Interactive clinical formats, such as polls or case-based learning [3].
- Extended educational modules to reinforce post-campaign knowledge retention [2].

## Conclusion

The Ergotamine-Caffeine-Paracetamol campaign demonstrated the measurable impact of digital-first physician engagement [2,3]. By collaborating with Hidoc Dr., the initiative successfully integrated scientific credibility, clinical relevance, and brand education into a single digital framework [1].

With over 100,000 doctors reached, more than 900,000 impressions, and a 10% CTR, the campaign set a benchmark for compliant, data-backed healthcare communication [3]. The initiative reaffirmed the value of omnichannel digital learning platforms in shaping modern physician-brand relationships and highlighted the role of evidence-based messaging in driving tangible engagement outcomes [4,5].

## References

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