



Enhancing Physician Engagement via Digital Platforms: An Salbutamol Brand Marketing Case Study

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Abstract

This public relations case study presents the strategic execution and performance outcomes of a nationwide digital marketing campaign conducted for Salbutamol, a widely prescribed bronchodilator in respiratory care. The multi-month campaign aimed to strengthen disease awareness, therapeutic recall, and sustained physician engagement among General Physicians and Pediatricians across India using a compliant, omnichannel digital communication framework. The initiative leveraged verified physician-only digital platforms and multiple touchpoints, including app-based placements, web visibility, notifications, emailers, SMS, WhatsApp communication, and high-impact digital roadblocks to deliver clinically relevant educational content. Campaign analytics demonstrated strong physician reach, sustained visibility, and high engagement across both core target specializations. The outcomes highlight the growing importance of structured, data-driven digital platforms in enabling ethical, scalable, and measurable physician engagement within contemporary pharmaceutical communication ecosystems.

Keywords

Physician engagement, digital health platforms, Salbutamol, omnichannel marketing, respiratory disease awareness, inhalation therapy, medical communication

Introduction

Asthma and obstructive airway diseases continue to impose a significant clinical and public health burden in India, affecting both pediatric and adult populations. Effective disease control relies not only on appropriate pharmacotherapy but also on consistent physician awareness regarding evidence-based inhalation therapy practices, adherence strategies, and patient education. In this context, Salbutamol remains a commonly considered bronchodilator in routine respiratory care. However, sustained therapeutic recall among healthcare professionals is challenged by increasing information overload and evolving clinical practice guidelines.

The digital transformation of physician communication has reshaped pharmaceutical engagement strategies, enabling targeted, compliant, and measurable outreach through verified healthcare professional platforms [1]. Physician-only digital ecosystems facilitate clinically aligned communication while respecting data privacy, regulatory compliance, and ethical promotional boundaries. Recognizing these shifts, the

Salbutamol brand undertook a structured digital engagement initiative to reinforce disease awareness, inhalation therapy familiarity, and therapeutic recall among General Physicians and Pediatricians across India [2]. The campaign was designed to translate evidence-aligned disease education into sustained brand visibility through an omnichannel framework, thereby strengthening informed clinical consideration in routine respiratory care [3].

Digital Transformation in Physician Engagement

Traditional pharmaceutical detailing models are increasingly supplemented by digital-first engagement strategies that enable scalable physician outreach without disrupting clinical workflows. Verified physician platforms provide structured environments for compliant communication, specialty-wise targeting, performance tracking, and longitudinal engagement analytics [1]. These platforms support omnichannel delivery models that integrate app-based visibility, web placements, notifications, and direct digital communication formats.

Digital physician engagement is associated with improved content recall, higher interaction rates, and enhanced educational value when compared with non-targeted mass communication approaches [3]. Importantly, the digital modality supports asynchronous learning, enabling physicians to engage with clinically relevant content at their convenience. This paradigm shift has accelerated post-pandemic, with physicians increasingly relying on digital platforms for continuous medical education, clinical updates, and peer-aligned information exchange [4]. Within this evolving landscape, the Salbutamol campaign was conceptualized to leverage structured digital touchpoints to reinforce disease awareness and inhalation-based therapy familiarity in a non-intrusive, insight-led manner [2].

Campaign Objectives

The Salbutamol digital engagement initiative was structured around the following objectives:

1. To enhance disease awareness related to obstructive airway disorders among General Physicians and Pediatricians.
2. To reinforce therapeutic recall of inhalation-based bronchodilator therapy in routine clinical practice.
3. To ensure sustained digital visibility through a structured omnichannel communication framework.
4. To achieve measurable performance outcomes using transparent analytics dashboards without compromising physician data privacy.
5. To establish a scalable digital engagement framework for future respiratory-focused physician outreach initiatives.

Methodology

Campaign Design and Execution

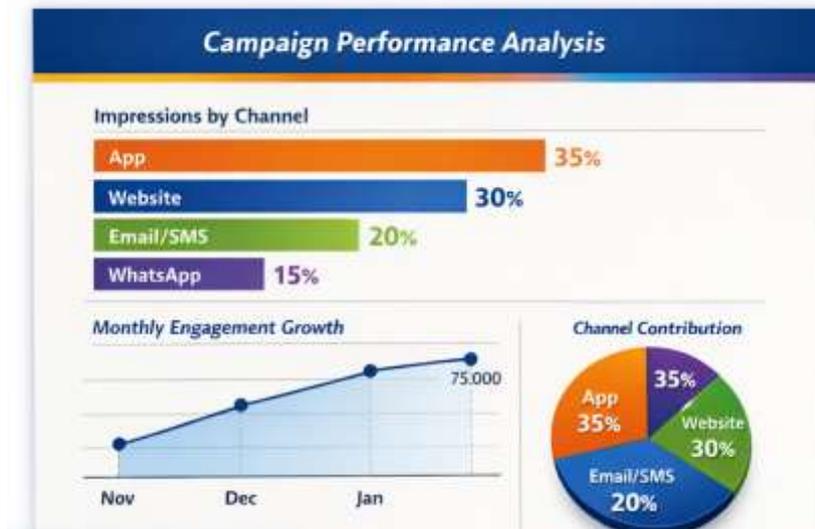
The campaign was executed over a three-month period (November 2025 to January 2026) with pan-India coverage. The engagement framework adopted an omnichannel digital strategy to maximize reach and frequency while minimizing digital fatigue. Content deployment followed a structured weekly cadence, ensuring consistent exposure and reinforcement of disease education themes aligned with inhalation-based therapy practices.

Digital touchpoints included:

- App-based visibility units
- Web placements on physician dashboards

- App notifications
- Emailers
- SMS communication
- WhatsApp engagement
- High-impact digital roadblock advertisements

Content was customized separately for General Physicians and Pediatricians to maintain clinical contextual relevance, reflecting disease presentation patterns and management considerations unique to adult and pediatric populations. The campaign leveraged real-time performance dashboards to monitor reach, impressions, clicks, and CTR while maintaining strict confidentiality of healthcare professional data.



Performance Measurement

Campaign performance was evaluated using standardized digital engagement metrics, including reach, impressions, clicks, and click-through rate (CTR). Benchmarks were predefined to assess visibility, interaction quality, and sustained engagement across the campaign duration. Transparent analytics enabled iterative optimization of content formats and frequency, aligning with best practices in data-driven physician engagement models.

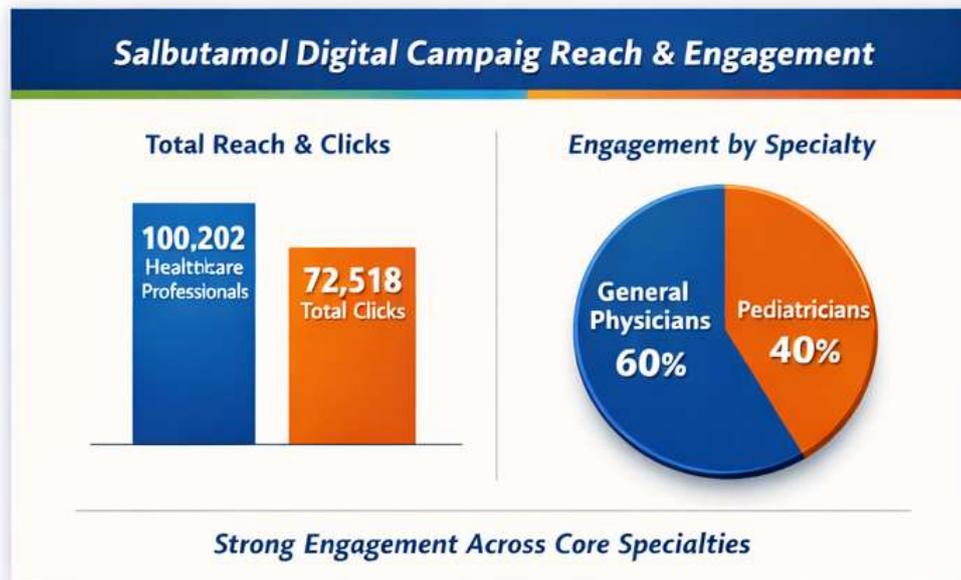
Results and Key Insights

The Salbutamol digital campaign achieved strong quantitative outcomes across core performance indicators:

- Total reach of 100,202 healthcare professionals
- 901,844 impressions delivered across digital touchpoints
- 72,518 clicks, resulting in a consistent 8% CTR

Metric	Value	Interpretation
Total Reach	100,202 HCPs	Wide-scale physician visibility achieved
Total Impressions	901,844	Sustained and consistent digital exposure
Total Clicks	72,518	Strong interaction with campaign content
Click-Through Rate (CTR)	8%	High engagement aligned with planned benchmarks

These outcomes demonstrate effective physician penetration and sustained engagement across both General Physicians and Pediatricians. The consistent CTR across specializations indicates high content relevance and appropriate frequency calibration. Sustained weekly engagement suggested that the omnichannel approach successfully mitigated digital fatigue while reinforcing recall through repeated contextual exposure.



Geographic engagement patterns indicated strong digital adoption in high-density urban and semi-urban regions, aligning with known trends in physician platform utilization. The engagement of early-career physicians and postgraduate trainees further supported the campaign's long-term brand familiarity objectives [5].

Discussion

Effectiveness of Omnichannel Strategy

The synchronized deployment of multiple digital touchpoints ensured consistent brand presence across physician workflows. Repeated contextual exposure across app, web, and direct communication formats reinforced message recall while respecting physician autonomy in content engagement [3]. Omnichannel alignment has been shown to enhance memory encoding and brand familiarity within time-constrained clinical environments [4].

Specialty-Aligned Communication

Targeted content customization for General Physicians and Pediatricians improved clinical relevance and engagement quality. Specialty-aligned messaging ensured resonance with real-world prescribing contexts and disease management responsibilities, translating disease education into practical therapeutic recall [2].

Ethical and Compliance Considerations

The campaign adhered to ethical digital engagement guidelines and data governance norms, ensuring that no personally identifiable physician data was accessed or shared [1]. The physician-only platform model supported compliant pharmaceutical communication aligned with evolving digital marketing regulations in healthcare [4].

Future Strategic Directions

Based on observed outcomes, future Salbutamol digital initiatives may benefit from:

- AI-driven personalization to further refine specialty and regional relevance [3].
- Case-based microlearning formats to enhance clinical contextualization [5].
- Interactive engagement tools such as polls and short quizzes to sustain attention among digitally native physicians [4].
- Integration of guideline-linked educational modules to strengthen long-term knowledge retention and therapeutic confidence [2].

Conclusion

The Salbutamol digital marketing campaign demonstrates the effectiveness of structured, omnichannel physician engagement strategies within modern digital healthcare ecosystems. By achieving strong reach, sustained visibility, and high engagement across General Physicians and Pediatricians, the campaign successfully met its disease awareness and therapeutic recall objectives. These findings reinforce the strategic value of compliant digital platforms in scaling physician engagement, strengthening educational value, and building durable brand equity in contemporary pharmaceutical communication. The campaign establishes a replicable framework for future respiratory-focused digital outreach initiatives at scale.

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