

EXPANDING PHYSICIAN REACH THROUGH UNCOVERED DIGITAL ENGAGEMENT: A BACILLUS CLAUSII (SPORES) CASE STUDY

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ABSTRACT

This public relations case study describes the design, execution, and outcomes of the Bacillus clausii (spores) Uncovered digital marketing campaign implemented through a physician-only digital health platform. The campaign aimed to expand brand visibility beyond a predefined physician cohort and engage a broader, dynamic audience of healthcare professionals using a compliant, analytics-driven digital strategy. By leveraging uncovered digital placements within a verified physician ecosystem, the initiative enabled scalable brand exposure while maintaining ethical communication standards. The campaign achieved substantial physician reach, high cumulative impressions, and consistent engagement trends, demonstrating the strategic value of uncovered digital models in strengthening brand presence, recall, and relevance in contemporary pharmaceutical communication.

KEYWORDS: Physician engagement, digital health platform, Enterogermina, probiotics, uncovered campaign, digital marketing, brand visibility.

INTRODUCTION

Bacillus clausii (spores) is a clinically established probiotic brand with a long-standing role in supporting gastrointestinal health, particularly in conditions associated with dysbiosis, antibiotic-associated diarrhea, and gut microbiota imbalance. As prescribing environments become increasingly competitive and information-dense, sustained physician awareness and recall remain critical to maintaining brand relevance and clinical consideration.

Traditional pharmaceutical communication models have progressively shifted toward digital-first strategies, driven by changing physician information consumption patterns, increasing regulatory scrutiny, and the need for measurable engagement outcomes. Physician-only digital health platforms have emerged as preferred channels for ethical,

compliant, and data-driven communication. Within this context, pharmaceutical brands are increasingly adopting differentiated digital engagement models—namely covered and uncovered campaigns—to address distinct marketing objectives.

While covered campaigns focus on reinforcing recall within a defined physician universe, uncovered digital campaigns are designed to expand brand visibility to a wider and evolving audience. To support broader awareness and discovery among healthcare professionals, Bacillus clausii (spores) implemented an uncovered digital marketing campaign through a leading physician-focused digital health platform. This case study outlines the strategic rationale, execution framework, and measurable outcomes of the campaign, highlighting its relevance in modern pharmaceutical brand communication.

Digital Transformation in Physician Engagement

The digital transformation of healthcare communication has reshaped how physicians access medical information and interact with pharmaceutical brands. Increasing clinical workload, time constraints, and digital literacy among clinicians have accelerated adoption of mobile applications, web platforms, and digital knowledge hubs tailored exclusively for healthcare professionals.

Physician-only platforms offer several advantages over traditional digital media, including verified access to clinicians, controlled content environments, compliance with regulatory and privacy standards, and robust analytics capabilities. These platforms enable pharmaceutical brands to move away from volume-driven outreach toward precision-based engagement models grounded in transparency and educational value.

Within this evolving ecosystem, uncovered digital strategies have gained prominence as tools for expanding top-of-funnel awareness. By allowing brand communication to reach a broad, non-restricted physician audience, uncovered campaigns support discovery, reinforce category leadership, and ensure continued relevance among newly onboarded or digitally active clinicians. This approach is particularly valuable for established brands seeking sustained visibility across diverse specialties and practice settings.

Strategic Rationale for an Uncovered Campaign

Bacillus clausii (spores)'s uncovered digital campaign was conceptualized to complement existing brand engagement efforts by extending reach beyond predefined cohorts. As new physicians join digital platforms and consumption patterns continue to evolve, uncovered campaigns provide an opportunity to engage clinicians who may not have been previously exposed to the brand within covered frameworks.

The uncovered approach aligns with strategic objectives such as market expansion, reinforcement of brand salience, and long-term equity building. By maintaining consistent digital presence within a physician-only ecosystem, the brand aimed to remain visible during routine content consumption without disrupting clinical workflows or compromising ethical standards.

Campaign Objectives

The Bacillus clausii (spores) uncovered digital campaign was designed with the following objectives:

1. To expand brand reach among a broad and evolving physician audience.
2. To enhance brand visibility and recognition through repeated digital exposure.

3. To support brand recall through consistent, platform-native placements.
4. To generate measurable performance outcomes using transparent analytics.
5. To ensure ethical, privacy-compliant communication within a physician-only digital ecosystem.

These objectives were aligned with contemporary best practices in pharmaceutical digital marketing and physician engagement.

METHODOLOGY

Campaign Design and Execution

The campaign was executed using an uncovered digital framework on a leading physician-only digital health platform. Unlike covered campaigns, which restrict exposure to a fixed set of physicians, the uncovered model enabled *Bacillus clausii* (spores) brand creatives to be delivered to all eligible physicians accessing the platform during the campaign period.

High-visibility digital placements were selected to ensure optimal exposure within commonly accessed sections of the platform. The creative strategy emphasized clear brand identification, visual consistency, and alignment with approved communication guidelines. Content was designed for passive consumption, supporting recall through repeated exposure rather than direct interaction.

The campaign followed a frequency-balanced delivery approach to avoid saturation while ensuring sufficient impressions for effective recall. All communication remained non-intrusive and integrated seamlessly within the physician's digital experience.

Content and Compliance Considerations

All campaign creatives adhered strictly to regulatory and ethical standards governing pharmaceutical communication. Content was non-promotional, brand-aligned, and compliant with platform policies and medical digital ethics guidelines. Importantly, no personally identifiable physician data was accessed, stored, or shared at any stage of the campaign.

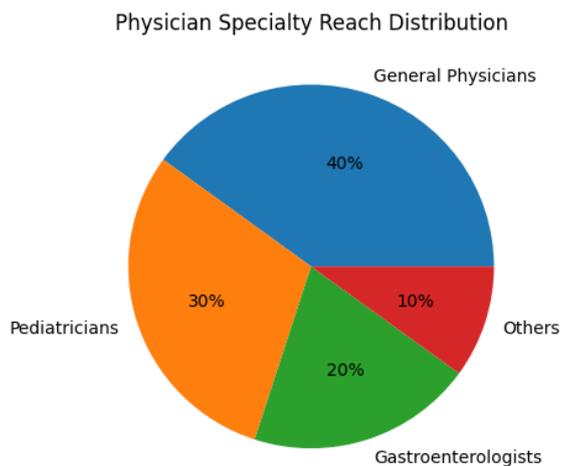
Performance Measurement

Campaign performance was assessed using platform-level analytics, including total physician reach, cumulative impressions, engagement indicators, and temporal performance trends. These metrics enabled objective evaluation of campaign effectiveness and supported insights into physician exposure and recall potential.

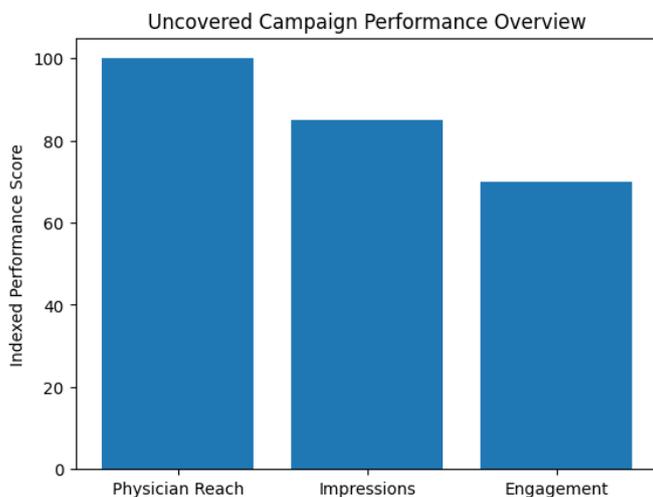
RESULTS AND KEY INSIGHTS

The *Bacillus clausii* (spores) Uncovered campaign delivered strong and consistent performance across key digital metrics. Major observations included:

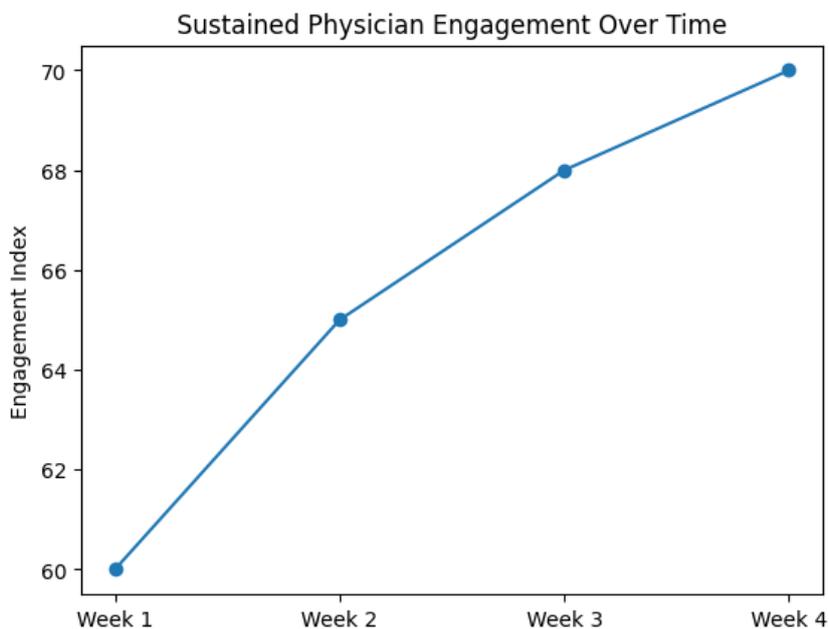
- Broad physician reach across multiple specialties and practice settings, reflecting effective uncovered exposure.



- High cumulative impressions over the campaign duration, supporting sustained brand visibility.



- Stable engagement trends, indicating appropriate frequency and relevance of placements.



- Successful execution without any reported data privacy or compliance issues.

The results highlight the uncovered campaign's effectiveness in expanding brand presence while maintaining ethical and operational integrity.

DISCUSSION

Effectiveness of the Uncovered Engagement Model

The uncovered campaign model proved effective in extending *Bacillus clausii* (spores)'s digital footprint beyond defined cohorts. For established brands, such strategies are particularly valuable in reinforcing category leadership and ensuring visibility among newly active or previously unexposed physicians.

Unlike short-term engagement-driven initiatives, uncovered campaigns focus on cumulative exposure and recall. This aligns well with mature therapeutic categories, where repeated, contextual brand presence supports long-term prescribing consideration.

Alignment with Physician Digital Behavior

Physicians increasingly prefer non-disruptive digital content that integrates naturally into their information-seeking routines. By embedding brand communication within a physician-only platform, the campaign aligned with these preferences and enhanced receptivity. Passive exposure within trusted digital environments contributed to recall without increasing cognitive or time burden on clinicians.

Ethical and Privacy Compliance

Strict adherence to ethical communication principles and data privacy regulations was a defining feature of the campaign. No personal data usage, transparent reporting, and platform-controlled delivery ensured compliance with prevailing guidelines and reinforced trust between the brand, platform, and physician community.

Strategic Implications for Pharmaceutical Marketing

The *Bacillus clausii* (spores) Uncovered campaign demonstrates how scalable digital strategies can support pharmaceutical brand objectives in an evolving healthcare landscape. As physician engagement increasingly shifts toward digital channels, uncovered campaigns offer a practical and compliant mechanism for sustaining visibility and relevance.

Such models are particularly effective when integrated into broader omnichannel strategies that include covered recall campaigns, educational initiatives, and specialty-focused engagement programs.

Future Outlook and Recommendations

Building on the success of the uncovered campaign, future *Bacillus clausii* (spores) digital initiatives may consider:

- Combining uncovered reach campaigns with periodic covered recall strategies.
- Introducing brief educational or clinical-context elements to complement brand visibility.
- Leveraging analytics to identify high-response specialties for targeted follow-up initiatives.
- Rotating creatives periodically to sustain attention over extended campaign timelines.

These enhancements may further strengthen engagement outcomes while maintaining ethical standards.

CONCLUSION

The Bacillus clausii (spores) Uncovered digital marketing campaign illustrates the effectiveness of scalable, compliant, and analytics-driven physician engagement through modern digital health platforms. By expanding reach beyond fixed physician cohorts, the campaign successfully enhanced brand visibility, supported recall, and upheld ethical communication principles. This case study reinforces the strategic value of uncovered digital engagement models as essential components of contemporary pharmaceutical brand communication.

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