



DUAL-DRUG THERAPY IN ALLERGIC RHINITIS: EXAMINING THE EFFICACY OF FEXOFENADINE AND MONTELUKAST

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Abstract: Allergic rhinitis (AR) is an atopic disease characterized by symptoms such as sneezing, nasal congestion, clear rhinorrhea, and nasal pruritus. This study investigates the efficacy of a combination therapy using Fexofenadine Hydrochloride 120 mg and Montelukast Sodium 10 mg in managing AR. Leveraging an omnichannel marketing campaign on the Hidoc Dr platform, the study targeted healthcare professionals through digital channels like mobile apps, websites, emails, SMS, and tele-calling services. The campaign aimed to establish this combination therapy as a preferred choice among physicians. The results revealed significant engagement, with 166,606 healthcare professionals reached, 2,884,308 impressions, and 462,546 clicks. The campaign demonstrated a 16% click-through rate and generated 105 high-quality leads, confirming the increased preference and usage of the combination therapy for AR treatment.

Keywords: Allergic Rhinitis, Fexofenadine, Montelukast, Combination Therapy, Omnichannel Marketing, Healthcare Professionals, Engagement Metrics

1. INTRODUCTION

Allergic rhinitis (AR) is an atopic disease presenting with symptoms of sneezing, nasal congestion, clear rhinorrhea, and nasal pruritus. It is an IgE-mediated immune response that is against inhaled antigens in the immediate phase, with a subsequent leukotriene-mediated late phase. (1) Fexofenadine is an antihistamine medication available in capsule or tablet form. It treats and prevents allergy symptoms such as itchy eyes, sneezing, and hives by blocking histamine in the body. Montelukast, a leukotriene receptor antagonist, prevents wheezing, difficulty breathing, chest tightness, and coughing caused by asthma and allergies. The combination of Fexofenadine Hydrochloride 120 mg and Montelukast Sodium 10 mg has demonstrated efficacy in providing comprehensive relief for allergic rhinitis (AR) patients.

This study explores the efficacy of Fexofenadine and Montelukast combination therapy in managing AR, leveraging insights gained from a targeted omnichannel marketing campaign facilitated by Hidoc Dr. This platform enabled strategic placement of campaign materials across digital channels including mobile apps, websites, emails, SMS, and tele-calling services. By utilizing Hidoc Dr, the campaign aimed to enhance visibility

and engagement among healthcare professionals, positioning the combined therapy as a preferred choice for AR treatment.

2. METHODOLOGY

To establish the Fexofenadine and Montelukast combination therapy as a leading choice for allergic rhinitis treatment, an omnichannel marketing campaign was implemented using the Hidoc Dr. platform. This campaign leveraged various platforms, including apps, websites, emails, SMS, and tele-calling services provided by Hidoc Dr. Ads were strategically placed across multiple channels—banners, scrollers, stories, and emails—to ensure comprehensive visibility to the target audience, which included general physicians, consulting physicians, pulmonologists, and ENT specialists.

Objectives

- **Primary Objective:** Establish the Fexofenadine and Montelukast combination therapy as the leading innovator in the field, renowned for superior patient outcomes compared to competitors.
- **Target Audience:** General physicians, consulting physicians, pulmonologists, and ENT specialists.
- **Key Performance Indicator (KPI):** Engagement metrics measured across both matched and unmatched brands.

Hidoc Dr. facilitated the campaign by providing essential data, creating, and promoting pre- and post-surveys to gather insights. The engagement level of healthcare professionals (HCPs) was a critical metric in measuring the campaign's success.

3. RESULTS

In the fiscal year of 2023, our comprehensive outreach strategy successfully engaged a substantial audience of 166,606 healthcare professionals across various platforms. Through targeted efforts, we achieved an impressive total of 2,884,308 impressions, demonstrating the significant visibility of our campaign within the healthcare community.

Notably, their content resonated strongly with their audience, resulting in a remarkable click count of 462,546 interactions. This exceptional level of engagement reflects the relevance and impact of their messaging. Moreover, their campaign's commendable click-through rate (CTR) of 16% underscores the effectiveness of our approach in driving meaningful actions among our target audience.

Furthermore, through tele-verification, we confirmed that the leads generated from the Allegra M campaign were of exceptional quality. These leads comprised healthcare professionals (HCPs) who not only actively participated in the campaign but also demonstrated a sincere interest in exploring the brand further. The campaign achieved remarkable success, accumulating a total of 105 such leads.

Key Highlights

- **Lead Quality:** The campaign generated high-quality leads consisting of healthcare professionals who actively participated and showed sincere interest in the brand, totaling 105 leads.
- **Engagement Frequency:** HCPs engaged with the campaign 1-2 times per month, showing a growing preference for the combination therapy.
- **Usage Increase:** The usage of Fexofenadine and Montelukast combination therapy increased by 3.8% for the matched brand and 1.7% for the unmatched brand.
- **Allergy Treatment Preference:** Preference for the combination therapy increased by 17.6% for the matched brand and 1.4% for the unmatched brand.
- **Click-Through Rate:** The campaign received 462,546 total clicks throughout the year, with an average CTR of 16%.

4. CONCLUSION

Hidoc Dr emerges as a game-changer in the realm of healthcare technology, focusing on empowering healthcare professionals with a user experience that is both intuitive and efficient. By seamlessly integrating patient information, fostering communication, embracing telehealth, and prioritizing data security, Hidoc Dr is paving the way for a future where healthcare delivery is not only effective but also technologically advanced. As the healthcare landscape continues to evolve, platforms like Hidoc Dr play a pivotal role in shaping the future of patient care. (2)

The combination therapy of Fexofenadine and Montelukast has been successfully established as a preferred choice among physicians for the management of allergic rhinitis. The strategic omnichannel approach and comprehensive engagement metrics via the Hidoc Dr platform indicate the campaign's success in reaching and influencing healthcare professionals. This innovative combination therapy is now recognized for providing superior patient outcomes in the treatment of allergic rhinitis.

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