

Click Theme	More Info	Convert Theme	More Info
Clinical Trial Highlights	Use ads to showcase compelling results or milestones from clinical trials.	Web Form Accessibility	Ensure the information request form is prominently placed for easy access.
Expert Endorsements	Highlight endorsements or recommendations from leading HCPs or institutions.	Incentive for Form Submission	Offer exclusive access to detailed research findings or continuing education credits.
Educational Value	Promote the educational benefits of learning more about the drug.	Clear and Visible CTAs	Use clear, compelling CTAs like "Access Clinical Data" or "Request Samples" near the form.
Safety Profile Summaries	Summarize the safety profile and key benefits in the ad copy.	Trust Signals and Assurances	Display security certifications and privacy policies prominently near the form.
Interactive Content	Include interactive elements like MOA animations to engage HCPs.	Personalization After Submission	Tailor the follow-up content based on the specific interests or specialties of the HCP.
Upcoming Webinar Promotions	Advertise webinars or online forums discussing the drug and its application.	Multi-step Form with Progress	Use a multi-step form for detailed information requests, with a clear progress indicator.
Access to Research Materials	Offer direct access to research papers or articles related to the drug.	Live Chat/Support Option	Provide a live chat option for HCPs to ask questions or request further information instantly.
Patient Case Studies	Feature anonymized patient case studies that demonstrate efficacy.	FAQs and Educational Resources	Include a section for FAQs or link to additional educational materials near the form.
Direct Benefits to Patients	Highlight how the drug can improve patient outcomes in ads.	Feedback or Thank You Message	Display a thank-you message after submission with options for further engagement.
Specialty-Specific Campaigns	Tailor ad campaigns to the specialties most likely to prescribe the drug.	Social Proof Near Form	Showcase endorsements or testimonials from respected HCPs near the form.
Regulatory Approval Focus	Emphasize the drug's approval status and endorsements from health authorities.	Optimized Mobile Experience	Ensure the landing page and form are optimized for a smooth mobile experience for HCPs on the go.