Getting to the Point

Engaging Qualified Consumers at the Point of Care

Point of care (POC) programs reach consumers at one of the key decision points in healthcare management. Research reveals the effectiveness of POC marketing efforts in reaching and engaging target audiences, as individuals are more receptive to information at this stage in their health continuum.

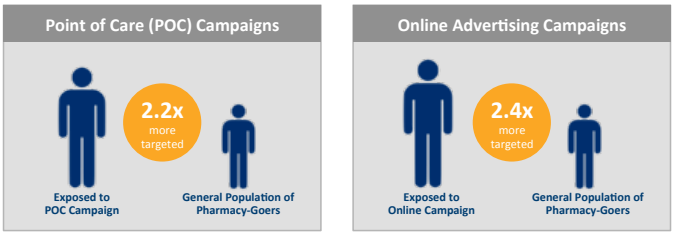
Mass media DTC initiatives such as TV, print and online advertising continue to command the lion's share of pharmaceutical brand marketing plans and budgets, primarily due to the larger reach and scale that these channels represent. These high–scale channels have traditionally been designed to drive brand awareness and reach the largest audiences possible – or that budgets will allow – in the hopes that by casting a wide net, the brand messages will resonate with the smaller, relevant portion of the overall audience exposed to these messages. And while new, innovative and privacy–safe ways for healthcare marketers to target specific audiences in these "reach" channels have emerged and will continue to evolve toward greater sophistication, brand marketers still apply quite a bit of guesswork with respect to understanding to what extent the exposed audience is qualified and the message is relevant.

Point of care programs, however, remove much of this guesswork by enabling brand marketers to engage consumers directly at the point of care, as opposed to in front of their TV or laptop screens. Relative to those reached via mass media tactics, audiences exposed to brand messaging at the point of care are more captive, less distracted and have advanced further along the patient lifecycle – all of which should translate into greater receptiveness for brand messaging and a higher likelihood that this exposure will influence their conversation with their HCP and lead to an Rx fill for the brand in question. But is this indeed the case?

Leveraging its Point of Care (POC) Impact™ analytics solution, Crossix has measured the impact of multiple in–office marketing programs, across various condition categories and Rx brands. And the benchmarks gathered via these analyses – as illustrated in the following three charts – reveal that POC tactics are indeed effective in reaching qualified audiences with respect to the relevant Rx treatment profile and driving incremental new patient starts for the Rx brand in question.

Moreover, comparing POC program performance benchmarks to those culled from another reach media channel – in this case, online advertising campaigns measured by Crossix Digital Impact™ – yield provocative insights. As Chart 1 illustrates, POC and online campaigns are nearly equally effective in reaching qualified audiences, with respect to the exposed audiences' Rx treatment behaviors for the condition categories and/or Rx brands promoted via the respective campaigns.

Chart 1: With respect to Rx treatment behavior in relevant condition categories, how targeted are audiences exposed to branded POC campaigns[1] and online advertising campaigns[2]?



[1] **Source:** Benchmark Rx profile data aggregated via multiple Crossix POC Impact™ analyses performed for various Rx brands across various condition categories. Analyses performed for various types of branded POC tactics including in-office TV, publications, and wallboards, among others.

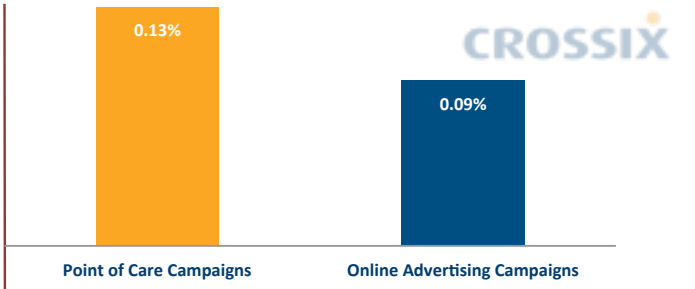
[2] **Source:** Benchmark Rx profile data aggregated via multiple Crossix Digital Impact™ analyses performed for various Rx brands across various condition categories. Analyses performed for branded online advertising campaigns across both endemic and lifestyle publisher sites.

Metric Definition: Metrics displayed are index-like "targeting multiples" that compare (A) the Rx treatment rate within the relevant conditions analyzed in the 18-month period prior to campaign exposure among the audiences exposed to the respective campaigns to (B) the corresponding treatment rates observed within the general U.S. population of pharmacy-goers. For example, a targeting multiple of 2.5x reflects that the audience exposed to the campaign is 2.5 times more targeted for the relevant condition category than the general U.S. population of pharmacy-goers.

Charts 2 and 3 reveal that both POC and online efforts generate incremental conversion (e.g., new patient starts) for the brands in question, but in notably different ways. While POC initiatives drive a higher net conversion rate (compared to a matched control group) than online efforts, they drive a substantially lower lift in conversion rates vs. control than online campaigns. It is also worth noting that upon cursory glance, the net conversion rates for both POC and online advertising campaigns – 0.13% and 0.09% respectively – may seem lower than might be expected. However, when these rates are applied to large volumes of unique individuals exposed to these campaigns – which may often number in the millions

or tens of millions per campaign – the volume of incremental new patient starts generated by these campaigns can prove meaningful from a campaign ROI perspective.

Chart 2: Net conversion to Rx rates through 3 months – compared to control – generated by branded Point of Care[1] and Online Advertising[2] campaigns

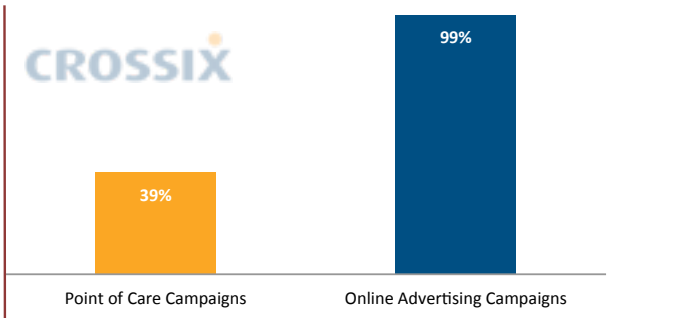


[1] **Source:** Benchmark conversion data aggregated via multiple Crossix POC Impact™ analyses performed for various Rx brands across various condition categories. Analyses performed for various types of branded POC tactics including in-office TV, publications, and wallboards, among others.

[2] **Source:** Benchmark conversion data aggregated via multiple Crossix Digital Impact™ analyses performed for various Rx brands across various condition categories. Analyses performed for branded online advertising campaigns across both endemic and lifestyle publisher sites.

Metric Definition: Metrics displayed reflect the benchmark *net* conversion-to-Rx rate through 3 months post-exposure to the campaign aggregated across the respective Rx brands analyzed, calculated by taking the conversion rate observed among the audience exposed to the campaign and subtracting the conversion rate observed among a matched control group not exposed to the campaign.

Chart 3: Lift in Rx conversion rates through 3 months vs. control generated by branded Point of Care[1] and Online Advertising[2] campaigns



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[2] **Source:** Benchmark conversion data aggregated via multiple Crossix Digital Impact™ analyses performed for various Rx brands across various condition categories. Analyses performed for branded online advertising campaigns across both endemic and lifestyle publisher sites.

Metric Definition: Metrics displayed reflect the benchmark *lift* in conversion-to-Rx rate through 3 months post-exposure to the campaign aggregated across the respective Rx brands analyzed, calculated by dividing the conversion rate observed among a matched control group (not exposed to the campaign) by the *net* conversion rate observed when comparing the conversion rate among the audience exposed to the campaign to the conversion rate observed among the control group.

The comparison of these key performance indicators – and in particular, the nuances between the POC and online conversion benchmarks – reinforce that while both channels are effective conversion drivers, the POC channel impacts a greater proportion of consumers who are further along the Rx decision–tree and the online channel impacts consumers that represent a broader spectrum of stages along the patient lifecycle. Ultimately, pharmaceutical brand marketers should feel confident in adopting patient–centric approaches to designing, measuring and optimizing POC initiatives, and benefiting from the combined impact of POC and other reach channels within their integrated marketing strategies. DTC

***About Crossix POC Impact™**: Crossix POC Impact is an actionable, accurate and patient-centric analytics solution for HCP and patient directed in-office programs using the Crossix proprietary consumer Rx data network. Leveraging a unique, HIPAA-compliant double-control methodology that connects the dots between both HCP and patient data, POC Impact enables consistent 360-degree measurement covering HCP, Point of Care (POC), pharmacy and consumer marketing, across various types of tactics. With POC Impact, brand marketers and POC solution providers alike can fully understand how effective their POC programs are with respect to the Rx treatment profile of the audience exposed, as well as the incremental impact of these programs on Rx conversion and adherence.*

***About Crossix Digital Impact™**: Crossix Digital Impact measures the impact of media spend across the Internet, including all health and non-health publishers, social networking sites and ad networks. Leveraging an innovative, HIPAA-compliant opt-in panel-based methodology that tracks the full impact of online media exposure – including the 99.9% of individuals who do not click on or engage with ads – Digital Impact offers the most accurate, comprehensive way to evaluate the quality of the audience exposed to online media and the lift in conversion-to-Rx driven by these campaigns. With Digital Impact, marketers can proactively optimize their campaigns through early indicators and predictive metrics – not just rearview measurement after the campaigns have ended.*

This is a part of an ongoing series on Rx market metrics of various consumer marketing activities. For more information, see the Crossix RxMarketMetrics™ website (www.rxmarketmetrics.com), from Crossix Solutions Inc., an Rx-based consumer analytics company (www.crossix.com).

About Crossix

CROSSIX

As the only company founded and focused on a consumer-centric healthcare analytics approach, Crossix is the industry standard by which Top 10 Pharma companies and leading agencies & publishers plan, measure and optimize consumer marketing initiatives. Crossix offers the most complete cross-channel solutions, helping marketers by correlating campaign exposure to increased sales. Crossix quickly analyzes data, offers forward-looking strategic guidance, and follows through with recommendations to optimize. Leveraging trends in "Big Data," and by partnering with some of most respected names in the industry, Crossix helps marketers get marketing messages to the desired audience. The Crossix patented methodology incorporates best-in-class privacy safeguards far exceeding HIPAA regulations. Founded in 2004 and headquartered in New York City, Crossix is a PoC^3 affiliate member (www.poc3.org). To learn more, visit www.crossix.com