It’s been over six months since the country began its fight against COVID-19. While some states have made progress in reducing infections, colder weather and widespread re-openings may cause new spikes across the country.

In order to help pharmaceutical companies navigate the changing industry landscape, Crossix has been monitoring country-wide health behaviors through the Crossix Data Platform.

### Daily Digital Impressions

- **May 3**: -39% Impressions vs. February baseline
- **August 23**: +18% Impressions vs. February baseline

Sources: Crossix DIFA, August 2020.

**Media Impact**

- **New-to-Brand (NBRx) Prescriptions Filled**
  - Index Compared to February 2020 Averages
  - DTC and HCP audiences who are exposed to digital media continue to fill and write prescriptions at a higher rate than the overall population. HCPs who have been exposed to media are now writing more NBRx than the overall average in February.

Sources: Crossix DIFA, August 2020.

Contact us at crossix_info@veeva.com to learn more about how Crossix can help your brand gain the most value from your marketing investments.