

CHALLENGES & SOLUTIONS FOR HCP DIGITAL MEASUREMENT

September 26, 2017

Nina Kirshenbaum

Senior Director, Analytics Services, Crossix

CONFIDENTIAL

Use of Crossix deliverables subject to contractual restrictions and usage guidelines
as set forth at <http://www.crossix.com/client-data-usage-policy>.

© 2007 - 2017 Crossix Solutions Inc. All Rights Reserved.



Digital advertising to healthcare professionals has evolved to keep up with direct-to-consumer campaigns.



ENHANCING HCP MEASUREMENT

Challenges	Enhanced Capabilities
Capturing HCPs across multiple devices	Capture both personal and professional devices
Limited view of HCPs reached on endemic sites only	Enable comprehensive view of all HCPs reached across various publishers
Actionability of analyses	Ongoing optimization is possible through frequent analyses

CREATE A SINGULAR PROFILE OF THE HCP



PROVIDE A COMPLETE VIEW OF PUBLISHER METRICS

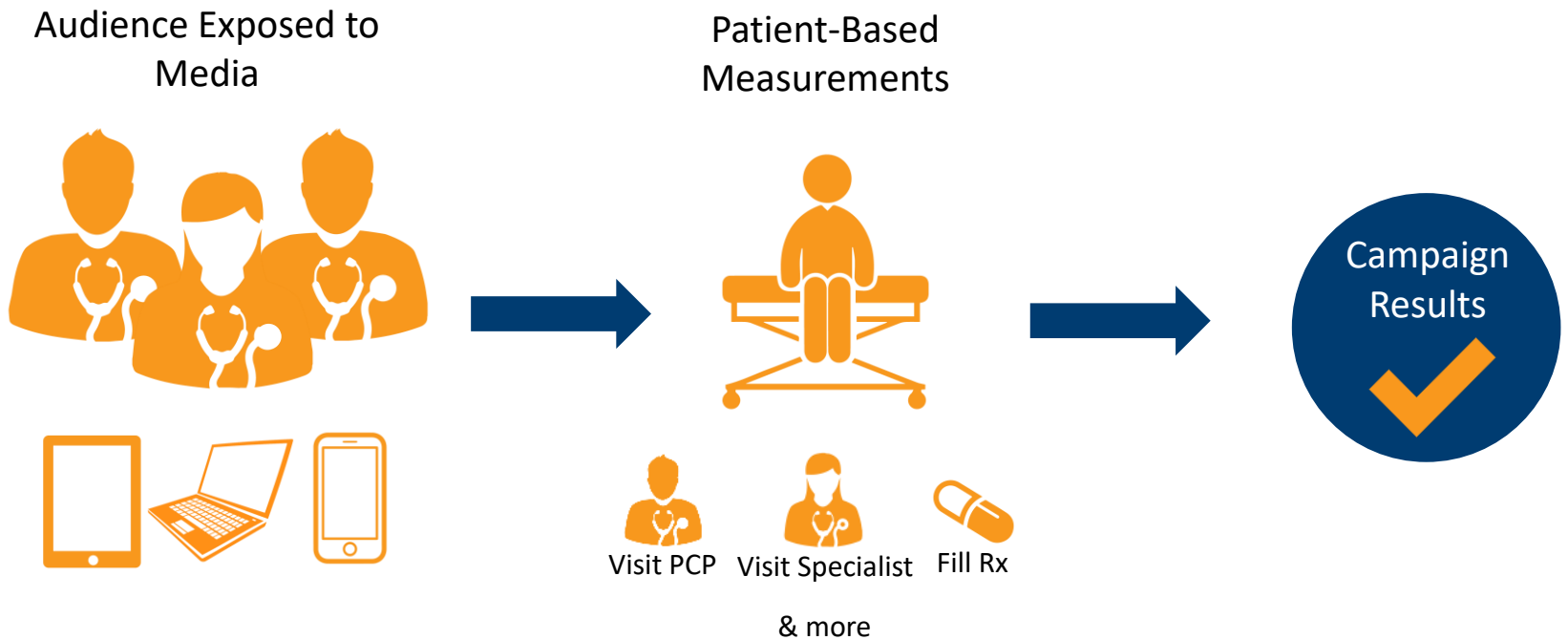
HCP-Focused Publishers



Consumer-Focused Publishers



LEVERAGE PATIENT JOURNEY INSIGHTS TO INFORM FREQUENT OPTIMIZATION

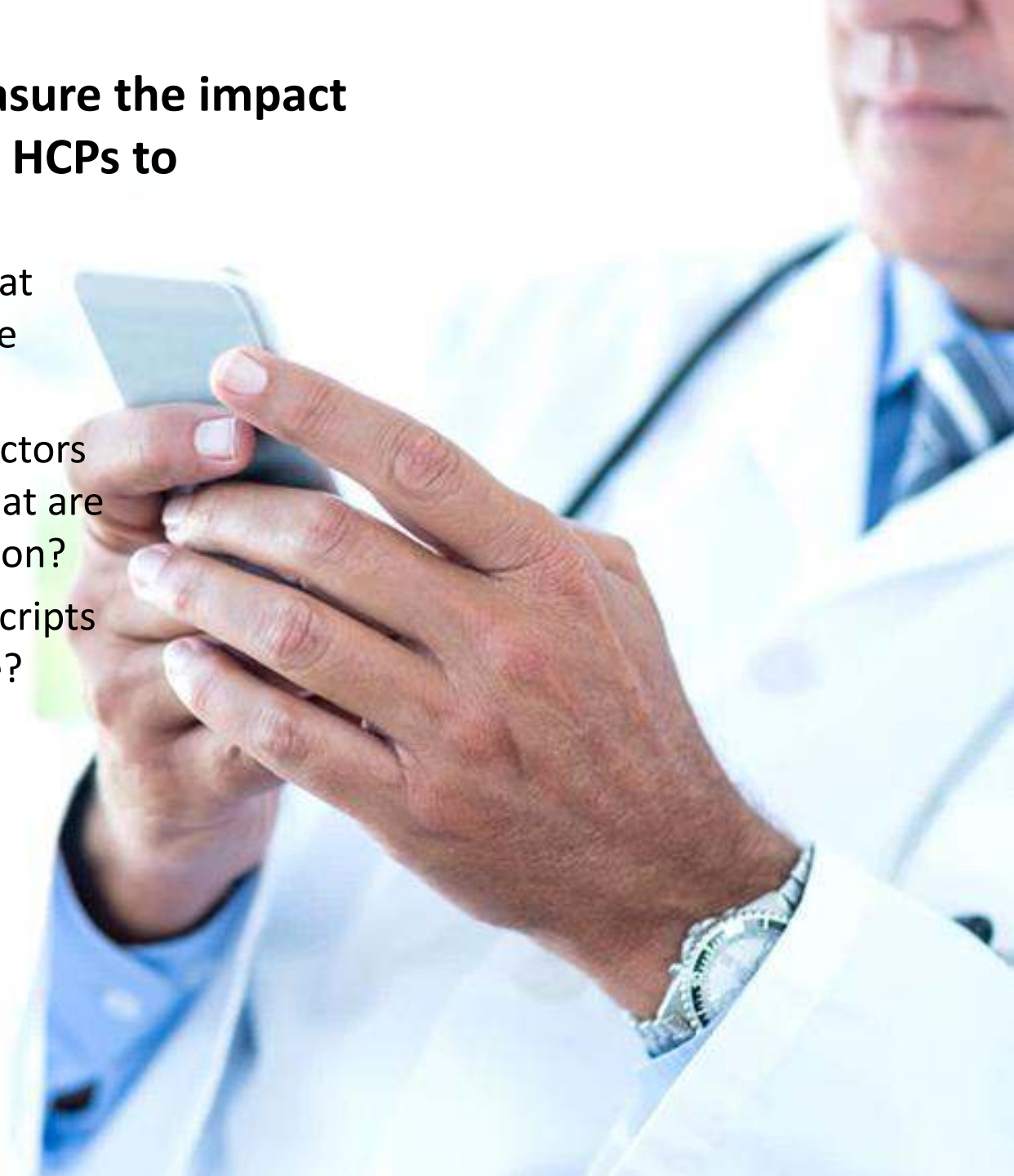


CASE STUDY

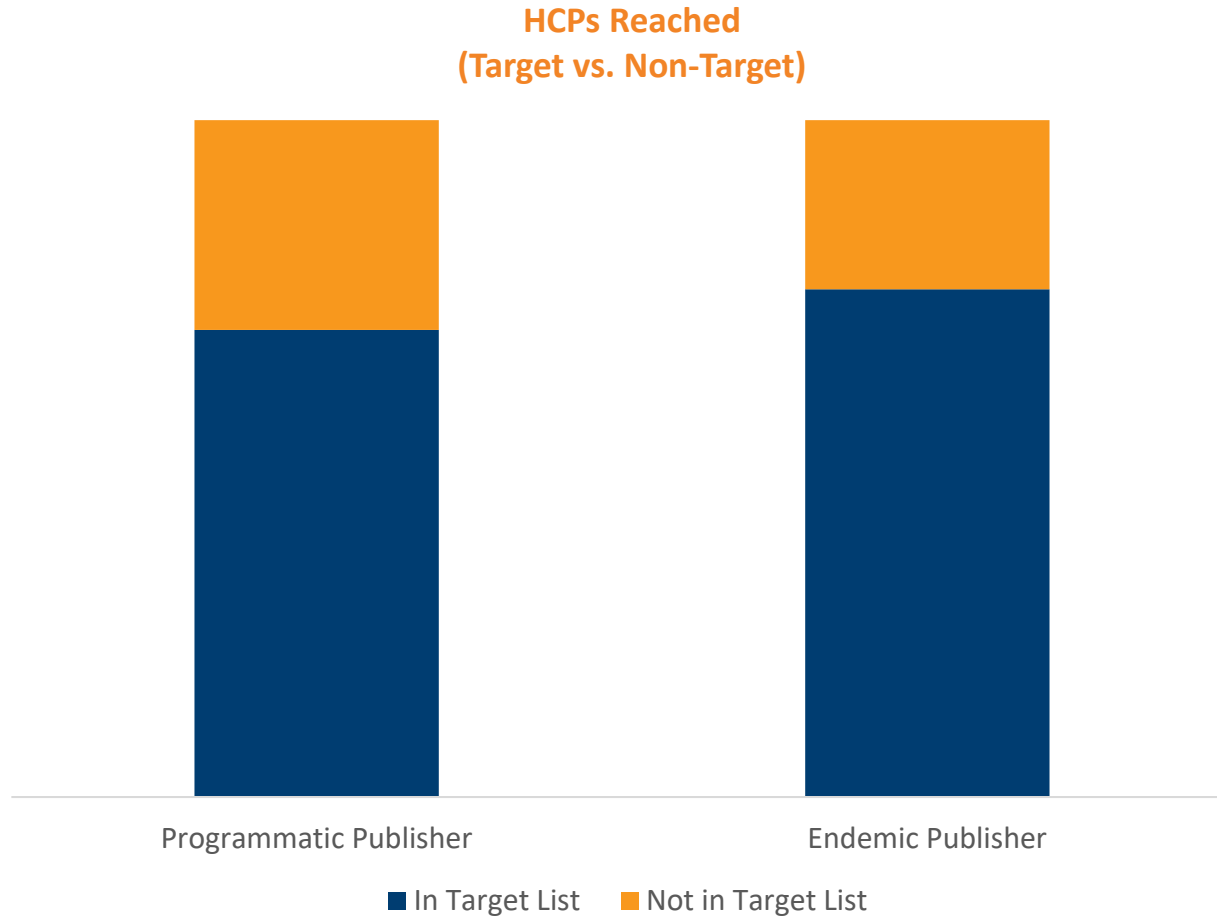


A brand wanted to measure the impact of digital advertising to HCPs to understand:

- Which publishers are best at reaching specialists and the target list of prescribers?
- Which publishers reach doctors who likely have patients that are diagnosed with the condition?
- How many new-to-brand scripts did the campaign generate?



INSIGHT: ENDEMIC AND PROGRAMMATIC PUBLISHERS EXPOSE TARGETS AND NON-TARGETS TO MEDIA



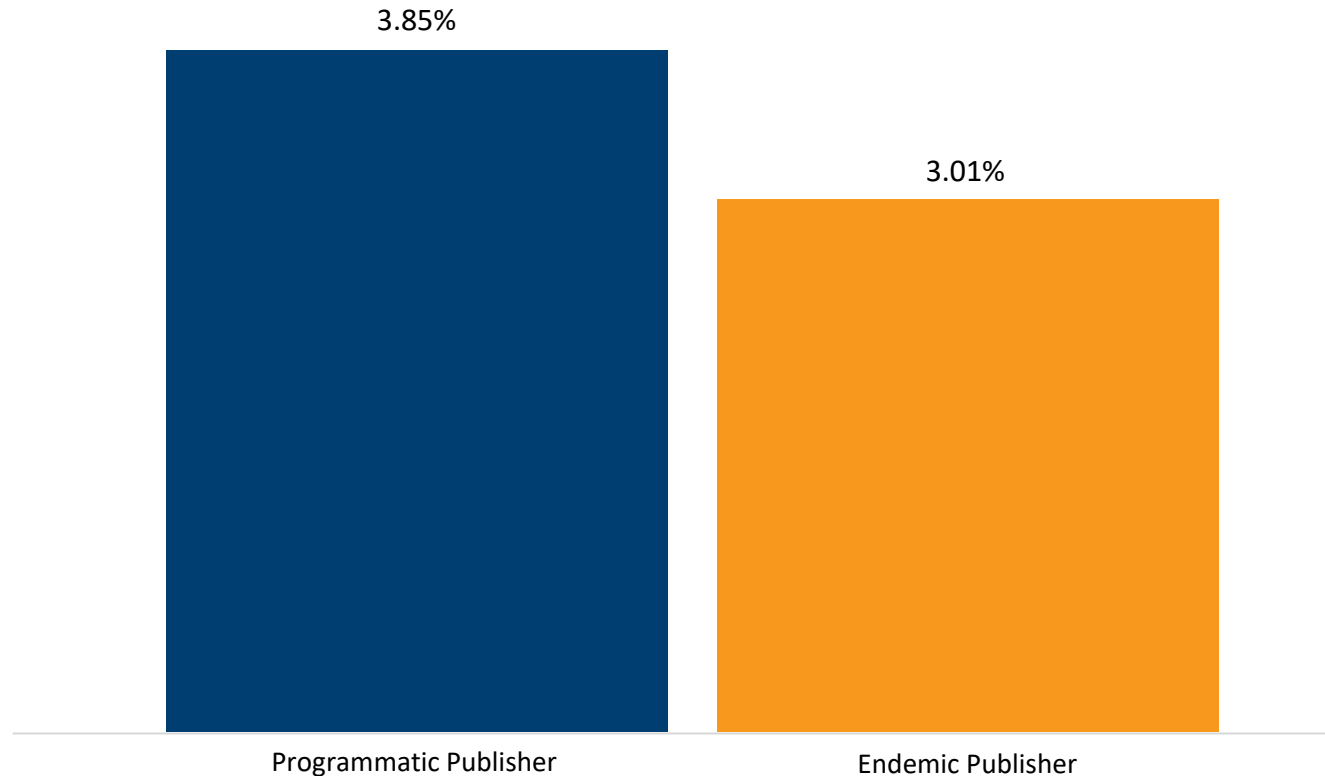
INSIGHT: PROGRAMMATIC PUBLISHER REACHES HIGHER PROPORTION OF SPECIALISTS

Physician Breakdown by Type

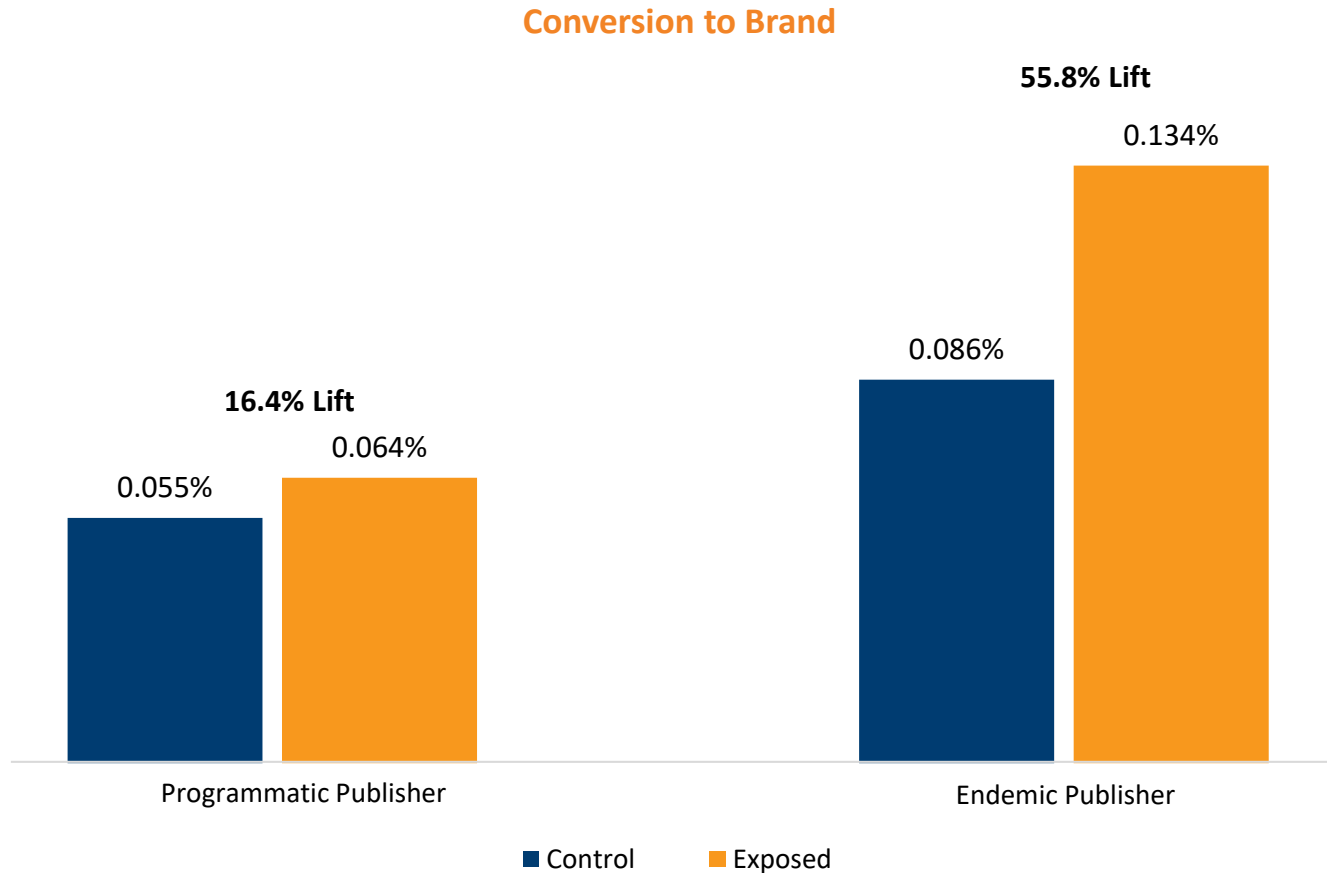


INSIGHT: PROGRAMMATIC PUBLISHER REACHES HCPs WITH MORE QUALIFIED PATIENTS

Treatment Profile of Exposed Physicians' Respective Patients
(% Diagnosed with Condition)



INSIGHT: PATIENTS OF HCPs EXPOSED TO ADVERTISING ON AN ENDEMIC PUBLISHER CONVERT AT A HIGHER RATE



KEY TAKEAWAYS

- There are new technologies that can be used to complement and enhance existing HCP measurement capabilities
- Marketers can optimize their campaigns by connecting the digital behaviors of HCPs across various devices, both personal and professional
- Frequent and early analysis allows for most efficient use of marketing dollars
- There is value in connecting patient behavior to the HCPs who were exposed to digital media

THANK YOU

