



# Empowering Health Stakeholders and Increasing Effectiveness with Digital

## ➔ The Physician's Office

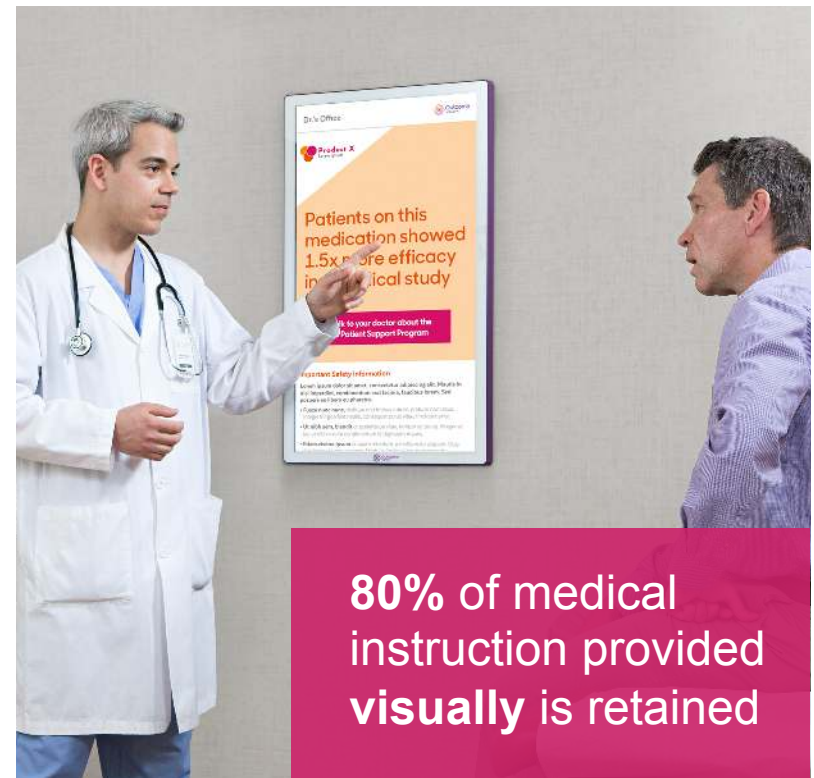
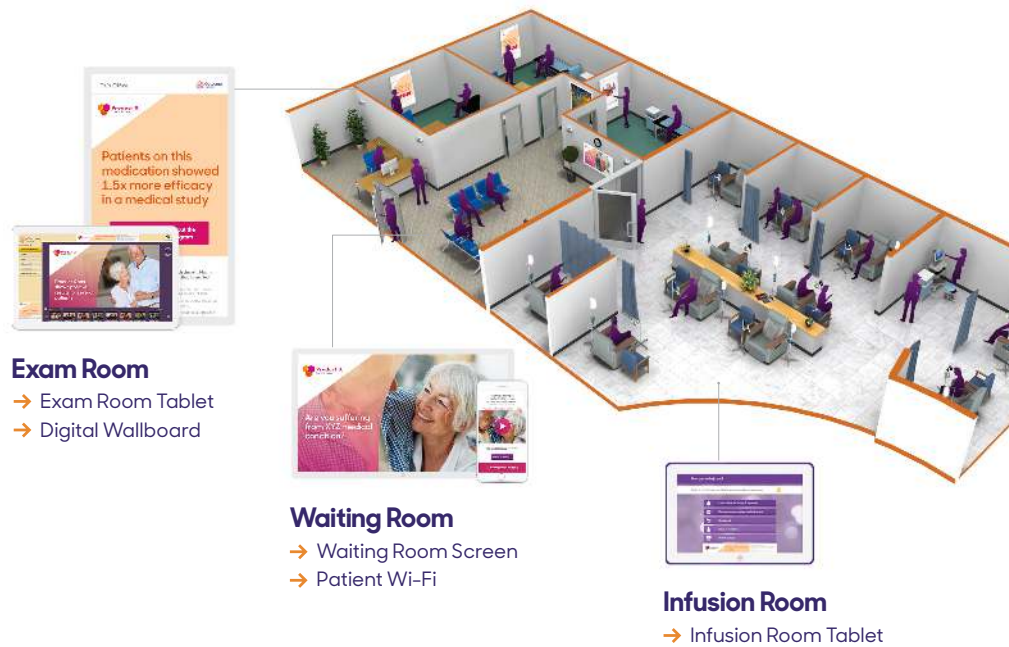
Point of care marketing once used static posters, brochures, DVDs, and outdated magazine ads to educate patients in the physician's office.



Only **14%** of medical instruction provided **verbally** is retained

# ➔ The Physician's Office of the Future

Digital platforms featuring custom digital content built for the Moment of Care better inform patients and caregivers by enabling engagement and empowerment.



# → Revolutionize Reach and Amplify Value

## Communicate

Deliver custom meaningful messaging that reaches all health stakeholders leading to better outcomes for all

## Monitor

Ensure appropriate reach with real-time insights, analytics, and operational excellence ensuring targeting optimization

## Measure

Assess performance through customized metrics that align with unique campaign goals and objectives



## The Capabilities of Custom Content



### Then

Historically, brands and their agency of records targeted patient and physician audiences separately.



### Now

With the Moment of Care and creative expertise in patient and physician communication, creative marketers are able to craft the right messaging to reach all audiences and improve health outcomes with one targeted message.



## → Empower All Stakeholders

Technology platforms and customized digital content at the Moment of Care aligns every stakeholder in the healthcare ecosystem and creates interactions that result in the best health outcomes.



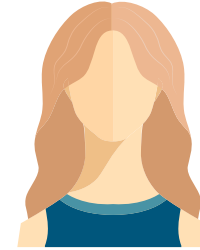
### The Empowered Patient

**9 in 10 patients** say technology provides a valuable educational experience



### The Dedicated Healthcare Provider

**6 in 10 patients** discuss the advertised condition/product with their physician



### The Life Sciences Marketer

DTC campaigns see **14% lift** on average

## The Impact: Initiated Action

### Challenge

Patients face an over-abundance of consumer health information and shorter consultations with their providers. Many patients are uninformed and uninvolved in their own health resulting in **low adherence**.

### Solution

Digital technology delivers trusted intelligence that helps patients prepare for their appointment. A deeper understanding of their own health, increases the impact of the consultation with their provider.

**↑ 84%**

more likely to **discuss**  
with physician

**↑ 68%**

more likely to  
**request Rx**

**↑ 65%**

more likely to  
**switch** to new Rx



## The Impact: Improved Efficiency

### Challenge

Healthcare reform and an increased emphasis on patient satisfaction places more time constraints and conflicting priorities on providers. It is more important now than ever to focus on a **patient-centric business model**.

### Solution

Equip physicians with digital technology that allows them to practice medicine more efficiently, thereby saving time, enhancing the value of care they provide.

#### Time Saved

Technology decreased explanations by nearly **50%** from 12 to less than five minutes

#### Improved Patient Involvement

Healthcare technologies increased patients' likelihood to **ask questions** in the exam room

#### Patient Experience Visibility

Patient satisfaction survey delivered **immediately** after consultations





## The Impact: Activated Writers and Lift

### Challenge

An Rx treatment in a heavily competitive market was having challenges raising brand awareness and **activating** new brand writers.

### Solution

Educate patients through sequential messaging through out the patient visit by utilizing contextually relevant health content to drive patient/doctor conversation and treatment adoption during the crucial moments of care.

**29.4%**

More NBRx written among exposed to promotion physicians compared to non-exposed control physicians

**3.5%**

Increase in share between exposed to promotion and non-exposed physicians

**32.3%**

Increase in prescriber penetration between exposed to promotion and non-exposed physicians

# → Reach Revolutionized



**9 in 10 physicians** are more likely to recommend products advertised at the MOC



**75% of physicians** say patient requests influence their decision



**31% of patients** more likely to fill an Rx



**34% patients** more likely take medication as prescribed

Delivered by Operational Excellence



# Activate Good.

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