

# Adaptive Measurement

Digital Health Coalition Fall Summit 2020



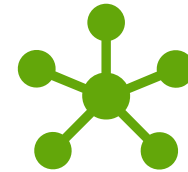
# Agenda



Shifting HCP  
Engagement



Greater Transparency

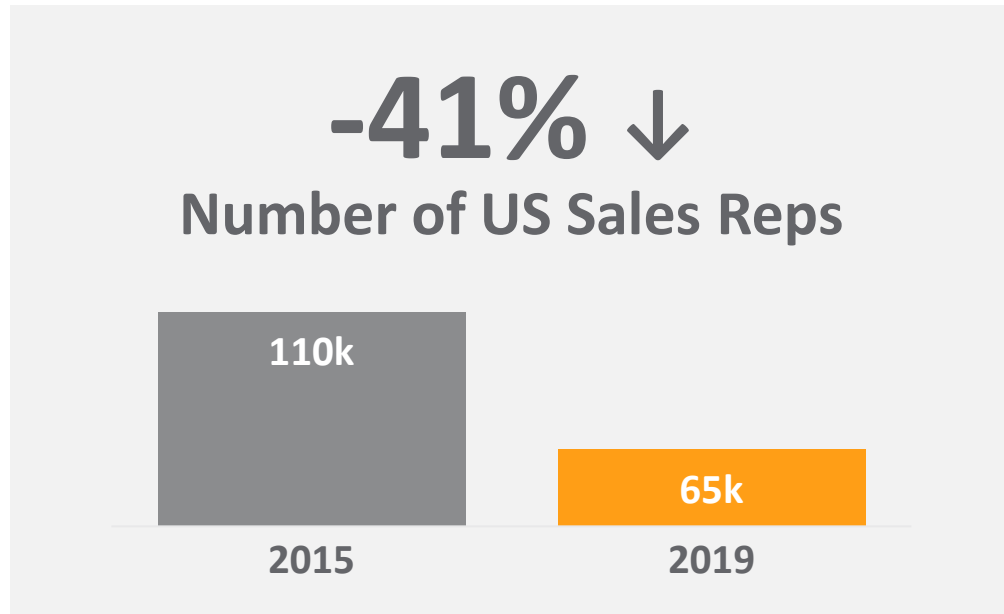


Omnichannel  
Measurement

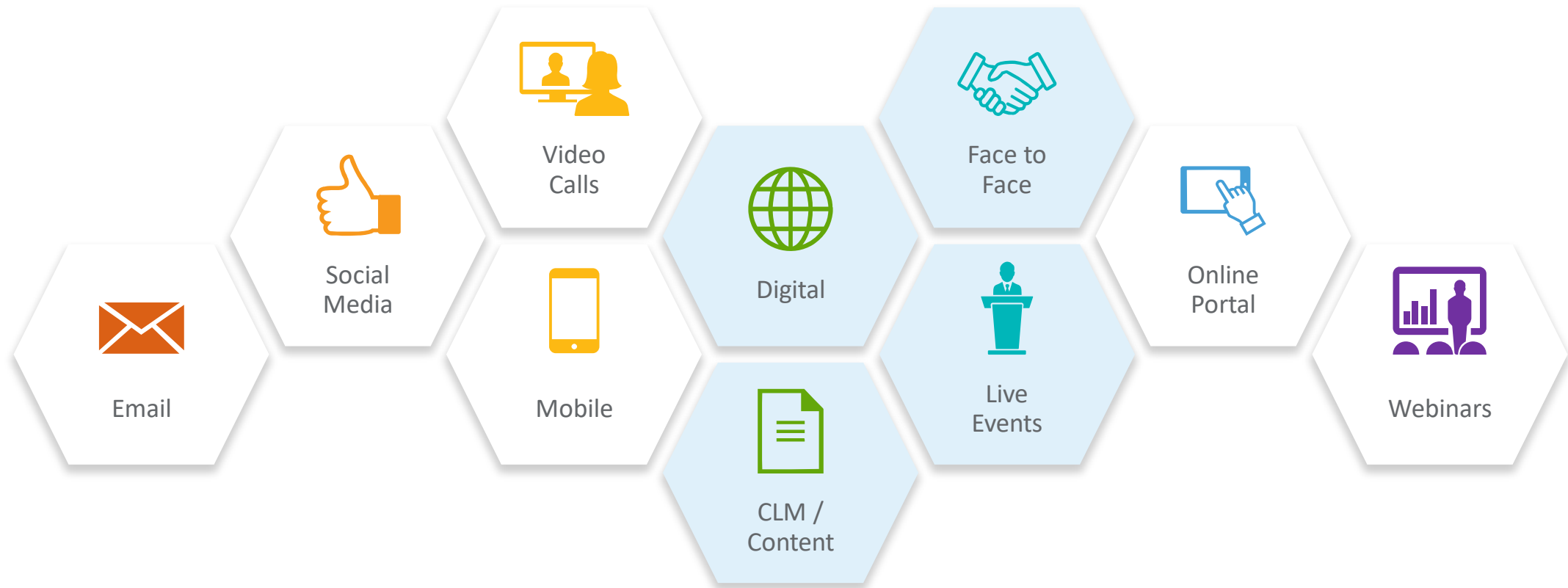


# Shifting HCP Engagement

# HCP Personal Engagement is Declining



# Multichannel Approach – Pre CV19



# Digital Multichannel Approach in CV19 Environment



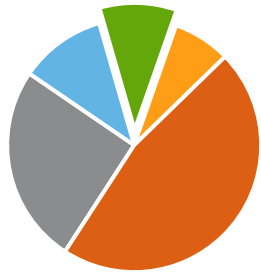
How will **your** current engagement model shift?



Need for Transparency

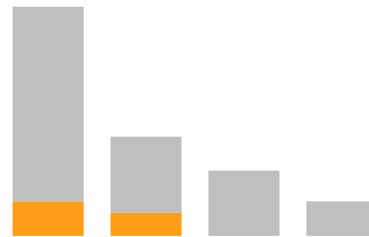
# Case Study: Understanding Site Engagement

## HCP Users



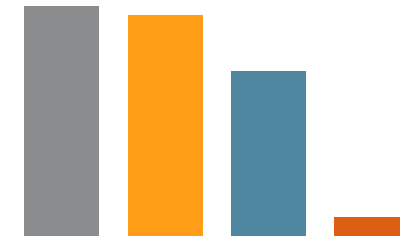
Variety of HCPs visit the professional site beyond the **targeted specialists**

## Referral Channel



Opportunity to reallocate paid search investments not reaching **target HCPs**

## Key Actions



Significant investment made in **video** but saw lowest engagement by target HCPs



# Repeat Visitation is Lacking



Source: Crossix DIFA HCP Site



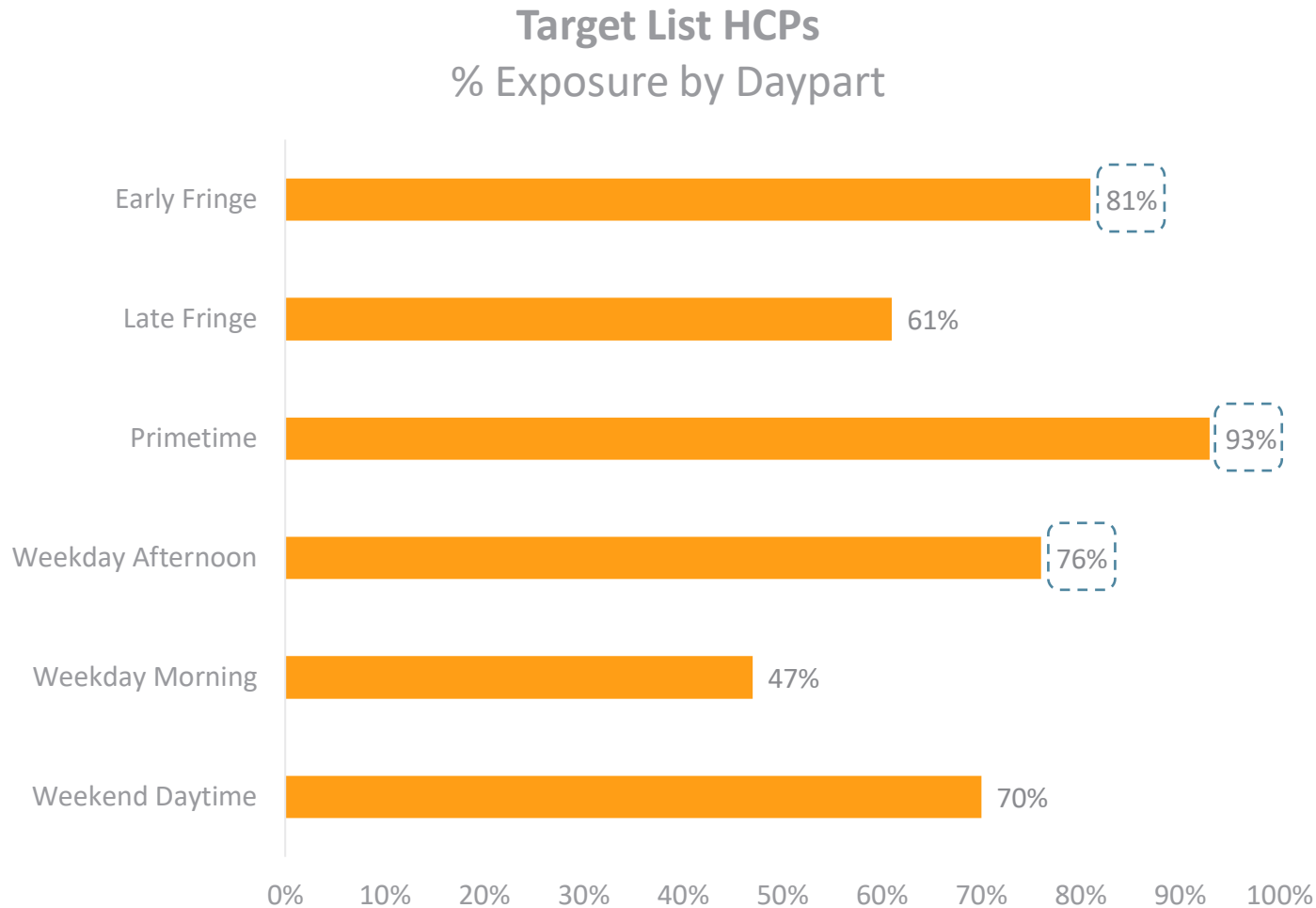
# Make Site Visits More Meaningful for HCPs

Change content based on what areas of the site generate the most engagement

- Dosing Information
- Prescribing Information
- Clinical Data
- Manage Care Access/Coverage
- Patient Resources



# Understand TV Reach Against Relevant HCPs



- HCPs for Brand X watch Primetime, in line with general high reach of the daypart
- **Early Fringe and Weekday Afternoon also stand out** with high Target List HCP reach

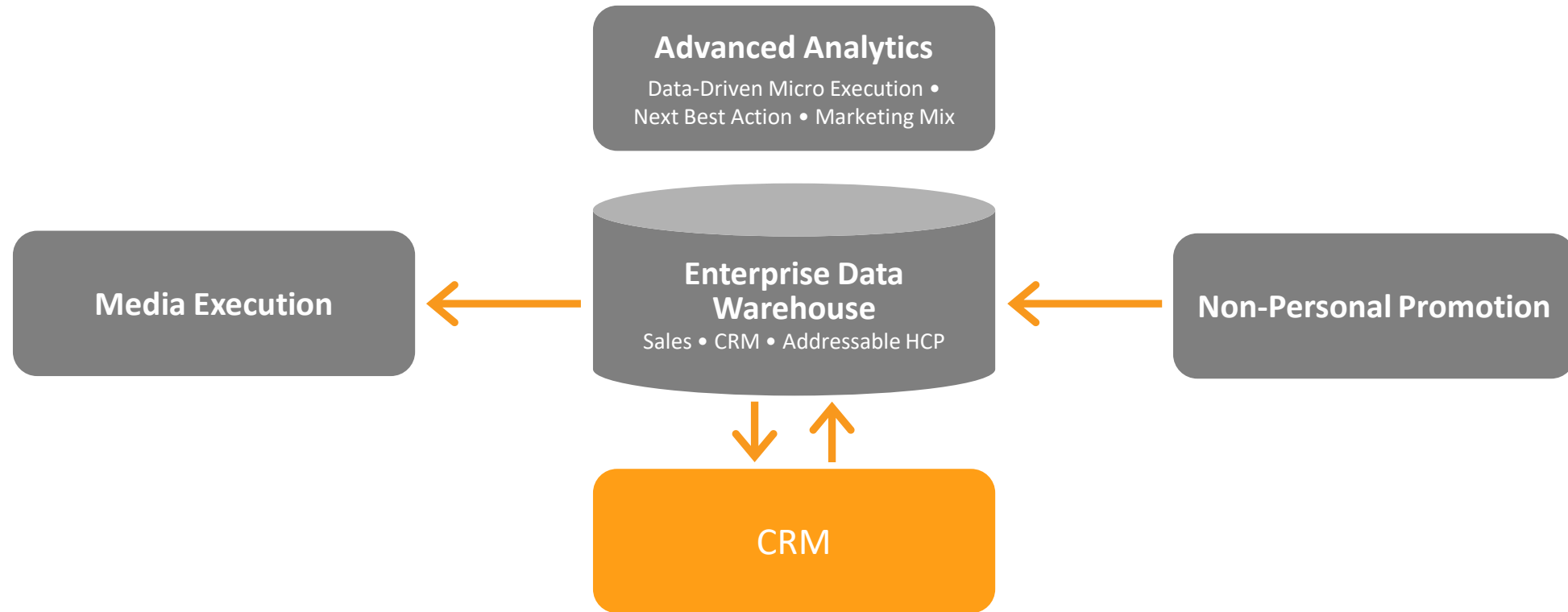
Source: Crossix Analytics





# Omnichannel Measurement

# Realizing the Full Potential of Connected Data



# Understanding the Full HCP Customer Experience



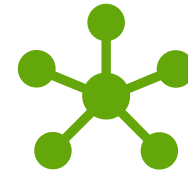
# Recap



Shifting HCP  
Engagement



Greater Transparency



Omnichannel  
Measurement



Thank you