

Adaptive Measurement

Digital Health Coalition Fall Summit 2020



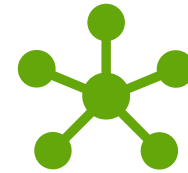
Agenda



Shifting HCP
Engagement



Greater Transparency

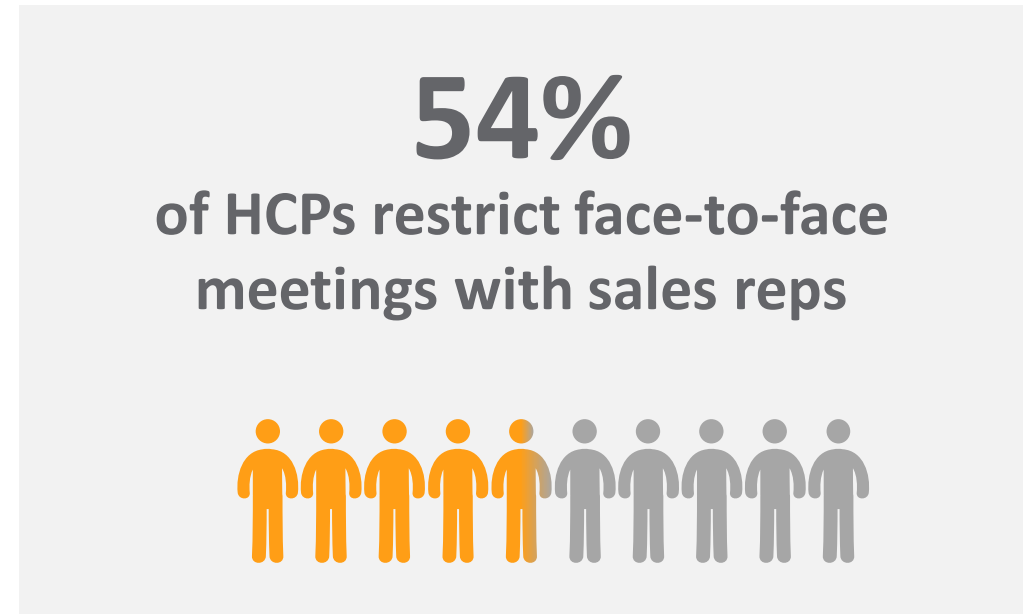
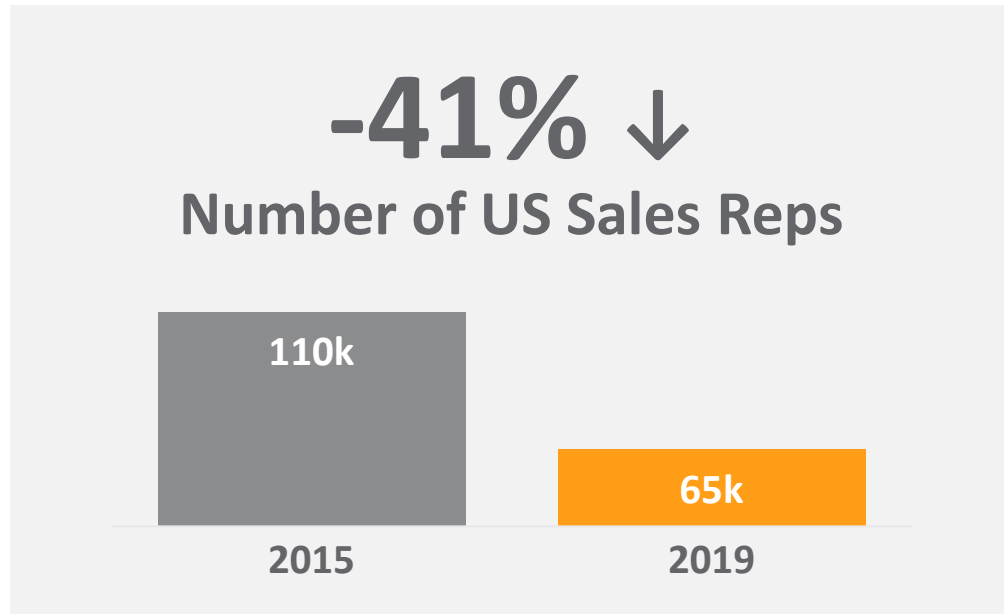


Omnichannel
Measurement

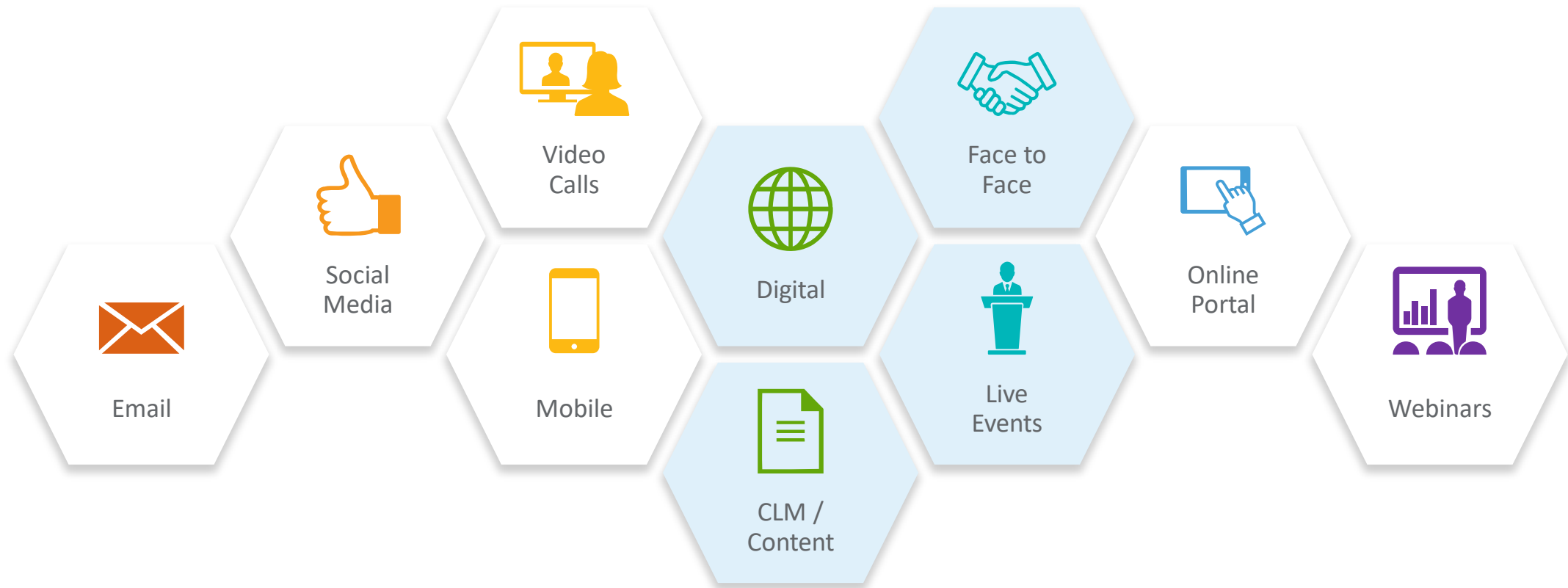


Shifting HCP Engagement

HCP Personal Engagement is Declining



Multichannel Approach – Pre CV19



Digital Multichannel Approach in CV19 Environment



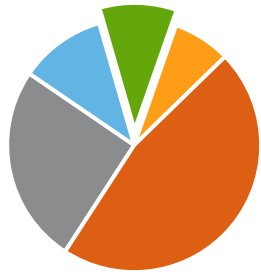
How will **your** current engagement model shift?



Need for Transparency

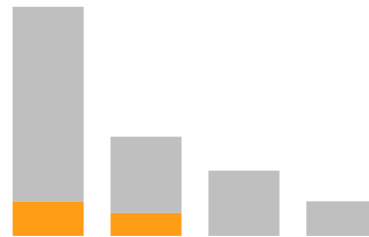
Case Study: Understanding Site Engagement

HCP Users



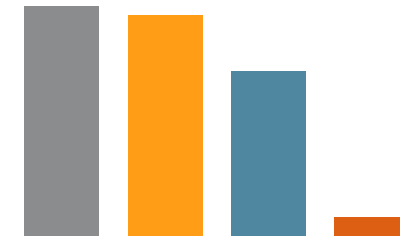
Variety of HCPs visit the professional site beyond the **targeted specialists**

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



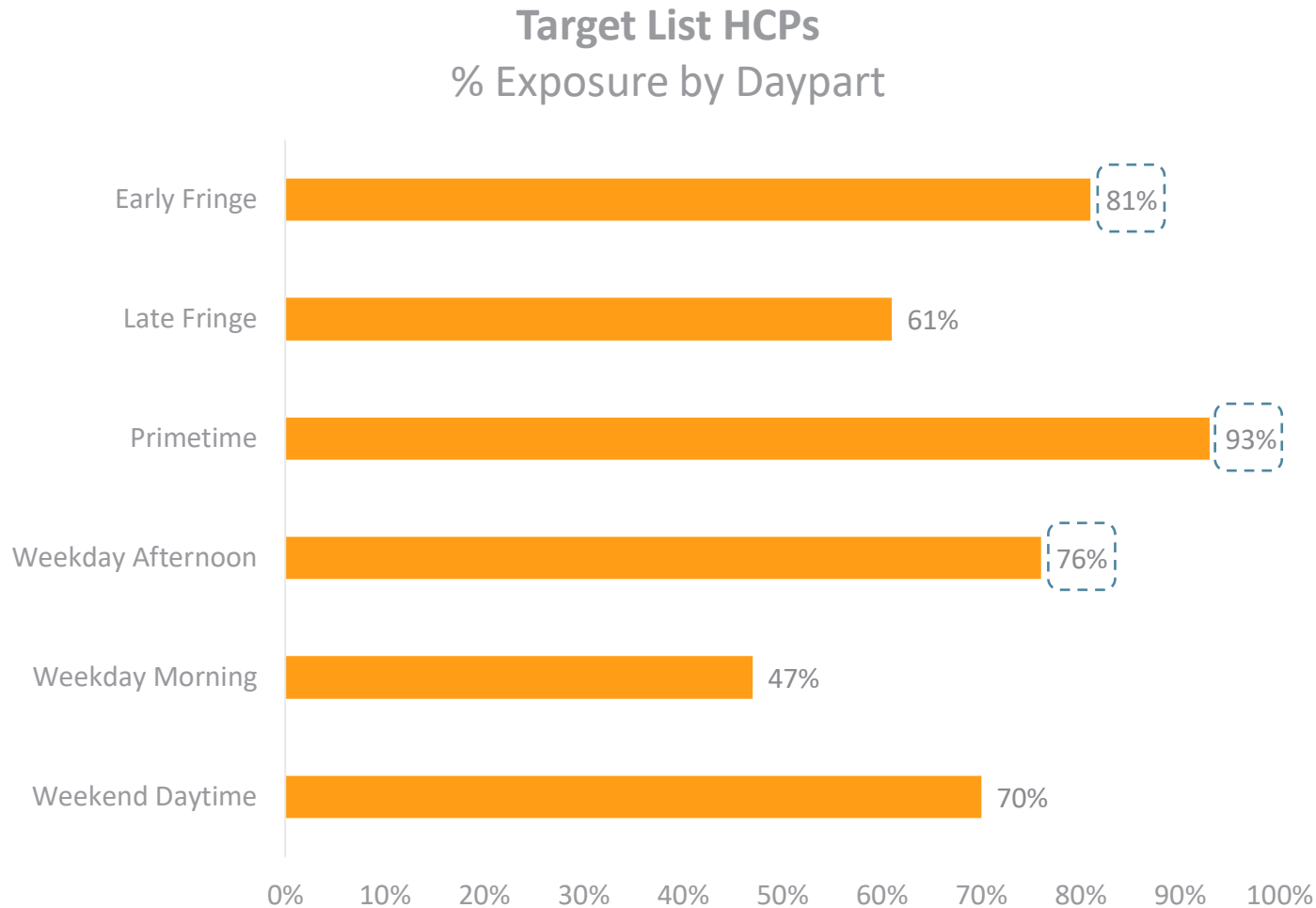
Make Site Visits More Meaningful for HCPs

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

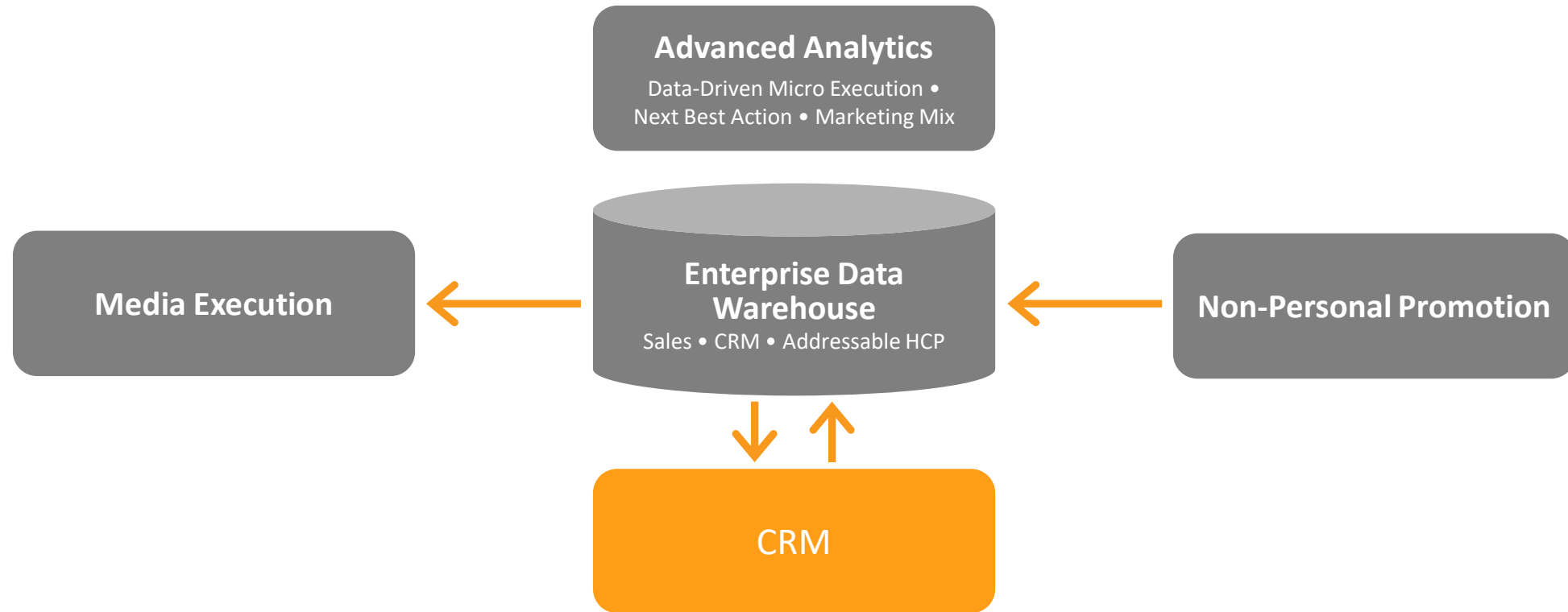
Source: Crossix Analytics





Omnichannel Measurement

Realizing the Full Potential of Connected Data



Understanding the Full HCP Customer Experience



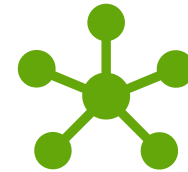
Recap



Shifting HCP
Engagement



Greater Transparency



Omnichannel
Measurement



Thank you