Section 2: Role of Digital Education

# **Rx Adherence**

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**h** HEALTHLINE MEDIA

# Information Triangulation



**61%** Will not visit a drug manufacturer's site to look up a drug they're researching

46%

Turn to their **pharmacist** when they have a question about their Rx\* CONSUMER PATHING Co co for que

#### **44%**

Confide with their condition specialists for treatment or Rx questions

Healthline Media Consumer Drug Information Pages Visitor survey. Survey of 868 site visitors seeking drug/medication information, age 18+. Feb-May 2022; \*among those with a chronic condition and just started Rx medication within a month, n=117)

## **Building consumer** awareness for conversion

#### **REASONS FOR NOT VISITING BRAND.COM**

- Not enough information
- Concerned about bias

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 Other sites (Healthline, Medical News Today, Drugs.com) were provided the information they needed

**PHARMA ON SOCIAL\*** 

**56%** learn about new Rx being researched

**53%** get access to education and content provided by pharma companies

**48%** get access to Rx coupons/discounts

**41%** get access/information on Rx payment support programs

Healthline Media Consumer Drug Information Pages Visitor survey, Survey of 868 site visitors seeking drug/medication information, age 18+. Feb-May 2022; \*Healthline Media Social Health Trends survey. Survey of 1,013 U.S. adults who use social media for health and wellness information (693 of who manage a health condition). Data weighted to be nationally representative based on age. Mar 2023.

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# Translating consumer drug information to action

#### CONSUMER

### EDUCATION

#### **24**%

typed consumer drug information site directly into browser (vs. search or driver)

### **70**%

Say consumer drug information (CDI) site provides them enough information without needing to reference an additional resource CONSUMER

ACTION

#### **84**%

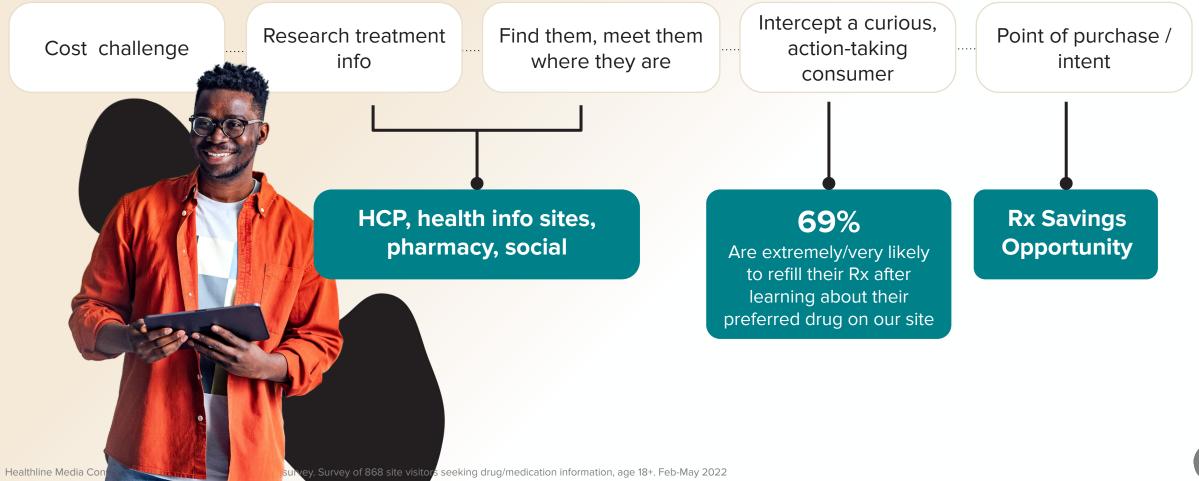
are somewhat to extremely likely to refill current Rx following their CDI page visit on partner site

**42%** filled a prescribed Rx within a week of CDI page visit; **38%** filled within the day

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## **Meeting curious consumers where they are**



# Thank You!



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