

Section 2: Role of Digital Education

Rx Adherence

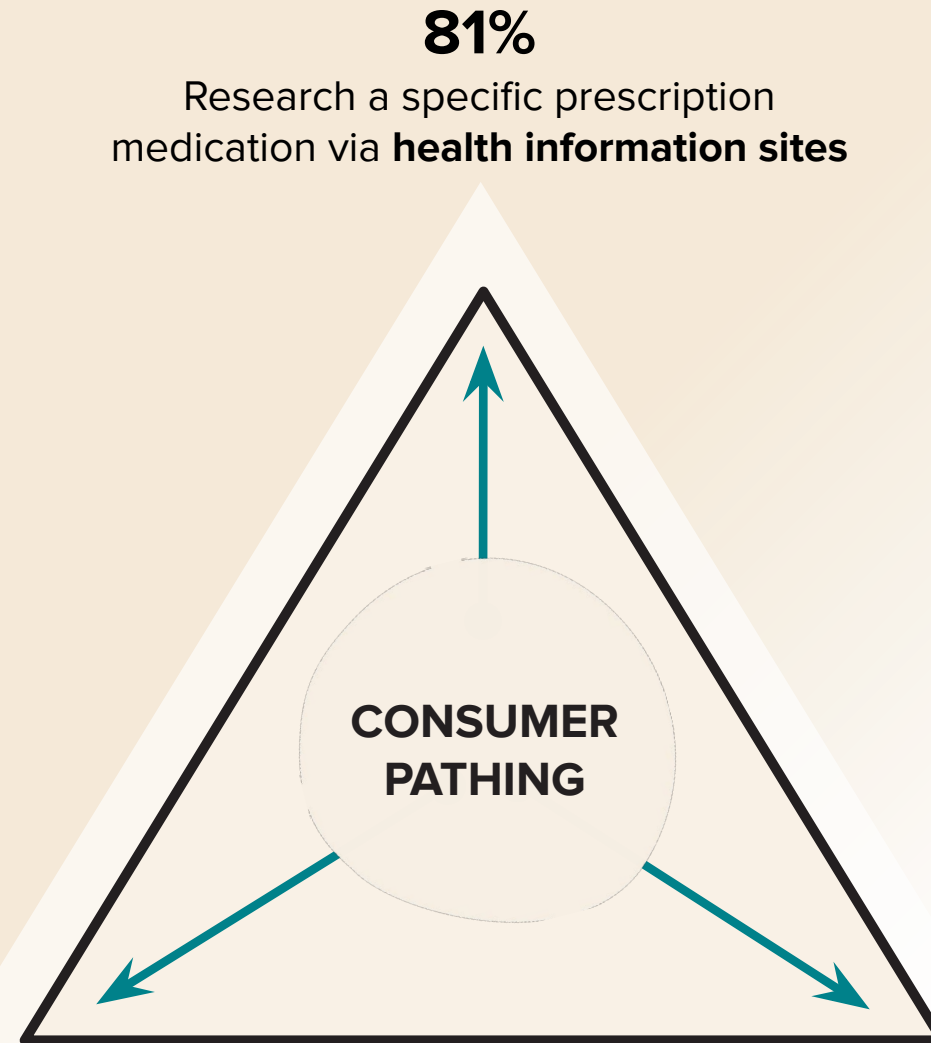
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 **HEALTHLINE MEDIA**



Information Triangulation

46%
Turn to their **pharmacist**
when they have a
question about their Rx*



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



Building consumer awareness for conversion

REASONS FOR NOT VISITING BRAND.COM

- Not enough information
- Concerned about bias
- Other sites (Healthline, Medical News Today, Drugs.com) were provided the information they needed

YET

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

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

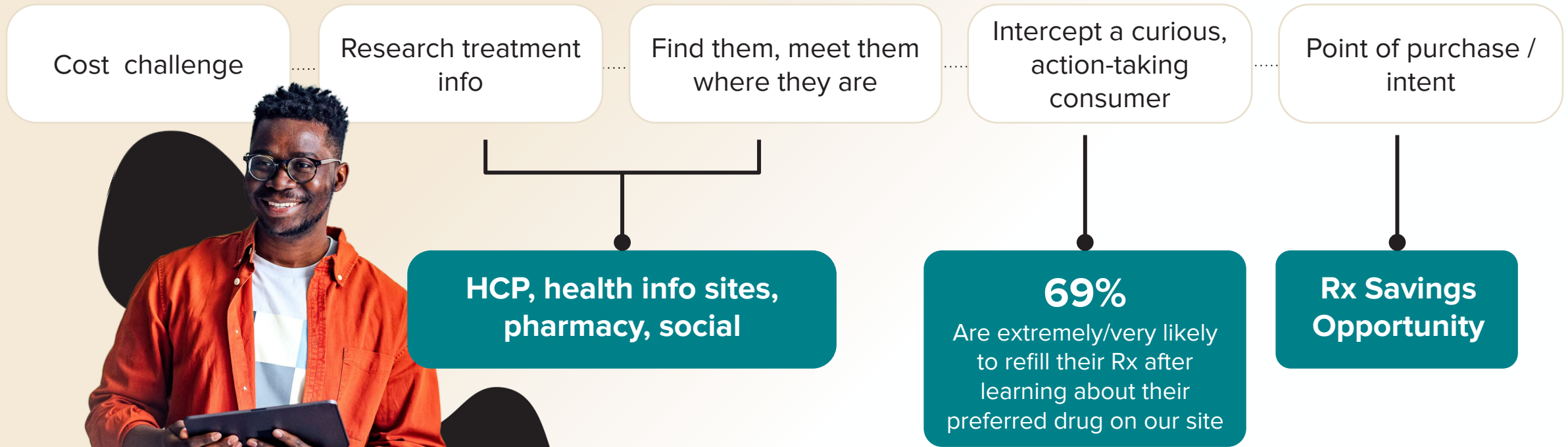
84%

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

Meeting curious consumers where they are



Thank You!



HEALTHLINE MEDIA

MEDICALNEWS TODAY

bezzzy

healthline

GREATIST

PsychCentral