



## How Zero-Party Patient Data & HCP Outreach Impacts Marketing Strategies

A Case Study

# Welcome



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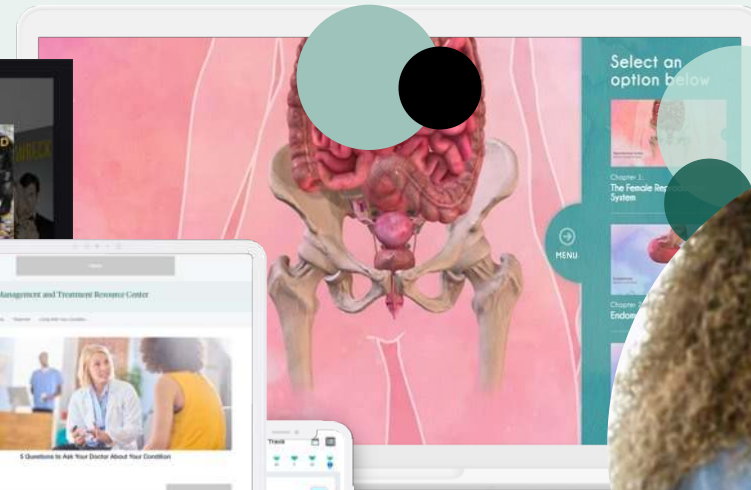
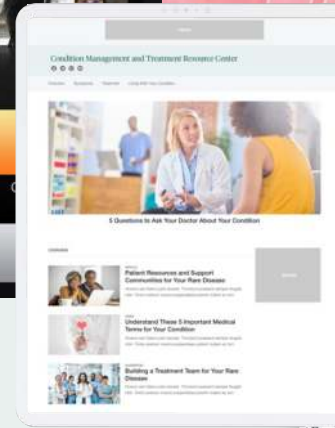
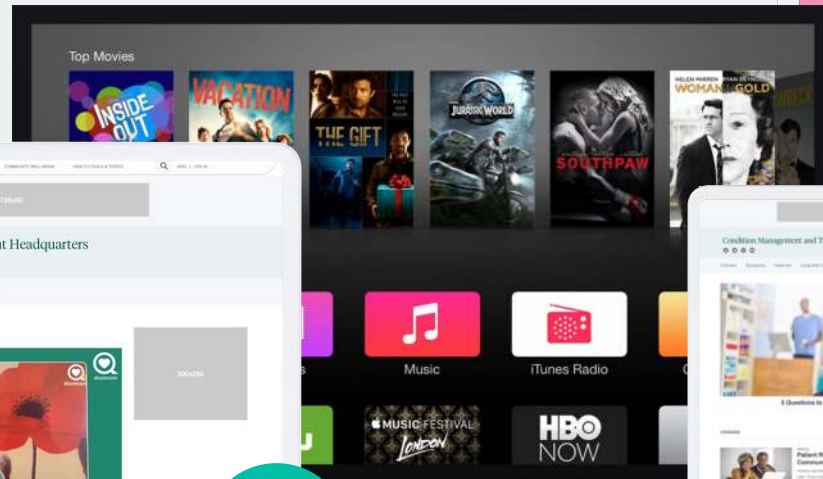
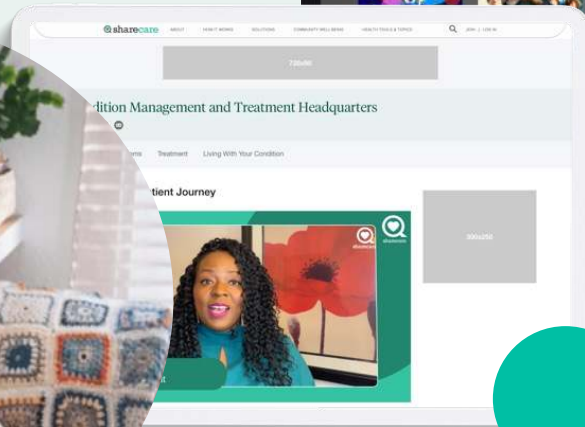
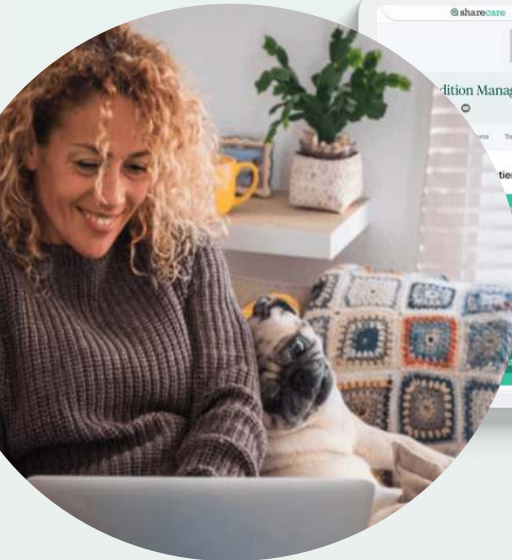
Chief Revenue Officer





Sharecare Life Sciences

Experts in digitally activating patients and their physicians to take desired health actions





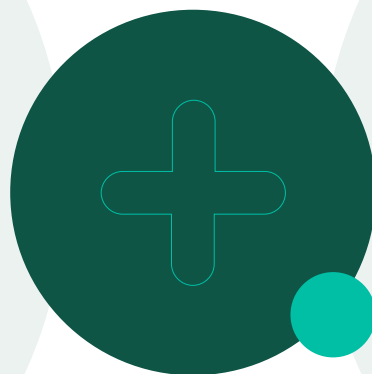




# Drive NRx Pull-Through with Synergistic Messaging to Patients & their HCPs



Target Patients



Target Physicians

Made Possible Through Zero-party Data

# Powering Sharecare's HCP Solutions: Zero-Party Data

Why is Zero-Party Data (ZPD) Superior?  
It's all about the **exchange of value**



**ZPD:** A growing industry term for the purest form of 1st party data

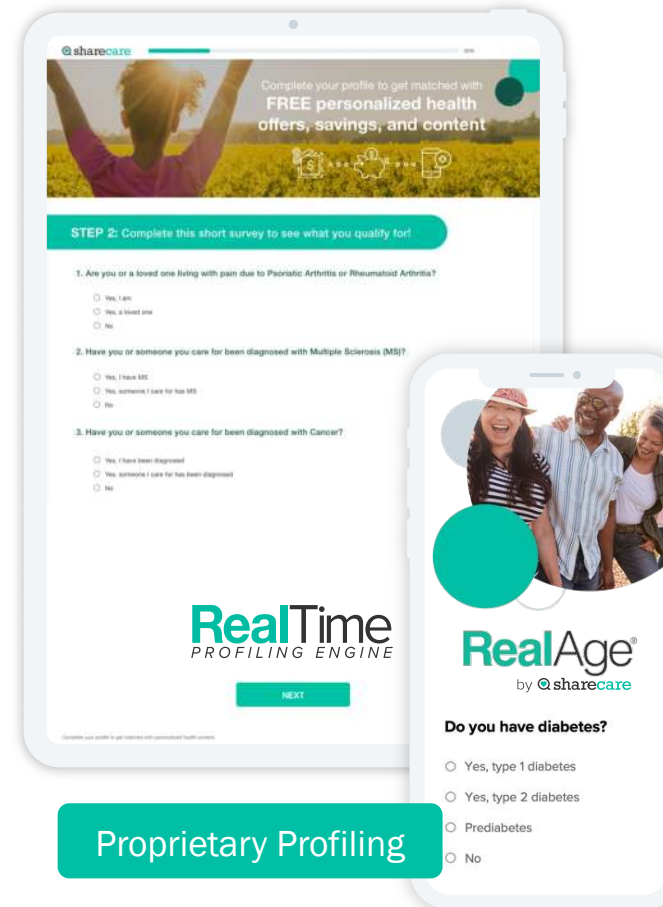


Explicit data **actively volunteered** through surveys, questionnaires, etc.



Prioritizes **privacy**, **personalization**, and **consent**

**Zero Party = Zero Waste:** Reach the Right People, with the Right Message, at the Right Time



**116M**

Sharecare members **profiled** for health condition data

**76M**

Verified unified IDs, opted in to be **targetable today**

**↑63%**

Audience Quality Improvements using Sharecare ZPD over cookies\*

# Physician Receptiveness to Pharma Brand Messaging



**“By optimizing HCP targeting, timing, and messaging, pharmaceutical companies can quickly identify patients and engage HCPs, improving patient outcomes and increasing revenue.”**

*HCP Targeting and Engagement: Neuroute, 2023*

**90%** of physicians said they read professional content on a regular basis when they're not working

**75%** of physicians are receptive to direct to provider marketing from pharma companies

**35%** increase in Rx lift was seen by a top pharma manufacturer when coordinating HCP and patient media

**85%** of a pharma brand's prescribing HCPs were reached by their DTC TV campaign – proving how interconnected DTC and HCP messaging can be



# Sharecare PREP Program

**Using Data to Overcome DTC/HCP Communication Hurdles:** Sharecare's unique ability to match the patient to their corresponding physician enables brands to benefit from exponential lift in brand performance leveraging enhanced multi-media targeting and timely messaging.

## DTC Campaign

sharecare

DTC Exposed Patients

Education Center

CTV

PII Match

Many to Many Patient to HCP Match  
**HIPAA COMPLIANT PRIVACY**  
**SAFE PII TRANSFER**

- Physician list provided back in aggregate with **no** 1:1 physician/patient linkage

## HCP Outreach

Targeted Emails

Exposed Patients' Prescribing HCP

Programmatic

CTV



# Case Study: Sharecare PREP Program

## BRAND CHALLENGE:

Drive DTC effectiveness by ensuring pull-through in office

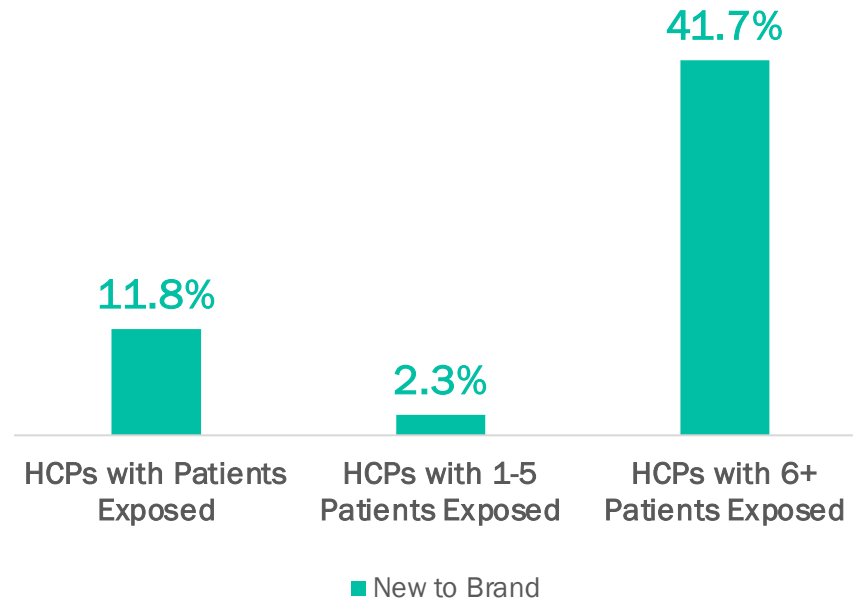
## SHARECARE SOLUTION:

PREP program combining DTC and HCP communications

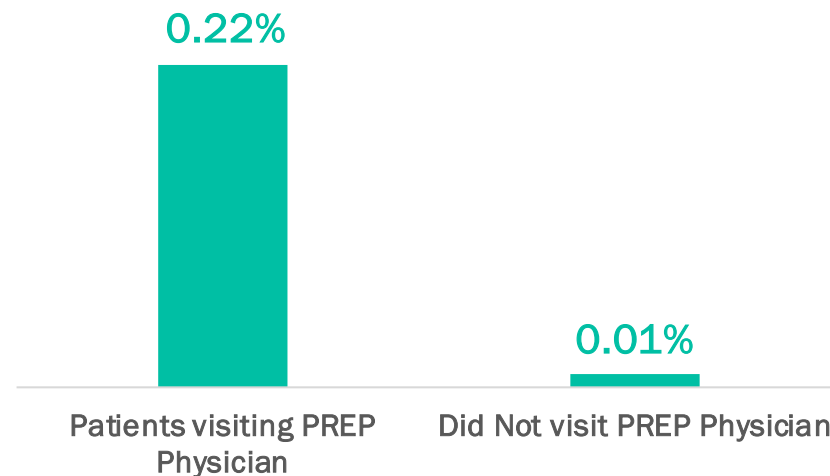
## EXECUTION:

- Reach consumers with DTC messaging to motivate action
- Find physicians of exposed patients
- Deliver timely emails to physicians designed to raise awareness and motivate brand prescribing

Physician: Lift in Incremental NRxs



Consumer: Incremental NBRx Conversion



Incremental NRxs / revenue was driven by the synergy between the DTC and HCP promotions

**\$9.5MM**

incremental Revenue

**>7.3:1 ROI**

Brand PREP+

**11.8% Incremental NRxs**

were observed among HCPs with exposed patients while no incremental NRxs were seen among HCPs with no exposed patients

**5X improvement vs control**

Incremental conversion rate for patients visiting PREP physicians

# Email Channel Successful Drives NRx Lift

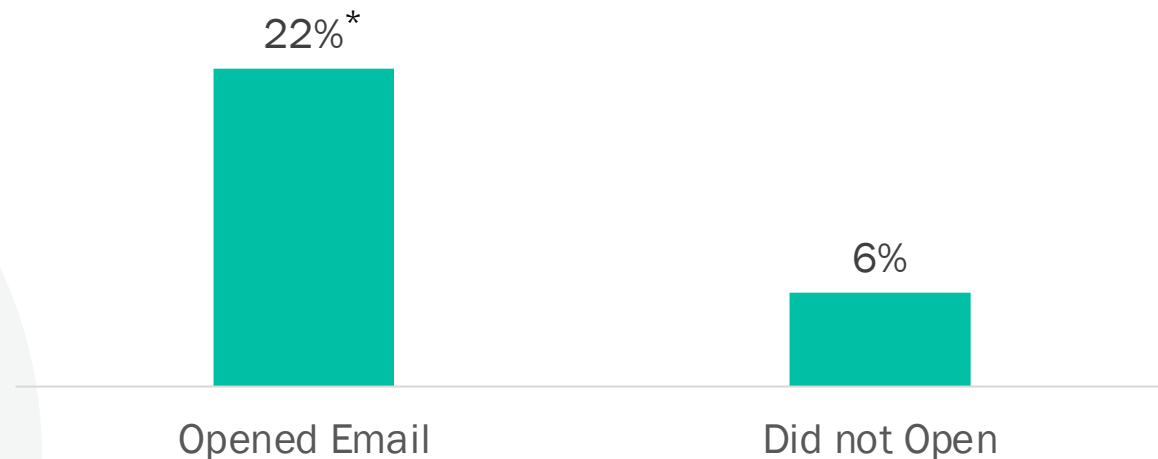
## 20% of Physicians reached opened an email

- 22% NRx lift rate for email openers
- 337% NRx lift rate for those who clicked

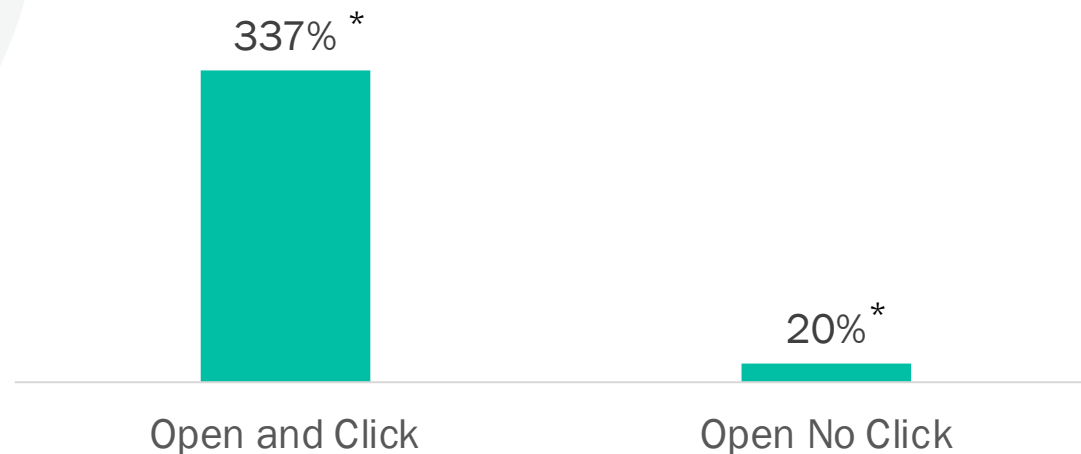
## Positive Impact On Prescriber Penetration

- Successfully broadening BRAND prescribing base by
  - 0.37% for openers\*
  - 4.17% for clickers\*\*

% Lift Based On Email Engagement

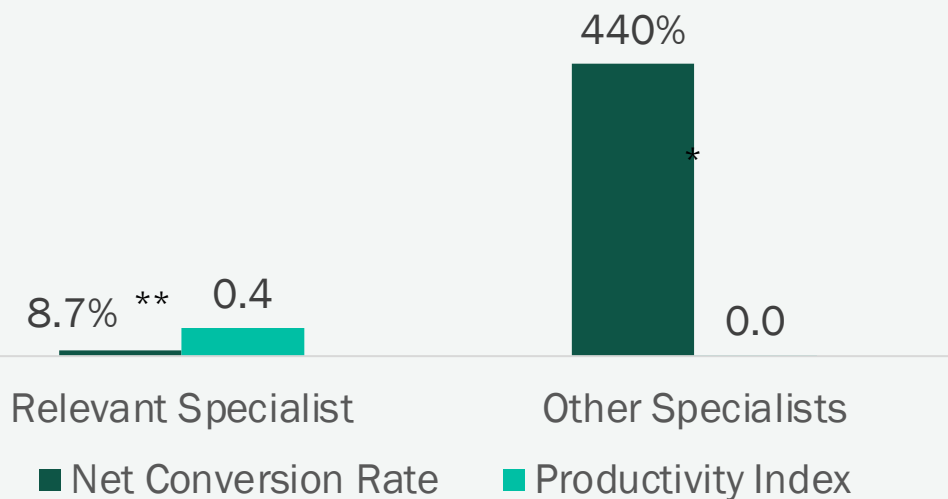


% Lift Based On Opened Email



# Prescribing and Prescriber Penetration Increased Among Both Relevant Specialists and Other Specialties

## Specialty



## Drove increased NRx prescribing among both PCPs and Specialist

- Although PCPs had large directional increase in NRx conversion, **Specialists account for bulk of impact due to higher overall prescribing**
- **Successfully increased prescriber penetration** expanding the base of active BRAND writers
  - Relevant Specialist **+0.88%\*\***
  - Other Specialists **+0.17%\***

# Questions?



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*Scan for Zero-Party Data Whitepaper*

