



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

A Case Study

Welcome



Lisa Bookwalter

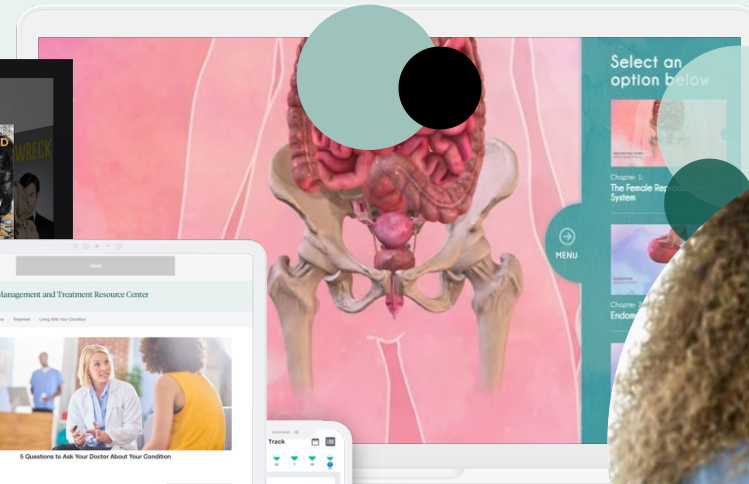
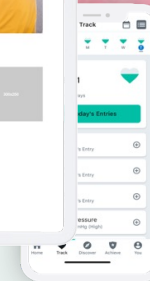
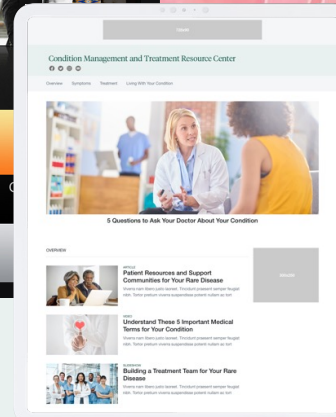
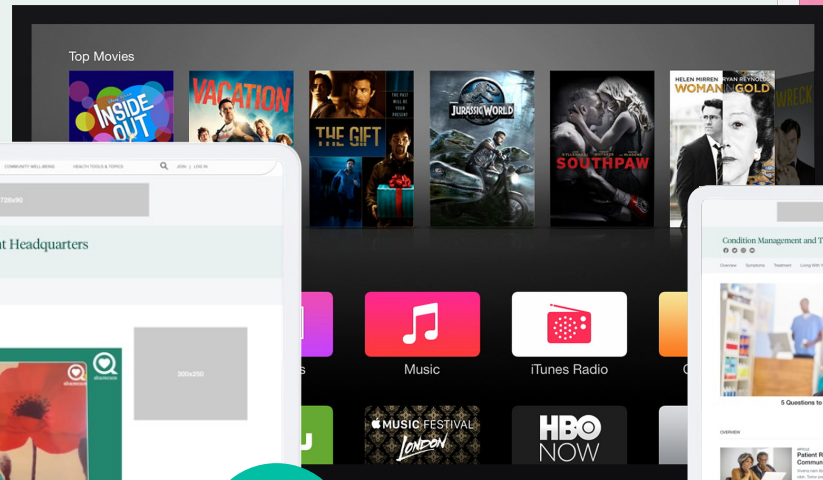
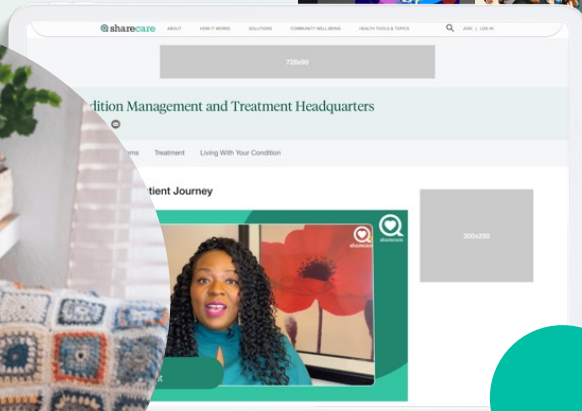
Chief Revenue Officer





Sharecare Life Sciences

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





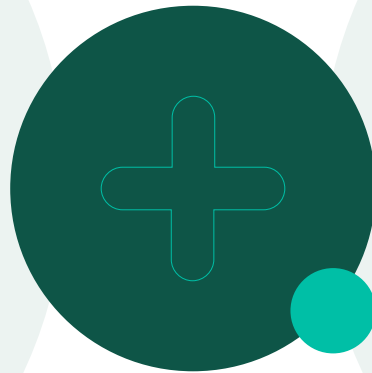
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Drive NRx Pull-Through with Synergistic Messaging to Patients & their HCPs



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

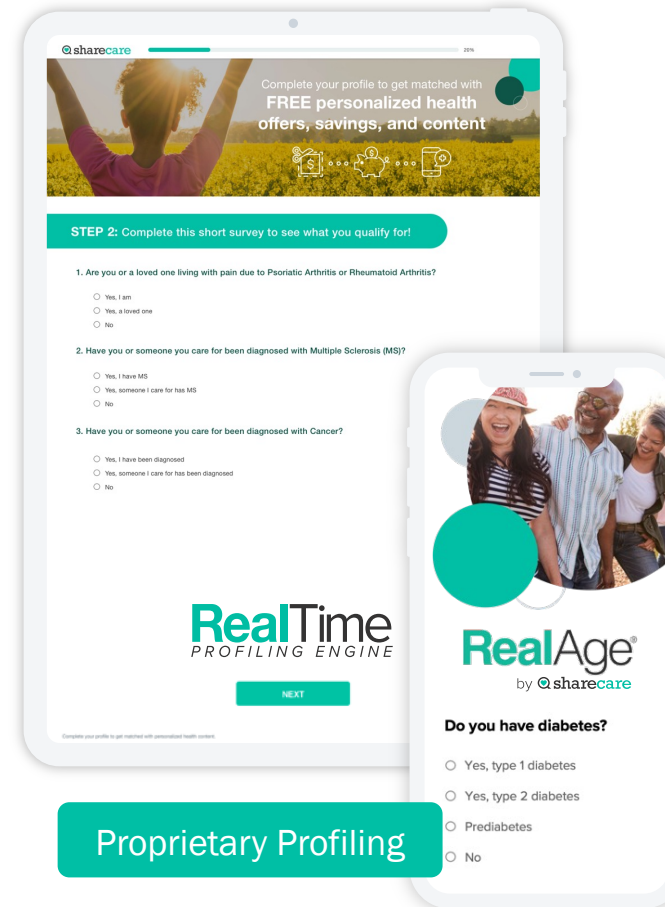


Explicit data **actively volunteered** through surveys, questionnaires, etc.



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.

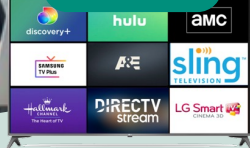
DTC Campaign

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

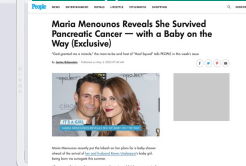
HCP Outreach

Targeted Emails

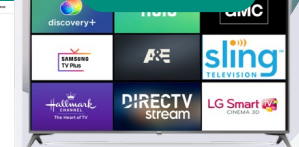
Exposed Patients' Prescribing HCP



Programmatic



CTV



Case Study: Sharecare PREP Program

BRAND CHALLENGE:

Drive DTC effectiveness by ensuring pull-through in office

SHARECARE SOLUTION:

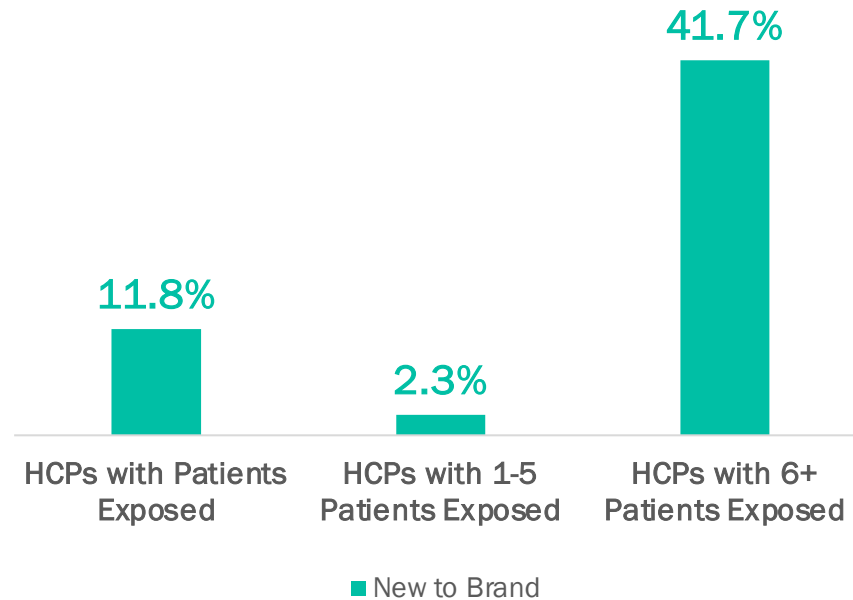
PREP program combining DTC and HCP communications

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



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

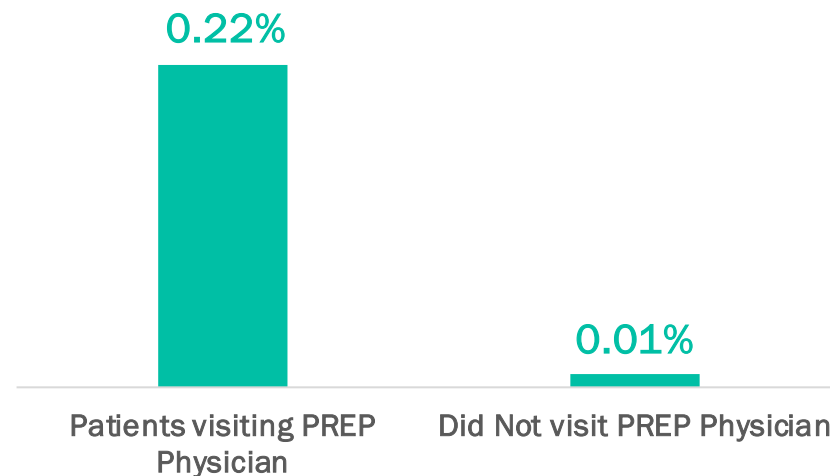
\$9.5MM
incremental Revenue

>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

Consumer: Incremental NBRx Conversion



Email Channel Successful Drives NRx Lift

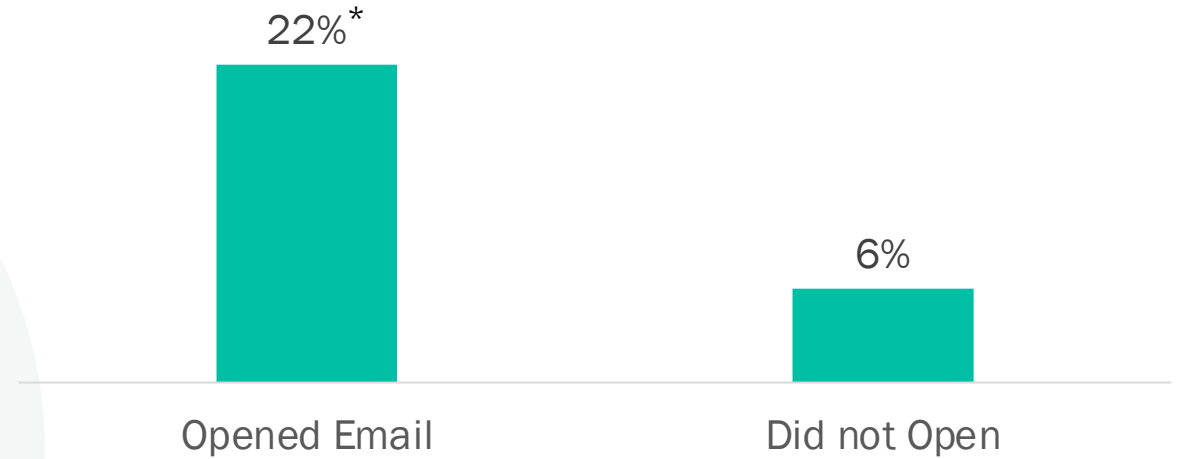
20% of Physicians reached opened an email

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

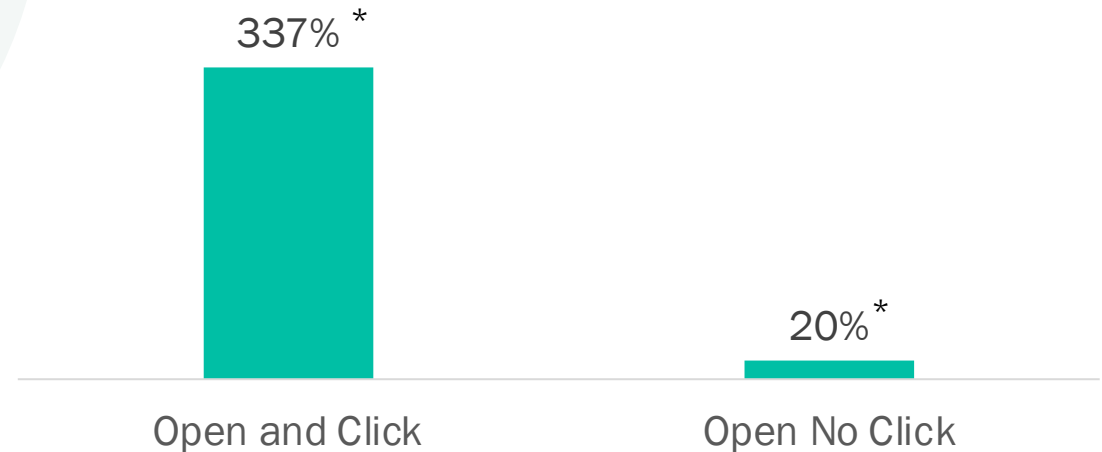
Positive Impact On Prescriber Penetration

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

% Lift Based On Email Engagement

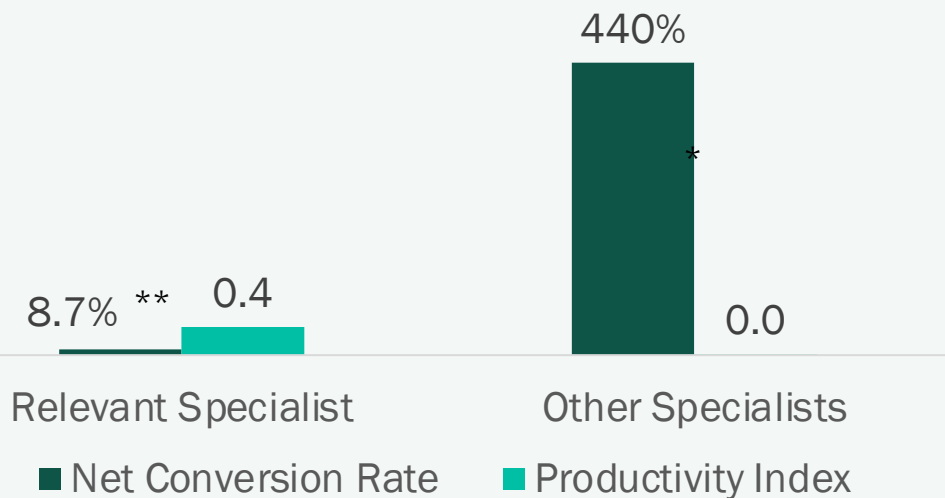


% Lift Based On Opened Email



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?

Zeroing In

What Zero-Party Data Is and Why You Need It



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Scan for Zero-Party Data Whitepaper

