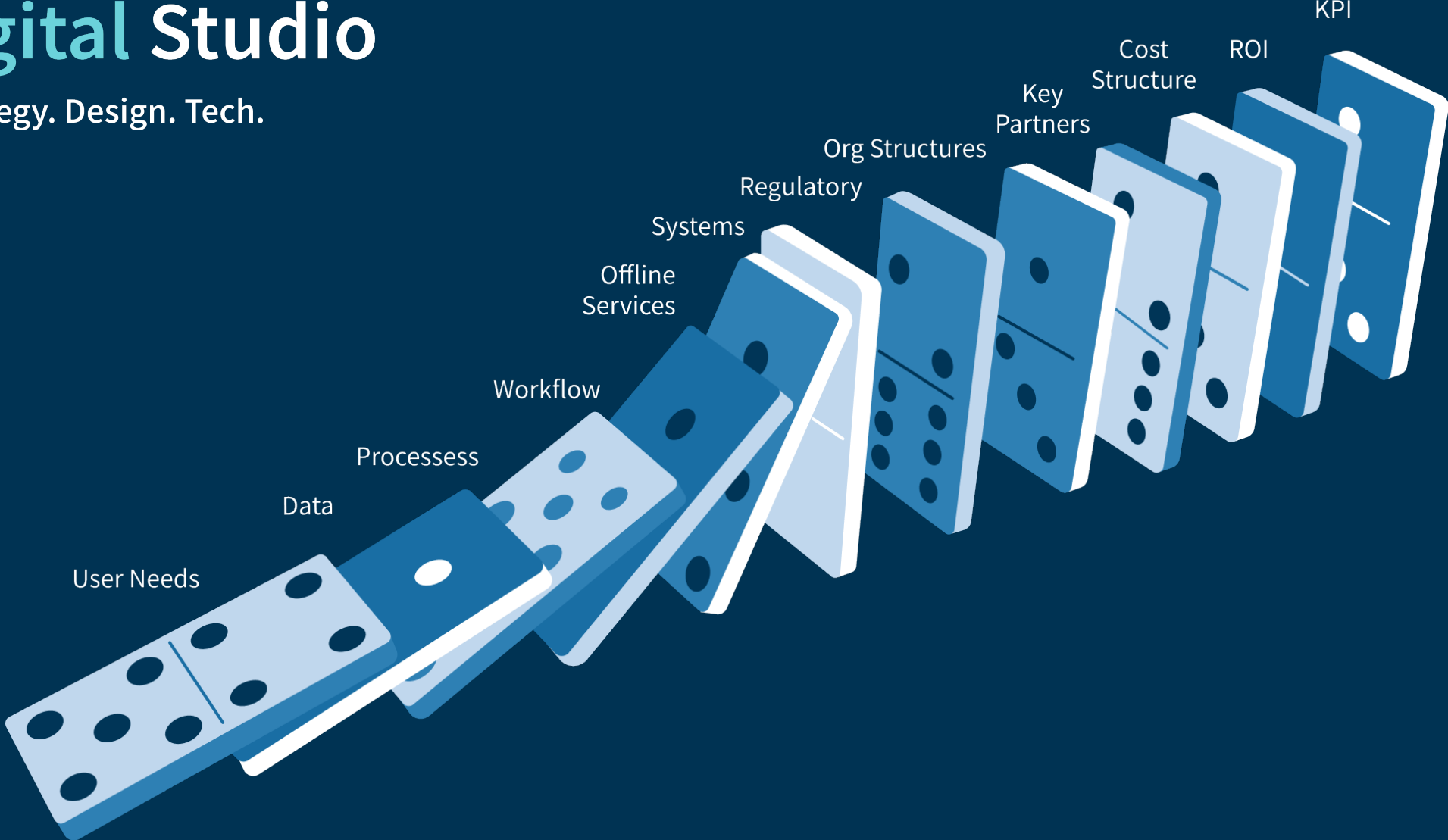


ZS Digital Studio

Strategy. Design. Tech.



Navigating the **Action-Intention** Barriers

“
*Talk to your
doctor today*”



Awareness | Intent
| DTC RoI

But which doctor
and what tests

Could it apply
to me?

Work.. life ..

8 second
attention span

Out of sight,
out of mind

Wait, what was
that ad?

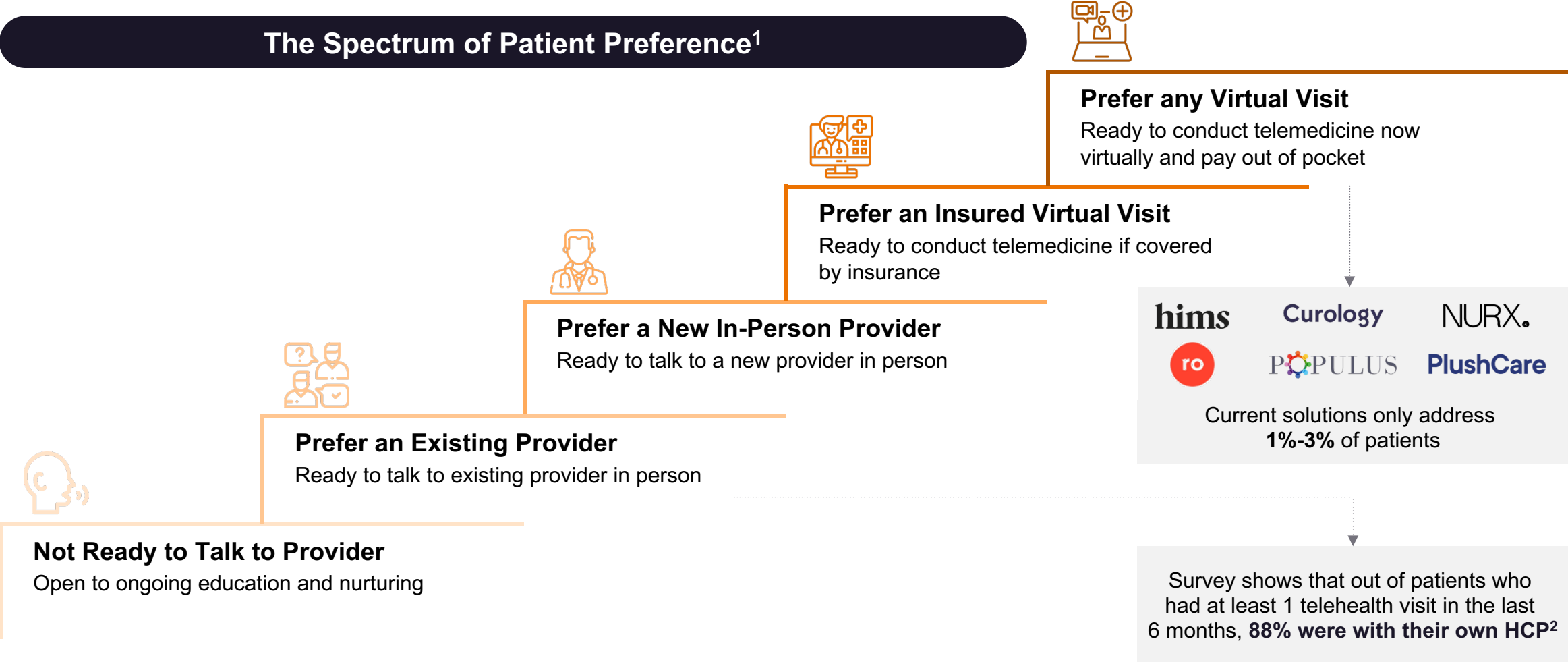
How much? In/Out
of-network

“
*I saw this
ad about ..*”



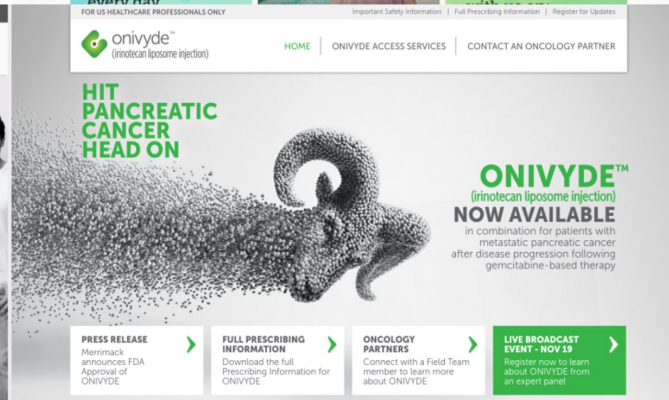
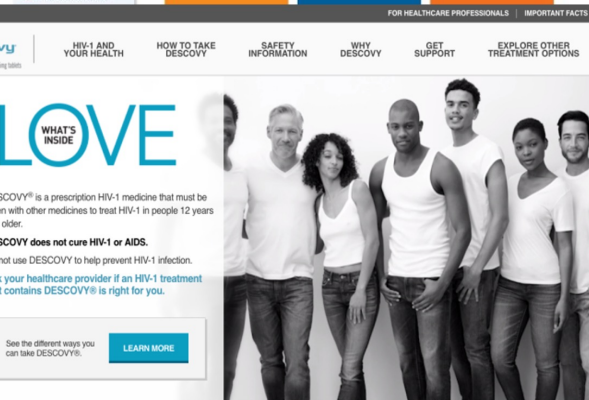
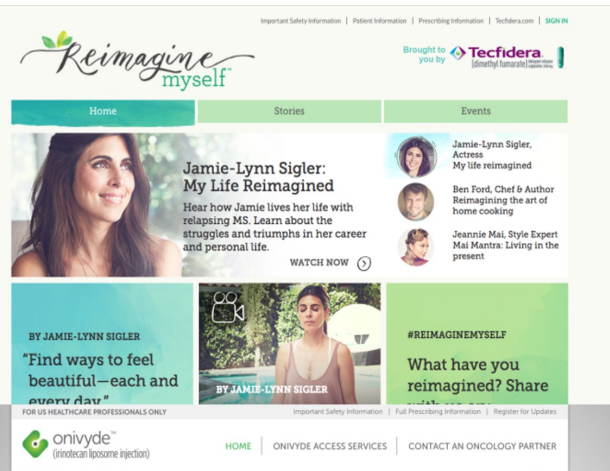
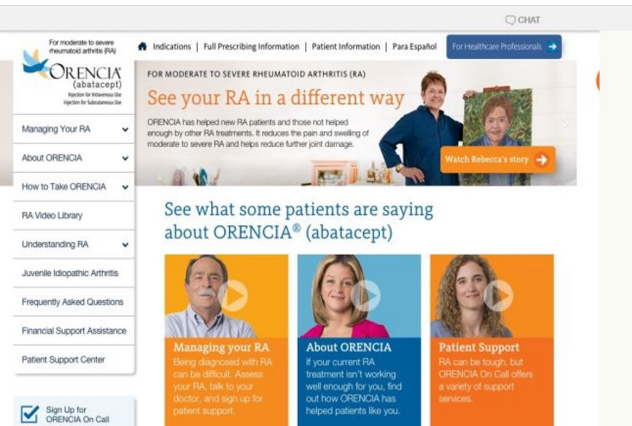
Action | Outcomes
Revenue

DTC telemedicine today only addresses needs of ~1% of patients



1. Informed by Ostro research
2. Source: ZS COVID-19 Patient Research

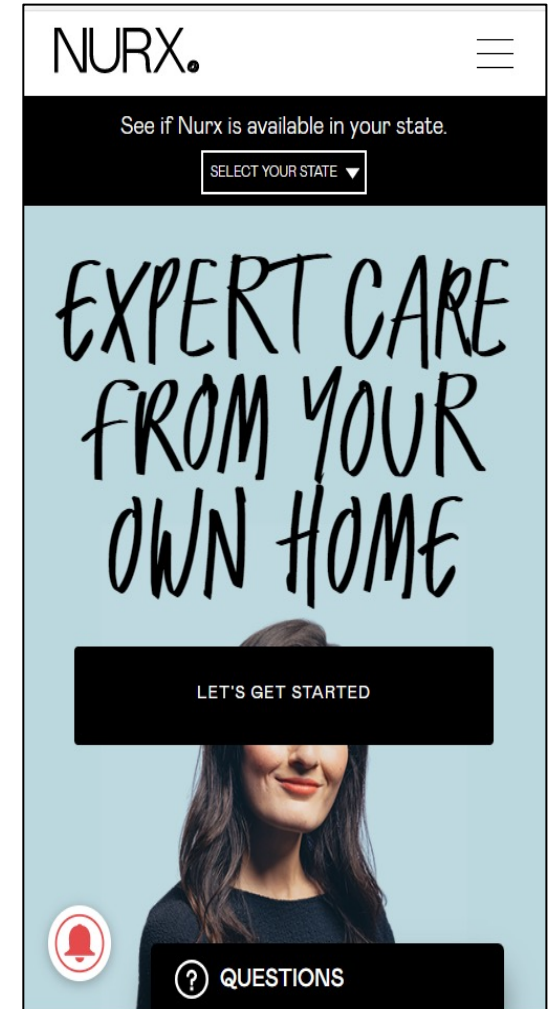
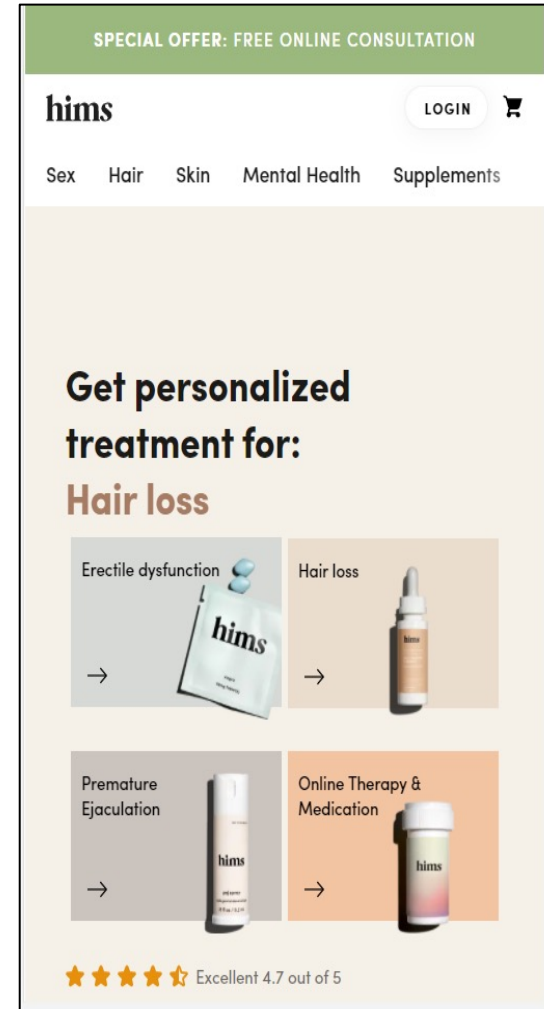
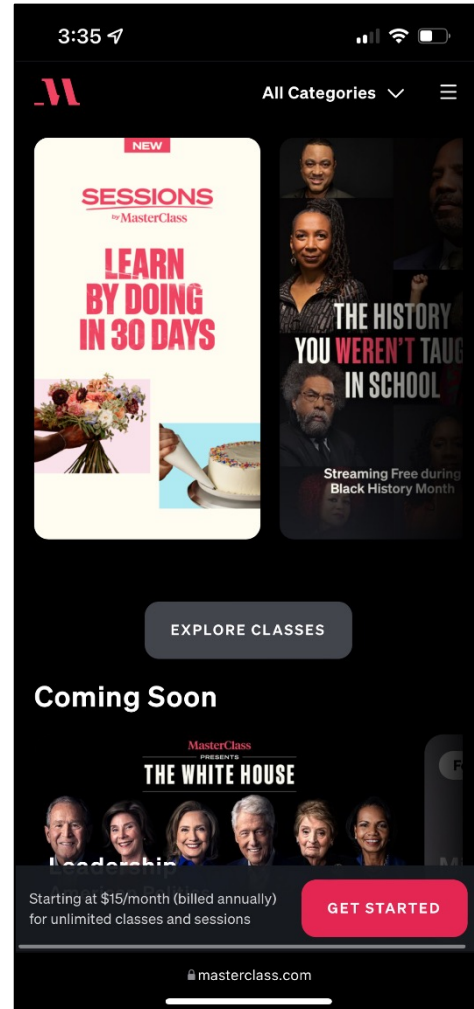
The information overload and the lack of personalization on websites aren't conducive to action.



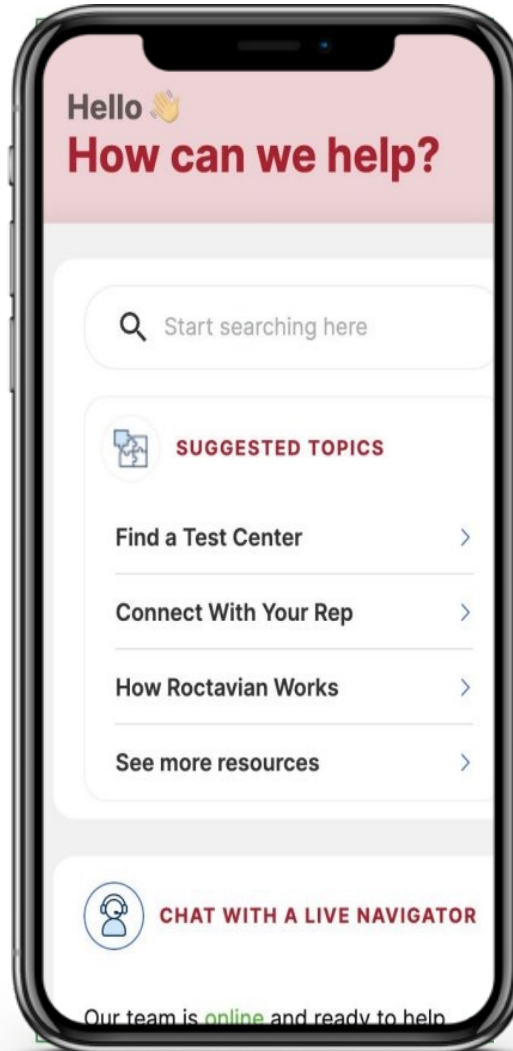
92% of consumers don't make it past the home page.

Reactive websites and static apps that leaves the cognitive burden of decision with users or doesn't integrate the channel for action fails.

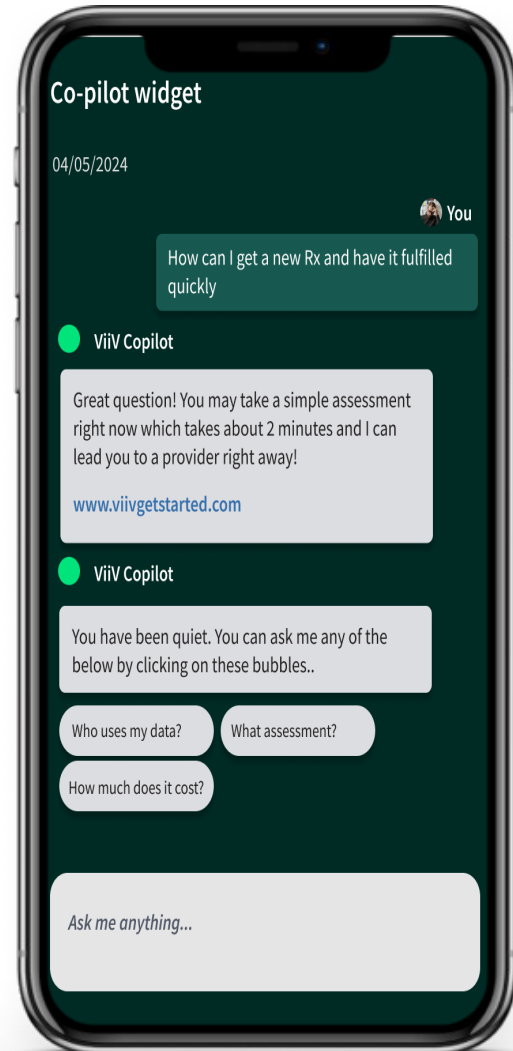
Digital Front Door is a way to leverage data to personalize experience and meet consumers where they are



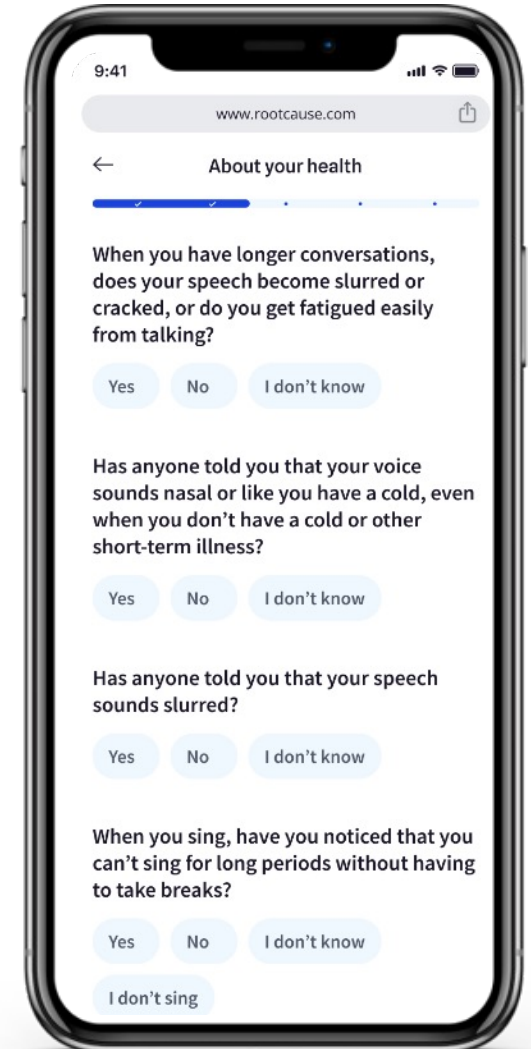
AI indexed self-education and search



Tech-enabled care navigation



Evidence based self-assessments



Intentional Patient Engagement directly affects business outcomes

