

Patient Centric Marketing

M3 MI

Kantar Media
Healthcare Research



Our presentation will focus on 2 key areas of Patient Centric Marketing

What Patients Want

**Sources They Value for
Healthcare Information**

A woman with long blonde hair is sitting at a desk in a home office. She is wearing a blue zip-up hoodie and is talking on a smartphone held to her ear with her left hand. Her right hand is resting on the desk near a laptop. The background shows a white wall with a framed picture and a shelf with various items. The entire image has a semi-transparent blue overlay.

What Patients Want

To alleviate their concerns prior to filling a new drug

Patients filling a new script have a lot of concerns about safety and effectiveness, what do marketers need to do to reassure patients?

55%

Of patients are concerned the effectiveness of a new treatment will truly improve their symptoms

53%

Are concerned about potential side effects/safety of the prescribed medication

41%

Worried about interaction with other medications or supplements they take

Answers quickly, anywhere and any time

What can marketers do to quickly get the right information to the right people?

70%

Finding answers as quickly as possible

57%

Getting my questions answered at any time and from anywhere

57%

Typing my exact question into an online search field and receiving complete and relevant answers

Note: All statements are those answering extremely/very important when seeking answers about a prescription drug

To lower their prescription drug costs

While patients agree coupon and co-pay programs help, just advertising them seems to have low results, what can marketer do to help patients navigate pricing...

39%

Find a discount, coupon or co-pay program helpful when filling a new drug prescription

47%

Will try another drug brand if they get a coupon for it

8%

Used a coupon as a result of seeing healthcare advertising

Doctors to provide educational resources

Nearly all patients value their doctor as an important source of health information, what can marketers do to help provide them resources for their patients?

72%

Agree they are more likely to visit a health website recommended by their doctor or saw in their office

68%

Find digital educational materials provided by a doctor or hospital (e.g., video links, digital brochures) very/somewhat helpful

64%

Would use a mobile app recommended by their doctor



Sources They Value for Healthcare Information

HCPs and friends/family are key to informing patients

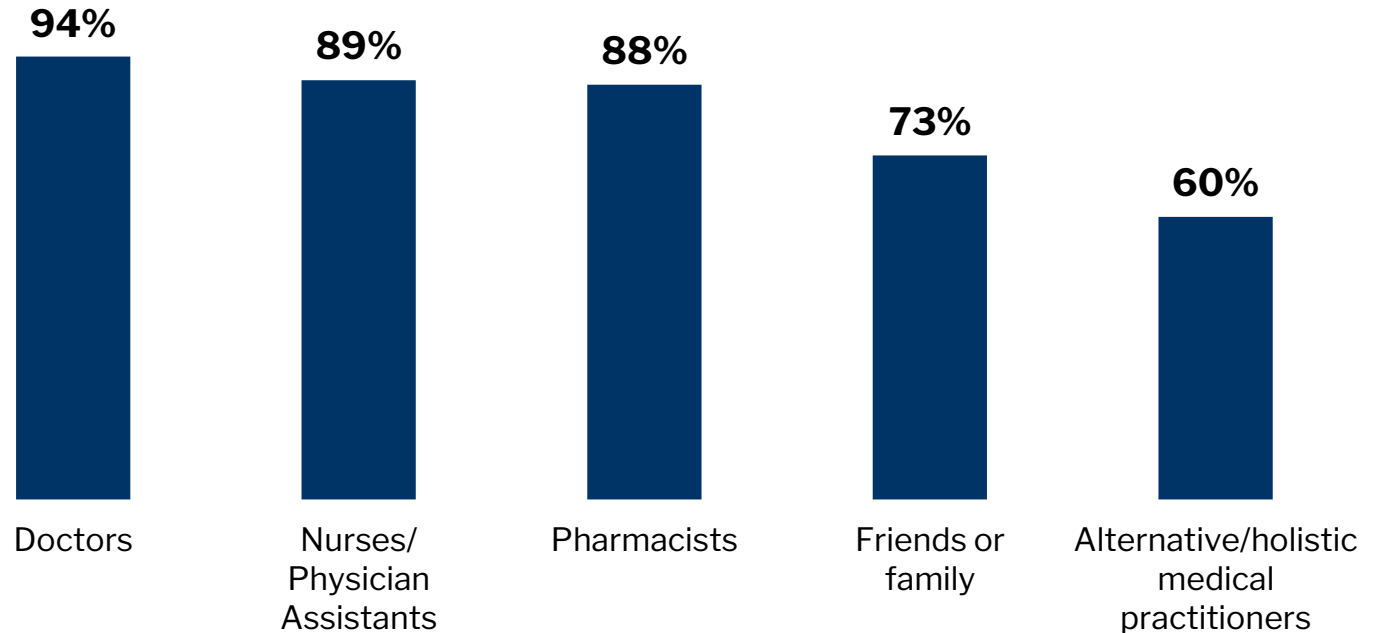
Outside of doctors, how should pharma connect with Nurses/Physician Assistants, family and friends to provide information to potential patients?

72%

Communication with a real human being is important* when patients seek answers about a prescription drug

Value Sources of Healthcare Information

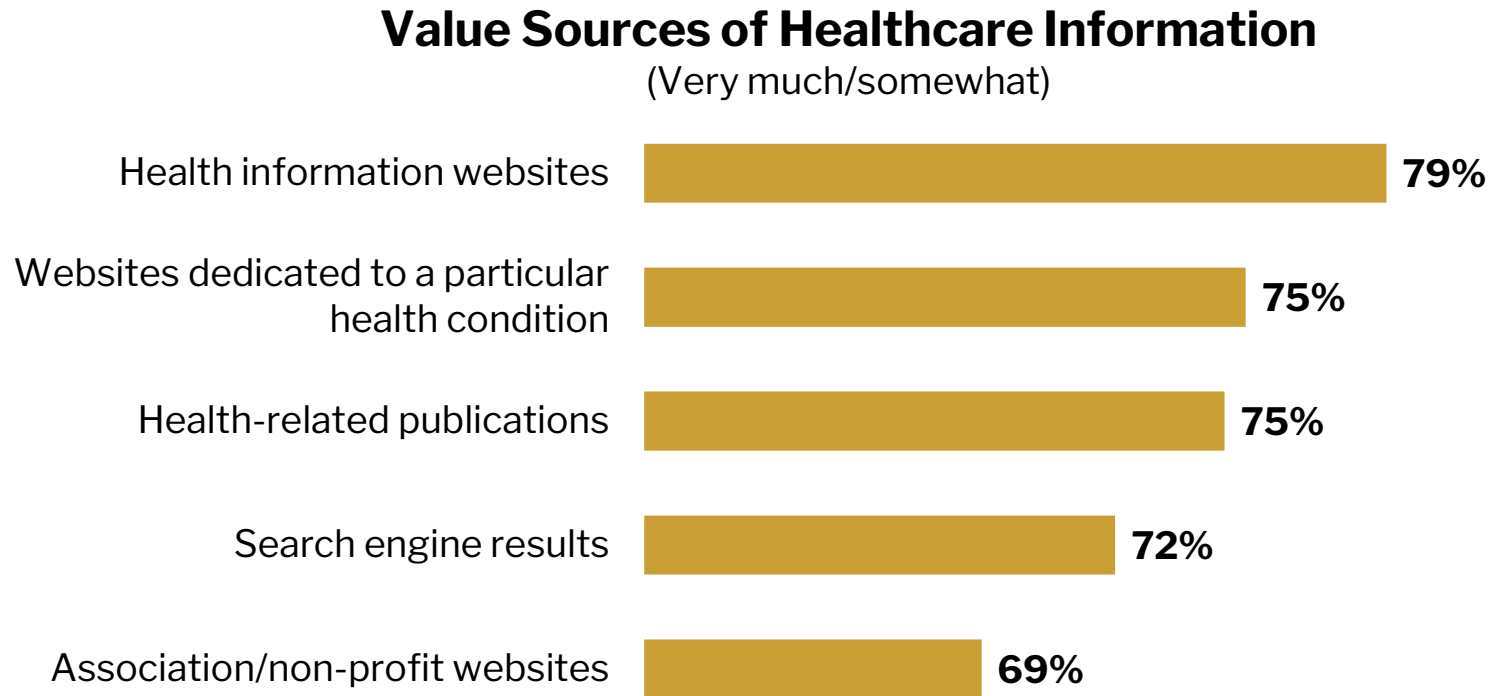
(Very much/somewhat)



*Extremely/Very important

Patients value places dedicated to their condition

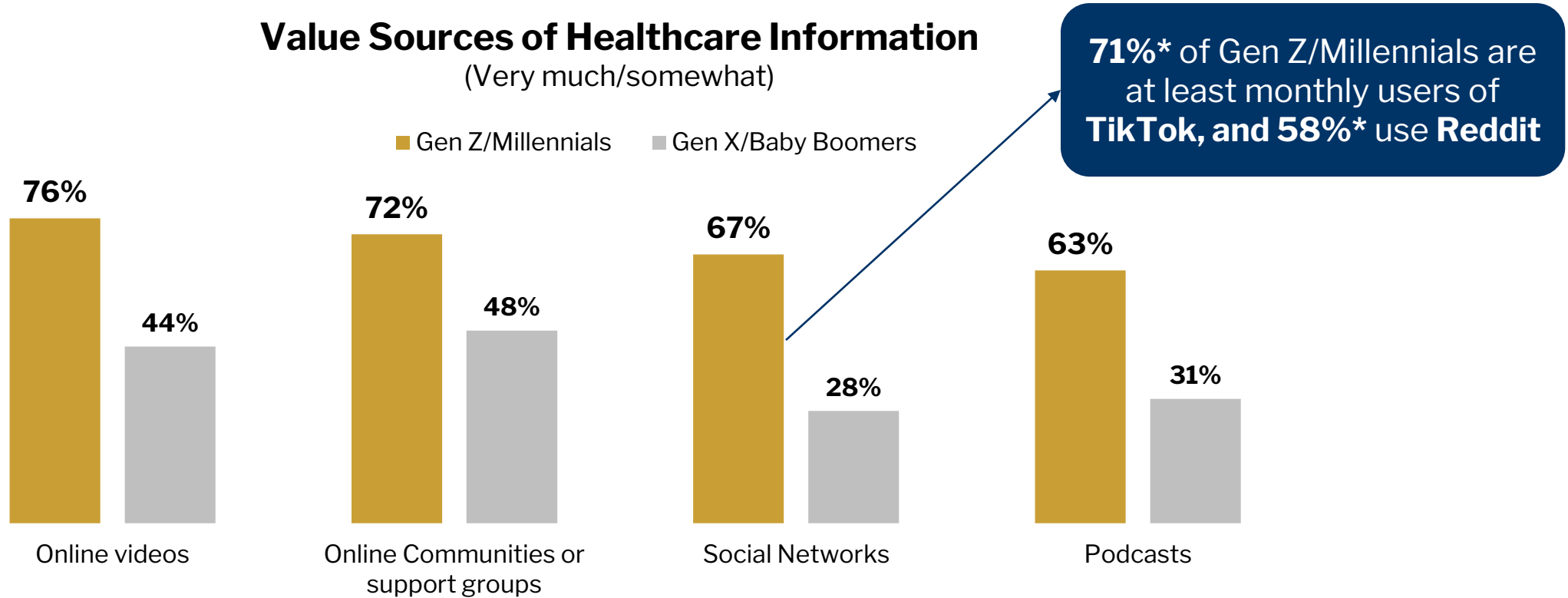
How are marketers integrating their content or partnering with associations to help inform patients?



*Extremely/Very important

To reach younger patients media consumption an expanded media mix is required

What are healthcare marketers doing to reach younger patients?



*Among Social Media Users

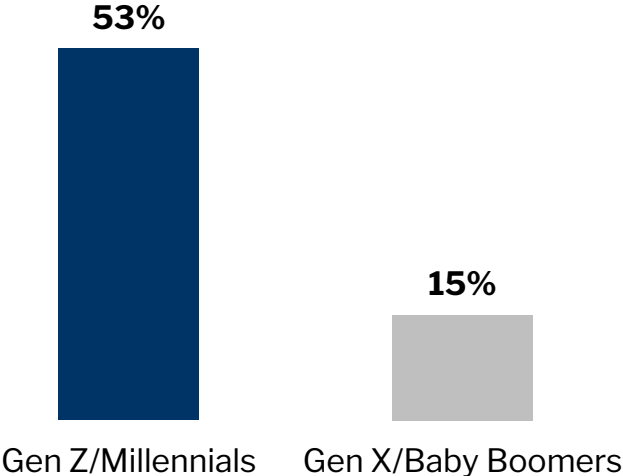
Trust in content is also a key, for example, there is a large generational gap in trust of medical info on social

What is the role of healthcare marketers in improving this and how?

67%

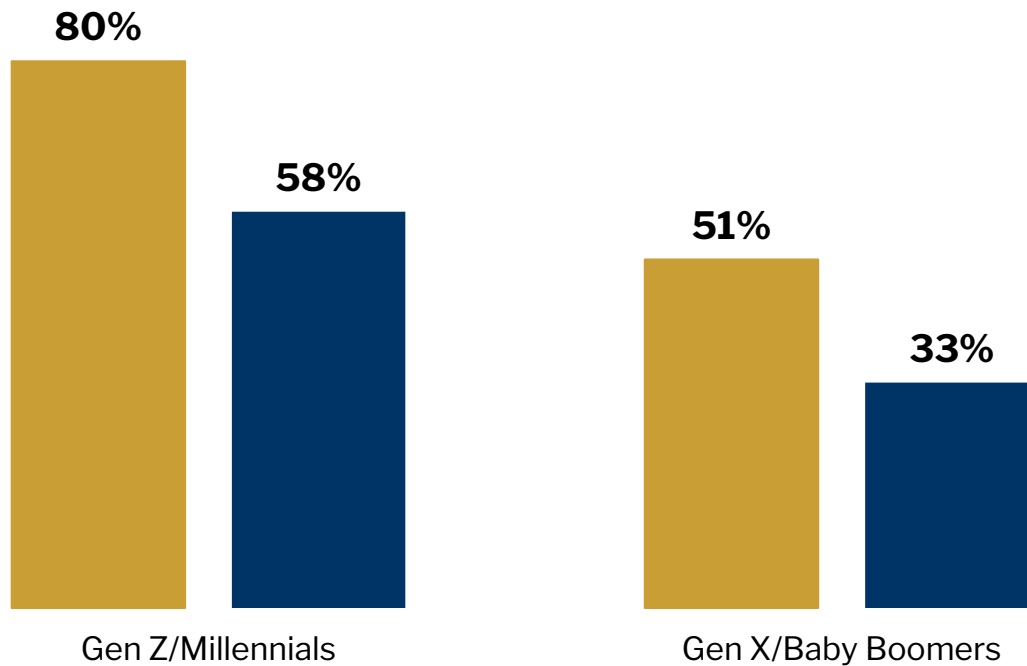
Gen Z/Millennials find social networks very much/somewhat useful for healthcare information

Trust Medical Information Other People Share on Social (In last 12 months)



This generational gap of trust also extends to healthcare advertising

Value & Trust of Healthcare Advertising

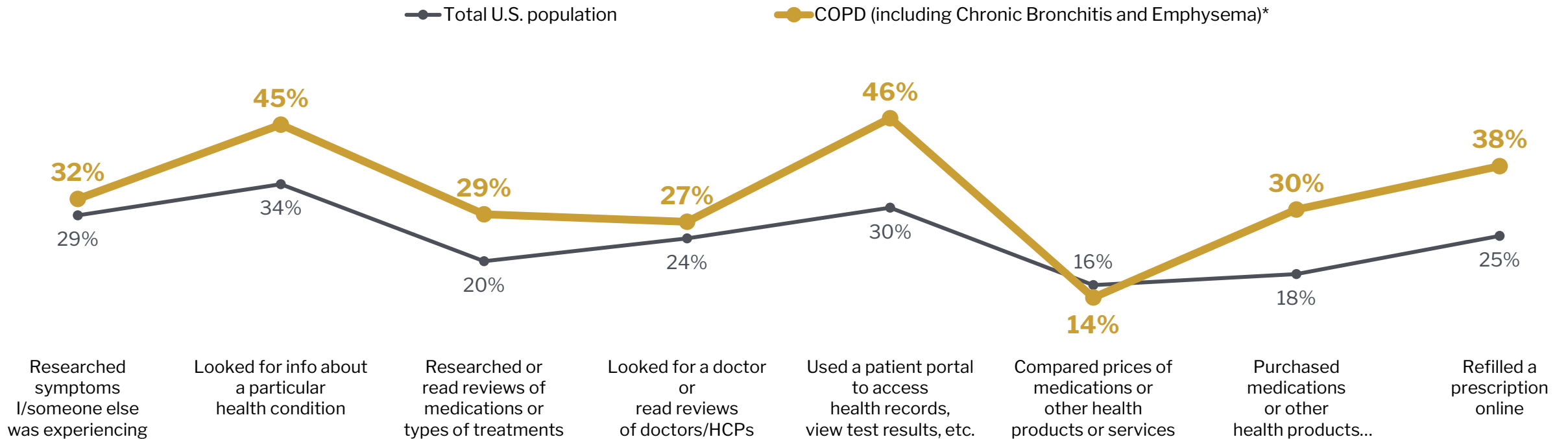


- Value advertising* for healthcare info
- Trust pharmaceutical companies that advertise the medications I take

*Advertising includes magazine, newspaper, online or television ads

Knowing your patient is extremely important, as each is on a unique journey

Example Digital Journey Using Online Health-Related Activities/Last 30 Days
(On Any Device)



*Professionally diagnosed

Thank you

M3 MI

Kantar Media
Healthcare Research

