



The Effectiveness of **Point of Care**

A case study analysis from **veeva** Crossix

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MARKETING
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Case Study was Focused, Measuring Distinct Channels



The Veeva Crossix case study

is compelling in demonstrating the power of Point of Care media.

The company conducted a cross-channel analysis for a specialty Rx brand in the rheumatology category.

This campaign ran for the entirety of 2023 and utilized four DTC channels and within Point of Care, a mix of digital and print tactics was used.



Point of Care Efficiently Delivered New Patient Starts

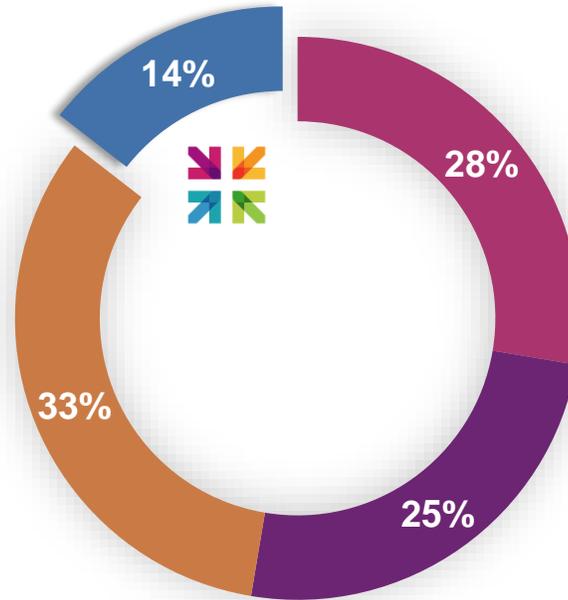
The most striking finding

is how efficiently Point of Care media delivered new patient starts.

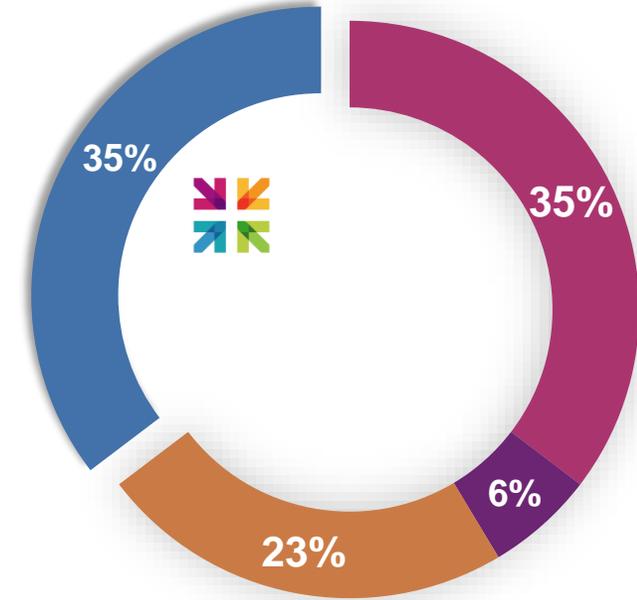
Looking at the channel investment, we see that Point of Care represented just 14% of the total media investment. However, it generated **35%** of the new patient starts.

Compared to other channels, **Point of Care was the most efficient**, outperforming the other channels.

Campaign Spend Channel Investment



New Patient Starts Attribution by Channel



Point of Care Significantly Amplified the Impact of Digital

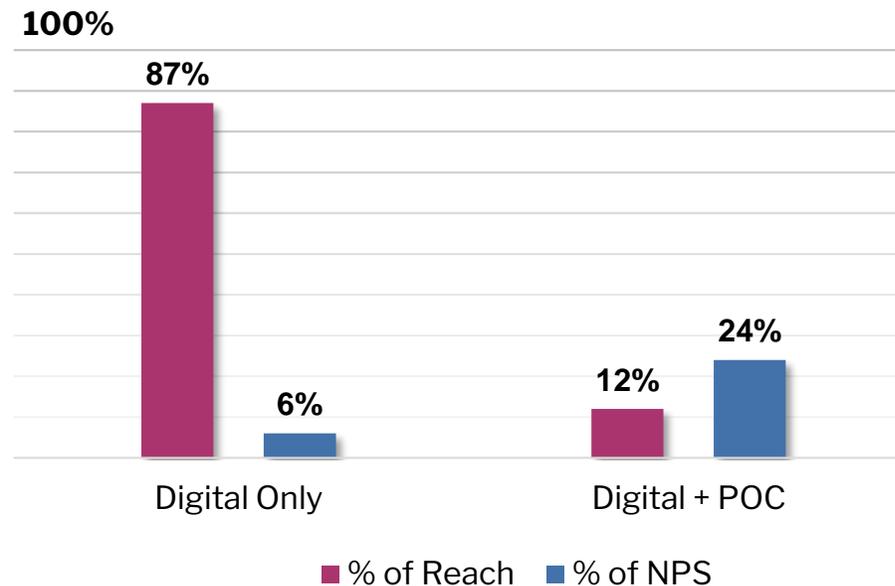


Share of Channel **Reach** & New Patient Starts **Attribution**

When examining channel overlap

Point of Care amplified the impact of digital.

87% of the audience saw only digital ads which accounted for 6% of the NPS while 12% of the audience saw both digital and Point of Care ads, accounting for **24% of new patient starts**, converting at a much higher rate than digital alone.



This shows us Point of Care

audiences are both health-active and primed. Digital is a good awareness tactic, but **Point of Care is crucial** to pull patients through to conversion.

In this case study, a patient was **200x more likely** to convert when seeing both digital and Point of Care ads, compared to seeing digital alone.





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For more information contact:



 www.pocmarketing.org

