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# Panel on Differences Across Specialties & Lifecycle Stage, POC Marketing Considerations & Case Studies

# Driving POC Effectiveness with Patient Stories

## Challenge:

- More than 60% of Meningococcal Disease cases that occurred in 16-23 year-olds are Meningitis B
- Educate patients and caregivers on the risks associated with contracting Meningitis B and how quickly the disease progresses to serious complications or death
- Generate awareness of a vaccine to prevent the contraction of Meningitis B

## Approach:

- Showcase a powerful real life patient and their story on contracting and surviving Meningitis B within a custom condition guide
- Create the custom guide leveraging the power PEOPLE and it's ability to tell extraordinary stories of ordinary people's lives....we call it PEOPLE Health
- Distributed in 4,500 highly targeted PCP offices who can administer the Meningitis B vaccine
- Advertising within the guide was unbranded, to promote knowledge of a vaccine to prevent the seriousness of contracting Meningitis B specifically for teens and young adults

## Learnings / Modifications:

- Due to physician requests, we noted the need to overprint issues for use at local health fairs and other events

## Results:

- Still too early to have script lift study back but the reaction from HCP's and patients has been very strong
- Brand level interest also very strong with new 7 editions of PEOPLE Health sold and in market or in development



# Point of Care Messaging Supports Acute Care Outcomes

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## Challenge:

- *Better understand the impact of Point of Care messaging at medical centers during an acute care event*

## Approach:

- *Partnered with ZS and The Wellness Network*
- *Collected insights with patients and caregivers on engagement*

## Results:

- **Strong Patient Engagement** – *87% Noticed PoC TV Screens*
- **Activates Patient Behavior** – *55% will be more Proactive with Health and 48% intend to Discuss Treatment Options with Physicians*
- **Highly Trusted Platform** – *Patients and Caregivers trust content viewed on PoC Video Screens*



# Supporting Rare Disease Products with Purpose

## Challenge:

- Finding rare disease patients at the POC
- Brand X, a treatment for growth of specific NETs had expressed concern with finding their target patients since prevalence is so small

## Approach:

- Targeted patients based on medical/diagnostic history of carcinoid tumor, carcinoid syndrome, neuroendocrine tumor
- Developed a custom campaign to communicate with actual sufferers, tailored to where the patients were in their treatment journey

## Learnings/Modifications:

- Due to the population size, typical measurement approaches would not work so alternative KPIs had to be agreed upon

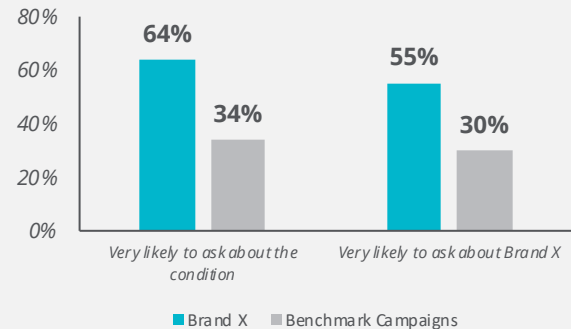
## Results:

- Securely leveraged internal patient records to measure patients on therapy and saw a **>5:1 ROI**



## Attitudinal Assessment Report

Brand X vs Benchmark Campaigns



# Oncology Case Study

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## Challenge:

- *Brand in a highly competitive oncology category*
- *Determine optimal “frequency” to run in a location*

## Approach:

- *“Surround sound” strategy targeting both patients and HCPs*
- *Promoted patient support program to drive adherence*

## Learnings/Modifications:

- *Leveraged patient stories to increase engagement in exam room interactive displays*

## Results:

- *NRx gains of +43% and ROI of 30:1+*



# Impacting Surgical Device Lift with Multi-Tactic POC Campaign

## Challenges:

- *Brand - Evaluate the impact of a POC DTC advertising on the increase in total purchases of lens implants for cataract surgery during campaign*
- *Program - Solve attribution between office location and corresponding ASC*
- *Program - New to POC, all marketing efforts focused in HCP*

## Approach:

- *Leverage branded assets for an integrated educational campaign reaching key Patients, Caregivers, and Physicians along the healthcare journey*

## Learnings/Modifications:

- *The campaign with CheckedUp reached the patient and educated them on the category as well as learnings on premium therapy when it mattered most*
- *Brand – POC and patient education generated significant patient pull in a procedurally driven category that was historically HCP pushed*

## Results:

- *CheckedUp delivers a 27% lift in overall units sold*
- *Mid-tier accounts generated the greatest lift among those with sales activity*



# Neurology – Case Study

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## Challenge:

- *Breaking through the pre & post office visit clutter of an already very engaged & highly targeted patient population*

## Approach:

- *Reach patients via “hyper-specific” patient education content at the Point-of-Care*
- *Test a “message progression” approach as patient goes from the Waiting-Room to the Exam-Room.*

## Learnings/Modifications:

- *Patients/ Caregivers in the waiting-room are in a “**learn more**” mode*
- *Patient/ Caregivers in the Exam-Room are in a “**solutions-oriented**” mode*

## Results:

- *Simplified HCP/Patient single message “**discussion starter**” creative worked better.*



# Pre-Launch/Market Shaping

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## Challenge:

- *Can an unbranded POC program drive incremental volume for a second-to-market brand launching through gastroenterologists?*

## Approach:

- *Ran unbranded exam room campaign for 8 months*
- *Converted to branded campaign in month 9*

## Learnings/Modifications:

- *Prominently featured patient savings/support program in branded campaign to address formulary-driven price disparities*

## Results:

- *Unbranded NRx Gain +5.9%*
- *Branded NRx Gain +11.6%*





# Point of Care Digital TV and Mobile Program during Launch

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## Challenge:

- *Drive traffic to major national retailer during promotion launch*

## Approach:

- *L-Bar Creative Execution*
- *Inside Doctor's Office – HMN Digital TV Screens + Mobile*
- *Outside Doctor's Office – Modeling based on look alike cohorts*

## Results:

- *HMN Digital TV + Mobile – CTR = .62% vs. Mobile Only – CTR = .22%*
- *HMN TV plus mobile targeting yields 3X the engagement compared to mobile only targeting*
- *Of those that saw promotion, 71% spike in action and drove to retail environment*



# Osteoporosis & POC at Launch

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## Challenge:

- New treatment option for postmenopausal women with a history of osteoporotic fracture
- 50% of women over 50 will break a bone due to Osteoporosis at some point in their lives and 1 in 5 of those will have another fracture with a year
- The ultimate challenge here is to educate patients about fractures and high risk osteoporosis while building awareness for this new treatment option

## Approach:

- Optimize message relevance by targeting 3,000 high priority HCP's within top 15 prioritized DMAs located in close proximity to specialty pharmacies
- Six page print cover wraps provided the wide canvas required by the complex messaging for this type of osteoporosis product
- Ad creative utilized a self assessment and “ask your doc” creative tactic

## Learnings / Modifications:

- Qualitative program survey helped identify that more Rx's were likely to be written by OB/GYNs, Endocrinologists, and Orthopedic Surgeons than PCPs and Rheumatologists so the distribution was modified accordingly

## Results:

- Physicians reported between 100,000 and 200,000 patients initiated conversations about the brand and condition, with 86% HCPs reporting that they are more likely to prescribe the brand to patients



# Pairing the Right Patients with the Right Brands

## Challenge:

- *Developing a strong POC strategy for multiple products at different points in their lifecycle, but treating the same condition*
- *Company A needed to methodically sunset Brand X, an established product, while launching Brand Y, its next generation product*

## Approach:

- *Two-prong communication strategy leveraging clinical records to reach only relevant patients:*
  - *Migrate patients with a medical history of Brand X to Brand Y*
  - *Drive awareness of Brand Y with diagnosed/treated patients*

## Learnings/Modifications:

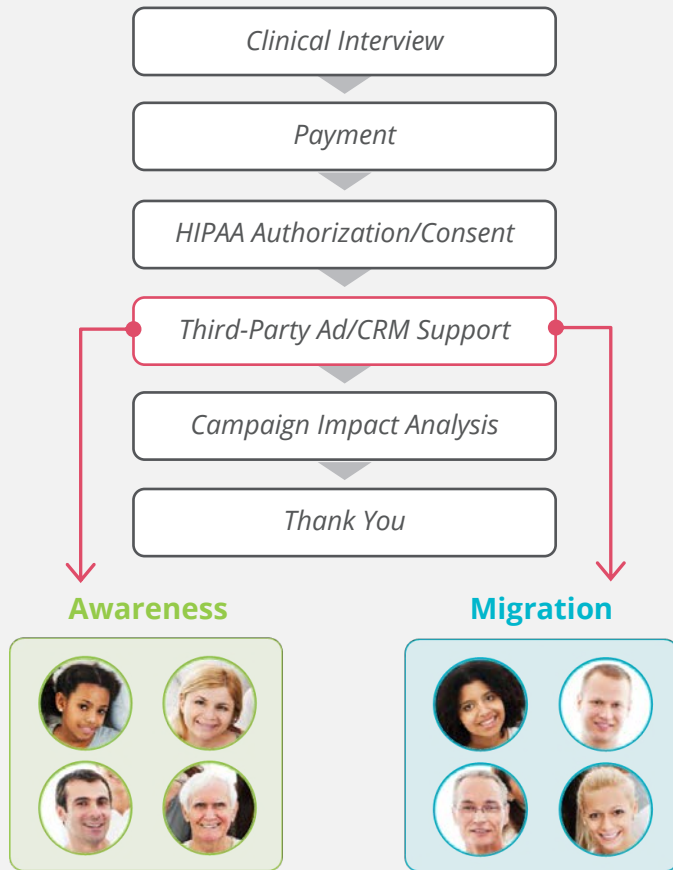
- *Creative was optimized along the product life-cycle to support and align to brand strategy, POC strategy, and specific patient targeting*

## Results:

- *Key KPIs: retention to Brand X and conversion to Brand Y*
- *Early patient-level conversion analysis to Brand Y has demonstrated a >10:1 ROI*



## The Patient Intake Journey on the Phreesia Platform



# POC Advertising increases NRx and ROI Brand Value

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## Challenge:

- *Competing with a mature market leader*
- *Drive NRxs written among target specialists through advertising at the Point of Care*

## Approach:

- *Leverage branded assets for an integrated educational campaign reaching key Patients, Caregivers, and Physicians along the healthcare journey in the Waiting and Exam Rooms*

## Learnings/Modifications:

- *CheckedUp program delivered sustainable performance across majority of deciles—optimize away from deciles 1, 2 and areas with access restrictions into higher performing deciles and tactics to continue to drive improved program efficiency*

## Results:

- *CheckedUp delivers positive branded campaign Return on Investment at 3.5:1*
- *Even in a crowded category, Brand broke through*



# Mature Brand – Case Study

## Challenge:

- Declining Brand in highly competitive marketplace
- Late in Lifecycle - Limited Brand Budget
- Conversion of New Patients

## Approach:

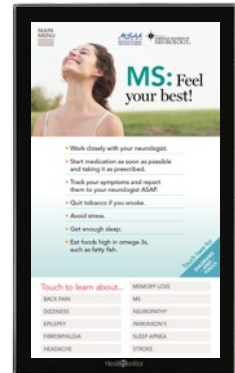
- Multi-Tactic Point-of-Care program (Waiting & Exam-Rooms)
- Utilize lower cost printed Patient Guides to maximize reach/ scale.
- Add in Digital Exam-Room Posters along with Patient Guides in high decile offices.

## Learnings/Modifications:

- High lift with Digital Exam-Room Posters despite heavy competition
- The best new patient conversions seen when tactics used together

## Results:

- Digital Exam-Room Posters (DEP): **67% Higher lift than Patient Guides alone**
- Patient Guides & DEP Combined: **125% Higher lift than Patient Guides alone**



# Key Takeaways, Big Themes

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- *Selective targeting*
- *Specific content strategy and implementation*
- *“Omnichannel” approach*
- *Application of data*
- *Test, learn, optimize*

