

State of the POC Industry – Spend Analysis

Key Takeaways

- 💡 Investment growth slowed in 2020 to 8% and has rebounded to ~15% YoY
- 💡 The pandemic had a greater impact on consumer campaigns (fell to 7% YoY growth) than HCP campaigns (14% YoY growth)
- 💡 POC spending is expected to grow by ~22% in 2023 to reach ~\$950M - \$1B
- 💡 Consumer campaigns account for nearly 90% of POC advertising dollars
- 💡 Increased demand and effectiveness of the channel are cited as the most common reasons for POC budget increases.
- 💡 Device and Mobile is one of the most promising POC channels with high interest among media planners and buyers
- 💡 Clients are interested in adopting the latest technologies: combining POC messaging with social media campaigns
- 💡 There is little difference between the effectiveness of different POC channels



State of the POC Industry – Spend Analysis

Q & A from Whova App

Q&A from the Whova App

During the summit, attendees were encouraged to ask questions via our Whova App. Below are the responses to those questions:

Q. When looking at industry trend reports or studies, some by others, how many responses at a minimum does it take for you to consider it statistically relevant?

A. The rule of thumb is to have about a 100 in the sample.

Q. Was EHR media included at all?

A. We didn't specifically ask for the spend by channel and we didn't ask about EHRs, so we're not sure how much is being spent in this area. We can include this as part of our next study.

Q. I was surprised to see the results on the gender response percentages. Was this unusual to have such a high Male response?

A. We didn't recruit for any gender and aren't sure why the sample was so male oriented. We have seen some studies that show male media planners are more prevalent than female (<https://www.zippia.com/media-manager-jobs/demographics/>) but the difference in our study was more pronounced.

