



POINT OF CARE
MARKETING
ASSOCIATION



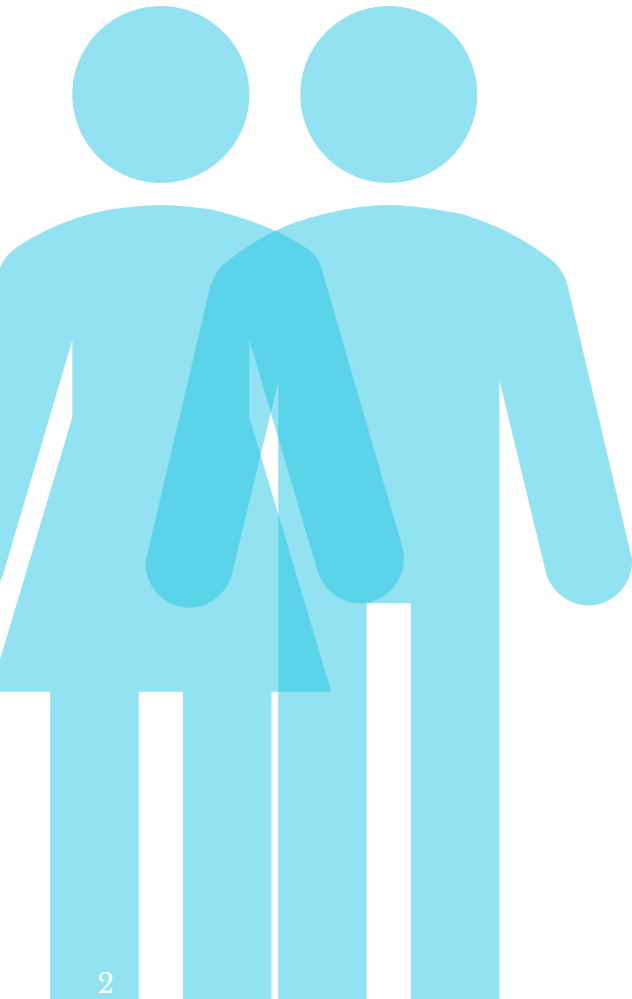
MedFuse
Real World Data for Real Solutions

The Complete Reach of Point of Care

October 2022



Analysis Methodology



- The following analysis was conducted using prescription and medical claims data from MedFuse, a healthcare data technology company.
 - The analysis covers twelve-months from July 2021 through June 2022.
 - MedFuse data for this time period captures ~229M unique patients from medical claims and ~249M unique patients from prescription claims approx. 2.2B and 3B claims respectively.
- Ten (10) participating POCMA members provided list of HCPs in their networks (NPI numbers).
- Member NPI lists were aggregated and deduplicated for analysis.
- Reach percentages are calculated by total volume of POC HCP / applicable total volume (incl. POC HCPs) of the given segment.

POC HCPs Have More Patients And Write More Scripts

Patients seen by
a Point of Care
HCP are
14% More Likely
To Get a Script

2.4x

MORE patients per HCP

2.1x

MORE Rx per HCP



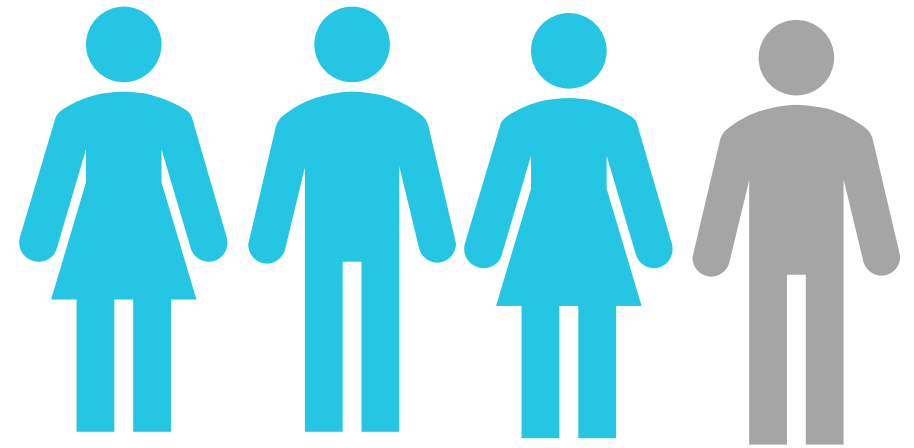
80%

Source: MedFuse Real-World Data

Of patients
are seen by an
HCP with
Point of Care
Media

3 out of 4 Rx Are Written by an HCP with POC

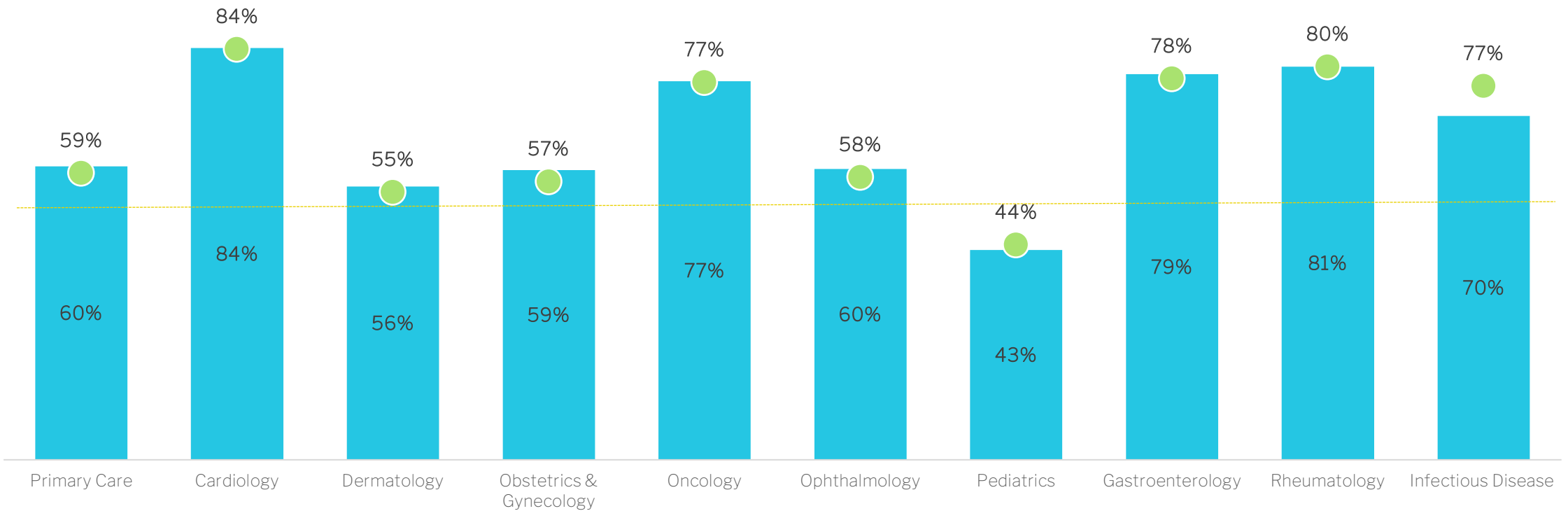
Source: MedFuse Real-World Data



Strong Reach by Specialty

Patient & Rx reach by HCP Specialty

■ Share of Patients ● Share of TRxs



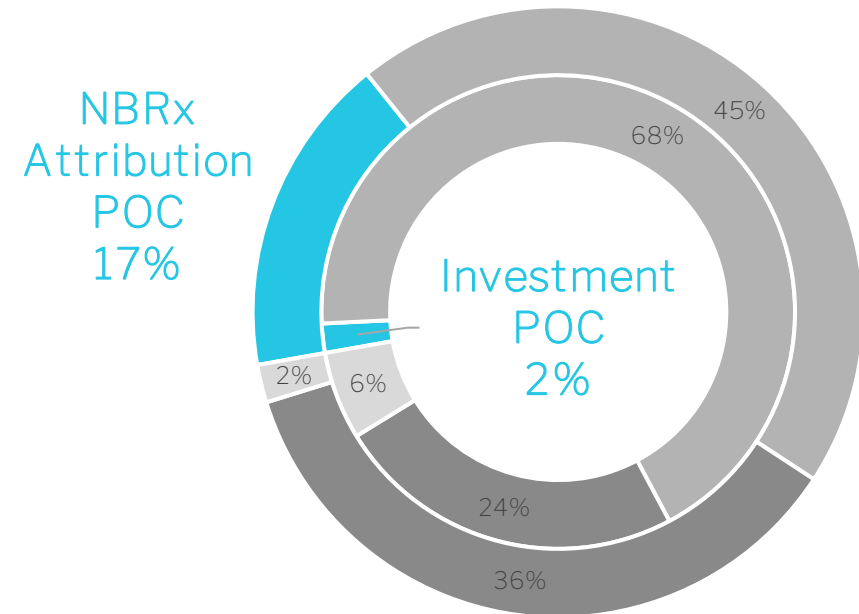
Source: MedFuse Real-World Data

Point of Care
was the most
cost-efficient
driver of
conversions.

Case Study: Brand with \$100M budget marketing for a common condition found POC drove 17% of the NBRx attribution with only 2% of the media investment [8.5x ratio].

Marketing Invest vs Return

■ POC ■ TV ■ Digital ■ Site (Paid Search)



For More Information About This Analysis Contact

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About the Point of Care Marketing Association

- The Point of Care Marketing Association exists to advocate for the effective use of the point of care channel to advance patient healthcare outcomes. Members of the nonprofit point of care industry association work closely with brand, agency and provider stakeholders to advocate for the channel and promote its positive impact to ensure its continued growth as a vital and innovative segment of healthcare marketing. Learn more at pocmarketing.org.

About MedFuse

- MedFuse is a healthcare data technology company creating value for our client-partners by combining one of the most complete real-world healthcare databases with a modern technology platform and tools. MedFuse is led by industry veterans who have been delivering claims data solutions for over 40 years. MedFuse works with client-partners to leverage our rich data resources to reduce costs, increase revenue and contribute to population health. For more information visit www.medfuse.com or contact media@medfuse.com