

Rebooting Point of Care Impact Measurement



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Demystifying POC Measurement

- A need to "demystify" methods and approaches to measurement that are unique to the POC channel.
 - Disconnect between POC impacts quantified by different analytical solutions
- Understand the value and complexity of the measurement tactics via survey insights and 1:1 interviews with POC analytic experts.
- Three-part thought leadership project to identify best practices:



Common themes emerged in survey & interviews

- Three-month long industry research including an in-depth survey and 1:1 interviews with POC analytic experts.

Overall Issues Raised

- Credibility Concerns
- Inconsistencies in methodological rigor

Test vs. Control

- High performance lifts
- Matching control groups and adjustments for other channels in Test

Marketing Mix Model

- Low contributions
- Granularity- models are often run at national level, instead of DMA or Sub-DMA
- Estimated impressions don't account for monthly office traffic.



Where do we go from here?

- Publish whitepaper with data and methodological best practices for POC impact measurement
- Collect and track POC impact benchmarks by tactic and therapeutic area
- Ongoing refinement of best practices and adoption by industry participants

