

Point-of-Care Media Drives Patient and Physician Action, Engagement & Empowerment

Insights from the 2023 MARS Consumer Health and 2022 Physician Strategic Insights Studies

1. Before the appointment

133 million adults research treatment options before asking their doctor about them.

Half of adults believe **pharma ads** make them more **knowledgeable about medications**.

51% often **discuss new prescriptions** with their doctor.

68% of **physicians** are **decision-makers** regarding which **patient educational materials** are **available** at their practice.

Among them... →



1 in 3 consider **availability of patient education materials** to be **important** when **prescribing a newly available Rx**.



Patients engaging with health information are **more empowered** and **HCPs** care about providing quality patient education.

2. At the appointment

78% of **patients** value **POC media** at their doctor's office or hospital.

99 million adults have seen or heard **healthcare advertising** at their doctor's office.

Among them...

13 million have **asked their doctor** to prescribe a specific drug.

60% more likely to **discuss an ad** with their doctor.

80% provide **information** about **discount drug programs** to their patients.

58% of HCPs have **looked at alternate medications** to prescribe while **using EMR/EHR platforms**.



POC media is **valued**, inspires evaluation of treatment options and prompts **patient/doctor conversations** in a trusted environment.

3. After the appointment

66% of adults who saw or heard **healthcare ads** at their doctor's office **took some action**.

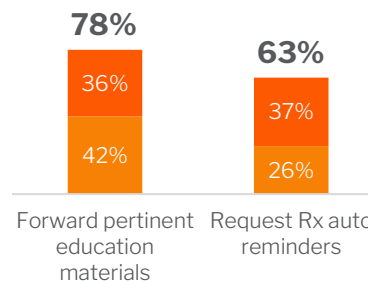
Among them... →

76% more likely to **visit a website** recommended by their doctor.

39% more likely to **switch to a different prescription**.

Doctors want to play a role in compliance, **utilizing EMR/EHR platforms to provide patient support**.

■ Have done ■ Would do if available



Half of physicians believe **pharma brands** should **provide more support options** for **patient compliance**.



POC **media and technology** **motivate both** HCPs and patients to **take action**.

How are patients and physicians engaging with POC media?



Consumer and HCP Healthcare Insights that provide an in-depth look into the types of communication available at the points where patients interact with physicians and in other healthcare settings.

Insights into...

- Patient and Physician Profiling
 - 100+ conditions
 - Primary care and 30+ other HCP specialties
 - Caregivers
 - Frequency of doctor visits
 - Patient preference for branded medication
 - Physicians actively supplying and making decisions re: available patient education materials
 - Physician use of EMR/EHR/Telemedicine/e-prescribing platforms
- Point of Care channels valued by patients
- Patient education
- Point of Care advertising
- Health Tech
- Prescriptions and pharmacies
- Doctor-patient relationship
- *And more*

Let us help you dive deeper into how these data-points differ based on your target audience.

Kantar Media Healthcare Research helps marketers, agencies, and media companies understand how HCPs and patients interact with the full landscape of channels and media available, empowering our clients to build more effective communication plans.

For more information, contact healthmedia@kantar.com or visit info.kantarmedia.com/MARS