

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

## 🕒 Before the Appointment

**PATIENTS**

- 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

## 🕒 During 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

## 🕒 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

**PHYSICIANS**

- 78%** of physicians are **decision-makers** regarding which patient educational materials are available at their practice
  - among them
    - 86%** consider **website information** printed for patients or to be accessed at home **useful**

- 78%** provide **information about discount drug programs** to their patients
- 62%** of HCPs have **looked at alternate medications to prescribe** while using EMR/EHR platforms

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

Category	Would do if available	Have done
Forward pertinent education materials	88%	36%
Shared patient info with other HC providers	84%	20%
Request Rx auto reminders	77%	44%

● Would do if available  
● Have done

**TAKEAWAY**

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

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

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



# Find out how patients and physicians engage with point-of-care media.

With consumer and healthcare professional audience insights from M3 MI, you can get 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

Marketers, agencies, and media companies rely on us to understand how HCPs and patients interact with the full range of channels and media available, empowering our clients to build more effective communication plans.

**Let us help you dive deeper** into how POC fits into the overall media landscape, and how these data-points differ based on your target audience.