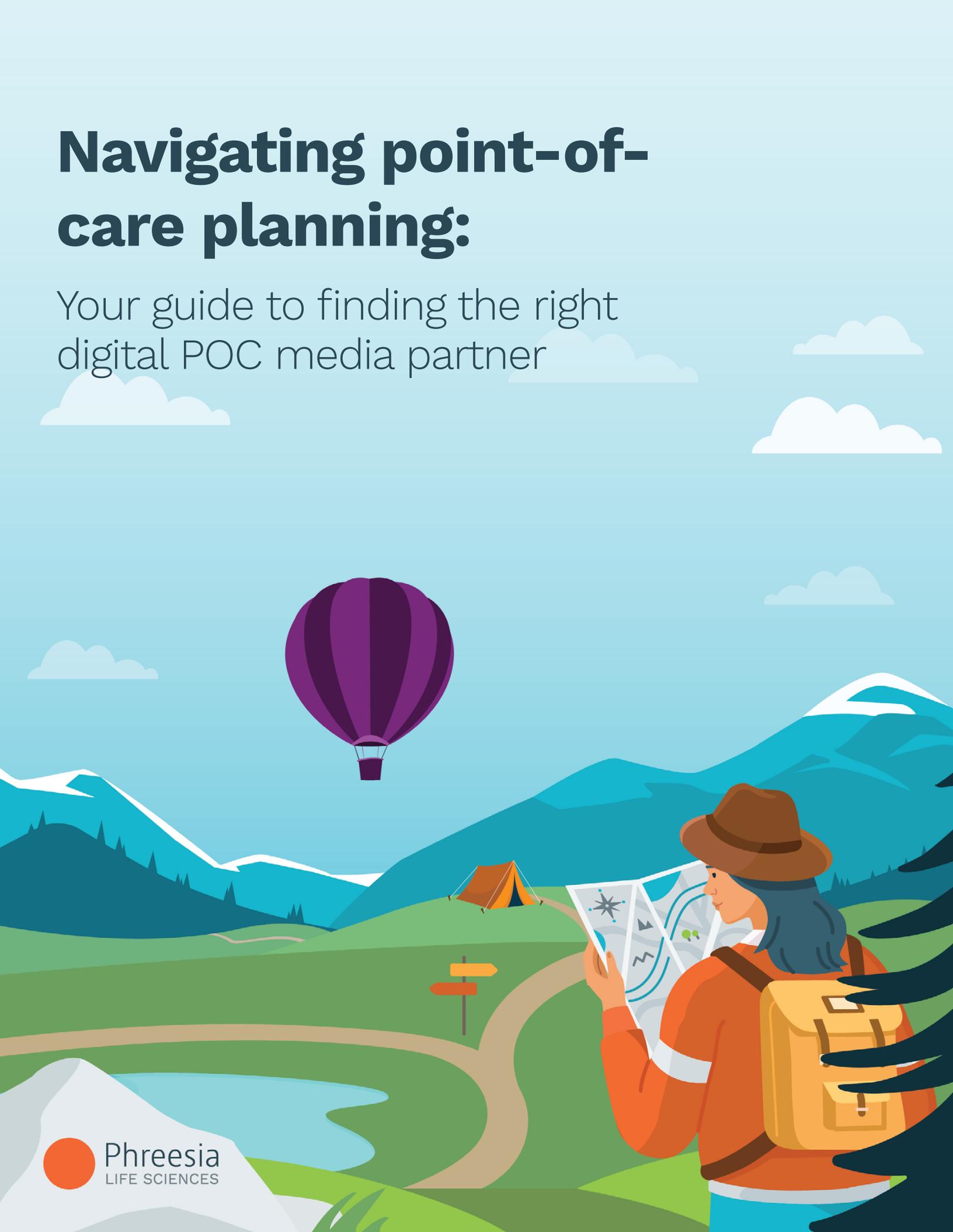


Navigating point-of-care planning:

Your guide to finding the right digital POC media partner



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Introduction

The point of care has changed dramatically in recent years, with digital innovations changing what's possible when it comes to reaching, engaging and activating your target patients. And with that in mind, pharma marketers need to change the way they're evaluating their point-of-care media partners.

That's why Phreesia has assembled a planning guide to help marketers through the process. As a pioneer in the digital POC space, Phreesia understands what questions you should be asking to identify the partner that can best help you achieve your strategic objectives.

Here are some key questions that will help you assess the most important needs for your campaign and understand which vendors have the capabilities you need to achieve your brand's goals and measure success.



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Part 1: How does this partner identify and reach qualified audiences?

Digital targeting has become more difficult in recent years as companies including Apple and Google have clamped down with game-changing new privacy restrictions. Those changes have also brought privacy issues to the forefront for consumers. As cookies phase out, access to first-party data will become even more crucial for marketers, and vendors should prioritize transparency.

Questions to ask the vendor:

1

What data do you use to target patients? Is it deterministic based on exact data matching or probabilistic based on audience modeling?

2

Does your targeting rely on the use of third-party cookies? If so, how will you meaningfully target once third-party cookies are eliminated?

3

What are your practices around patient data and privacy?

4

How do you source the data you use for targeting?

5

Can you tell me about your platform's reach, ad engagements and ad viewability?

6

How do you ensure efficient spend and minimize ad waste?

To meet my campaign objectives, I may also need a vendor to... (check all that apply)

- Share metrics around the quality of the audiences it reaches
- Support and pass transparently collected data to an existing CRM program
- Allow patients to opt in to share first-party data
- Offer additional opportunities to communicate with patients after their initial exposure

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Part 2: What kinds of strategies can this vendor's platform support?

As a key place to educate patients and activate them to discuss specific conditions and medications with their doctor, the point of care is a critical part of a successful omnichannel strategy. Can the vendor you're evaluating help you achieve your strategic objectives throughout your product's life cycle?

Questions to ask the vendor:

1

How do you collaborate with brand or agency partners to understand my objectives and customize campaigns to meet them?

2

Can you reach undiagnosed, symptomatic audiences to drive condition awareness and education? How would you execute this approach?

3

How can you help me implement health equity strategies?

4

What patient health outcomes does your platform most effectively drive?

5

What resources can you promote (support programs, discussion guides, savings cards, etc.), and how do you deliver them directly to interested patients?

I need a vendor that can support campaigns to... (check all that apply)

- Build disease awareness
- Support a medication launch
- Retain patients who are already on brand
- Promote patient support programs
- Target patients on competing brands to encourage switching
- Drive brand awareness



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Part 3: What creative works best on this vendor's platform—and what does development look like?

Engaging patients digitally opens the door for a host of new media formats and creative options. Does the vendor you're evaluating offer the content options, design and testing you need to ensure your digital campaign's success?

Questions to ask the vendor:

1

Can you leverage existing assets for creative? Is this a standard or custom creative unit?

2

Can you tell me about your creative development process and timelines?

3

Do you support campaigns across different formats and devices?

4

How do you prioritize user experience for patients interacting with your platform and materials?

5

Will assets require legal review?

If it would be valuable for my needs, I should also ask about options around: (check all that apply)

- A/B testing
- Static, passive and/or interactive content options
- In-house creative design
- Creative segmentation
- Access to clinical staff for campaign development

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Part 4: How does this vendor measure success?

In order to evaluate whether a vendor's tactics will be successful, it's important to know how it measures and reports success. Does this vendor have the tools to provide measurable results that demonstrate script lift over control?

Questions to ask the vendor:

1

What metrics do you provide and what benchmarks can you provide to demonstrate your platform's record of success?

2

How do you report on those results? Is reporting internal, third-party or both, and what is the methodology?

3

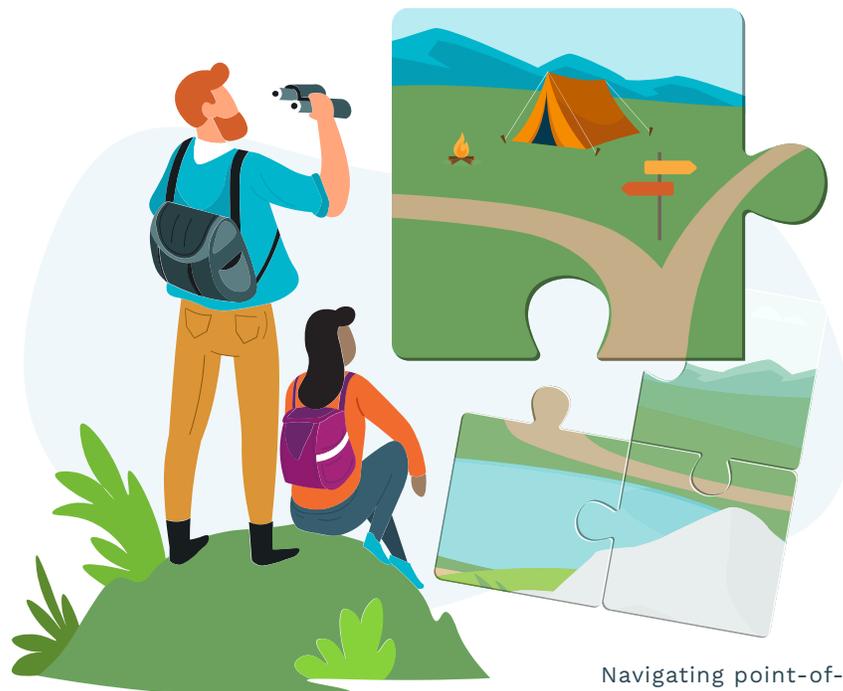
How often do you share results with clients?

4

Are your campaigns audited by a third party?

To achieve my objectives, I may need a vendor that can...

- Work with a third-party partner to measure diagnoses, new patient starts or retention results
- Share monthly reports on campaign performance
- Share statistically significant campaign measurement studies
- Allow client input on measurement study design



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In summary

Today, thanks to digital innovations, the point of care can serve as a place to do everything from build disease awareness to convert patients to brand to promote savings offers, making it a critical touchpoint along the patient journey. Evaluating partners on their ability to support your strategic objectives, format and creative offerings, targeting and measurement capabilities, and commitment to patient privacy and transparency will ensure you get the most from this essential piece of your omnichannel strategy and help you stand out in an evolving market landscape.

About Phreesia Life Sciences

Phreesia empowers life sciences companies to connect meaningfully with clinically relevant patients, delivering targeted health content in a one-to-one setting. Our PatientConnect offering identifies and motivates the right patients to initiate meaningful brand conversations, and our PatientInsights product enables our clients to better understand their target patient populations. Phreesia meets patients where they are, both virtually and in-person, and reaches them at multiple touchpoints throughout their healthcare journey.

To find out how Phreesia can help you make the last mile count by activating the right patients in moments that matter, visit lifesciences.phreesia.com/lastmile