

# Patient-centric targeting and campaign measurement

## Make the last mile count with Phreesia's unique targeting capabilities

Phreesia's HIPAA-compliant platform guarantees high-quality audience reach by leveraging precision clinical targeting, rather than predictive look-alike targeting. By engaging patients based on their medical and medication history, you'll meet them with the right messages at the right moments in their healthcare journey and eliminate wasted marketing efforts.



## Generate precise point-of-care campaign measurements

Phreesia not only provides the media-performance metrics you know and love, such as delivery and engagement, but also offers several additional measurement opportunities that go above and beyond to help you understand your campaign's true impact on patient-level behavior and health outcomes, including:

### THIRD-PARTY MEASUREMENT

Phreesia uses third-party medical claims-based measurement partners IQVIA, Crossix and Symphony Health to validate campaign performance in driving net brand benefit. Through HIPAA-compliant data practices, our partners can compare prescriptions filled by patients who have seen Phreesia campaigns to similar matched patients in their medical claims database, resulting in an objective analysis of the true script lift and real patient conversions to brand generated by your Phreesia campaign.



## CAMPAIGN REPORTS

To keep you informed on how well your campaign is performing, Phreesia offers monthly and final reports that track how much patients are engaging with your follow-up content, as well as the number of leads your campaign has generated. We also offer a centralized online dashboard where users can access data on their most recent month's campaign results as well as the previous month's data.



## IMPACT ANALYSIS

Phreesia asks patients for their direct feedback after campaign exposure to understand their intent, reactions, awareness and other impact measurements. The analysis runs for the duration of the campaign and is reported in aggregate quarterly, with a final in-depth analysis presented at the end of the campaign.

Find out how Phreesia Life Sciences can provide your organization with an in-depth analysis to precisely illustrate your campaign's effectiveness in activating the right patients in the moments that matter.

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