

Engaging patients along their healthcare journey: How pharma marketers can improve audience quality

Pharma spends enormous sums each year on television and other mass media with the aim of creating brand awareness. But while those channels reach large numbers of consumers, they don't always get their message through to their intended patient groups or reach them at the right moments in their healthcare journey. So how should you rethink spending priorities if mass media isn't connecting you to high-quality audiences with the right content at the right time? Investing your first dollar in the point of care is a strong place to start, new data shows.

Pharma spends millions each year on mass media...

\$1.6 billion

spent by top-10 pharma brand TV ad media buyers in 2021¹

\$288 million

spent on TV ads by Sanofi and Regeneron's Dupixent, which was the highest-spending pharma brand in 2021

...but awareness is still low, for example:

8M+ TV ad impressions² yielded 7% migraine brand recall³

After 21B+ TV ad impressions in asthma⁴, 31% of patients couldn't recall any brands⁵

Many mass-media ads are playing to the wrong audiences—and sometimes to no audience at all. More than three-quarters of patients say the pharma ads they see on TV are rarely, if ever, relevant to their needs and experiences, according to a recent Phreesia Life Sciences survey taken by nearly 7,500 patients as they checked in for their doctors' appointments.

How often are the pharma ads you see on live TV or streaming services relevant to your healthcare needs or experiences?

■ All the time ■ Most of the time ■ Sometimes
■ Rarely ■ Never

78% of patients say pharma ads they see on TV are rarely, if ever, relevant to their healthcare needs and experiences



n=3,780

Nearly
40%

of digital advertising budgets are wasted on the wrong audiences⁶

42%

of patients feel negatively about pharma ads on TV

1 in 3

TV ads may be playing to an empty room⁷

Instead, patients want targeted, personalized content that's relevant to their specific needs.

71%

of consumers expect personalization, and 76% get frustrated when they don't find it⁸

51%

of patients consider an ad to be more memorable when it is relevant to their medical condition⁹

While digital channels hold promise for delivering the right content, digital targeting is getting more difficult with the phaseout of cookies and new privacy restrictions from Apple, Google and others...

69%

of pharma marketers say that phasing out cookies will have an impact on their brand or organization¹⁰

50%

Life sciences brands expect to have 50% more traffic blocking third-party cookies versus other industries¹¹

...but pharma marketers can still find successful ways to deliver the right content to the right patients, particularly at the point of care, that go beyond building brand awareness and support patient activation.

2x more trust

Patients are twice as likely to trust ad information presented in their doctor's office over ads shown on mass-media channels like TV

36%

of patients say drug ads make them feel more informed when discussing treatment options with their doctor¹²

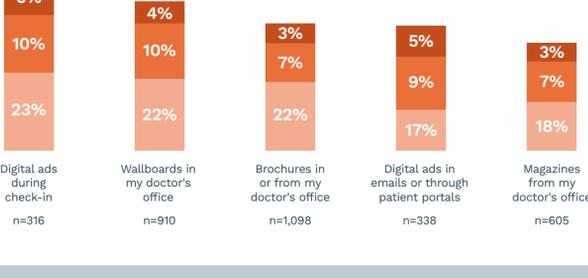
Point-of-care solutions that can target clinically relevant patients—and reach them digitally and on mobile, in particular—can be even more effective.

39%

of patients pay attention to digital ads during appointment check-in—the highest of all point-of-care ad sources

How closely do you pay attention to the following pharma ad types?

■ Somewhat ■ Quite a bit ■ Completely



In summary

To activate clinically relevant patient populations, pharma marketers should feel empowered to rethink their goal of reaching the greatest number of patients, and instead focus their energy on reaching the right patients with hyper-personalized messages that resonate with them. Advertising through mass media, while also making targeted investments at the point of care, can help achieve that goal and supercharge your overall marketing strategy.

In addition, despite the phaseout of cookies and the emergence of new ad-tracking privacy restrictions, pharma marketers can still improve audience quality by targeting patients digitally and on their mobile devices to ensure they get personalized content tailored specifically to their healthcare needs.

Find out how Phreesia Life Sciences can help your organization make the last mile count by targeting clinically relevant audiences and activating the right patients right before their medical appointments.

LEARN MORE

1. <https://www.fiercepharma.com/marketing/goodbye-humira-hello-dupixent-sanofi-and-regeneron-outspend-abbvie-to-take-2021-s-top-0>
 2, 4. <https://www.ispot.tv/ads/resources/free-reports/pharma-otc-how-these-brands-are-approaching-tv-ads-in-2021/>
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 7. <https://www.adexchanger.com/tv-2/tvs-viewability-problem-one-in-three-tv-ads-play-to-empty-rooms-according-to-academic-study/>
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