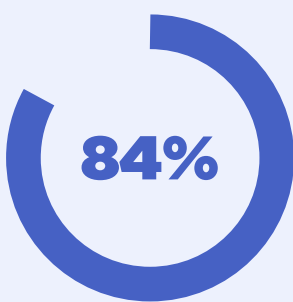


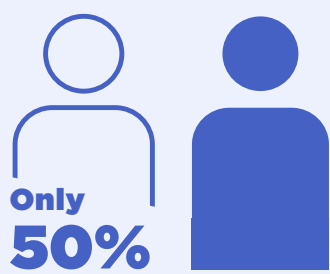
Why smarter timing matters for HCP media

To understand how HCP media buyers define the “right” HCP audience, we surveyed 50+ industry experts about what’s guiding their decisions.



determine relevance based on inclusion on their target NPI list

YET



use historical prescribing or claims data and specialty or subspecialty data

NPI lists have long been a reliable way to capture prescribing intent. However, they’re just **foundational**.

It’s not just knowing **WHO** that’s difficult, it’s also knowing **WHEN**

Two of the top challenges buyers said they face:

Reaching HCPs at the right time

Reaching HCPs right before a qualified patient visit



Lists aren’t incorrect—they’re **incomplete** without timing. Most solutions tell marketers who to reach; far fewer reveal when that HCP is most valuable to engage.

List-based strategies have inherent gaps across the brand lifecycle

Almost **3 in 4**

growth-stage brands say lists include many **non-priority** or **low-value HCPs**



Over **half**

say lists often miss **relevant** or **newly active HCPs**, and some segments are underrepresented

Brands can’t afford wasted impressions. They need both scale and precision, but lists alone struggle to provide both.

Phreesia Network Solutions, HCP buyer research, 2026.

WHAT **ProviderConnect** does differently



More efficient

Phreesia shows exactly where to focus spend, both on your list and beyond it



Better outcomes

Our audiences outperform because the signal quality is more precise



Real-time Rx results

Know what’s working while the campaign is still live

Ready to connect with HCPs in powerful new ways?
networksolutions.phreesia.com