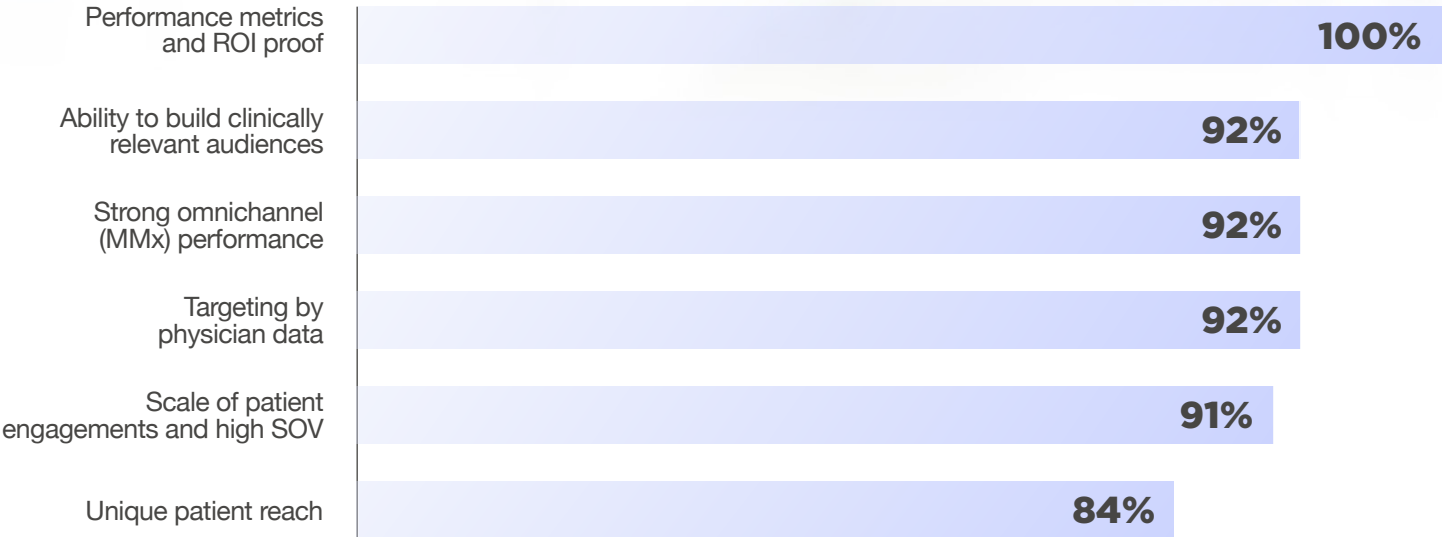


The insights shaping pharma brand strategies right now

In today’s landscape of AI-driven efficiencies, tighter regulations and evolving privacy standards, marketers are prioritizing strategies that deliver measurable performance with greater precision and scale. Marketers say the most important things to them are:



PatientConnect meets these needs with measurable and independently validated ROI

8x average script lift for PatientConnect campaigns

The need for a strategic partner instead of an ordinary vendor has never mattered more

87%

of pharma brand teams say recent industry disruptions have affected their marketing plans

81% want Phreesia’s help navigating these changes

Helping our partners activate patients and HCPs at key moments



98%

are likely to recommend Phreesia to a colleague



93%

say PatientConnect meets or exceeds expectations



100%

are satisfied with their CE representative