

Activation at the point of care and beyond:

How you can use digital innovations to engage patients along their healthcare journey



In addition to navigating the complex healthcare system, patients are becoming overwhelmed by the vast amount of health content being shown to them across mass-media channels. Faced with such a glut of information, **they often struggle to access the medical and treatment insights they need at the right time.**

The solution?

Digital innovations at the point of care and beyond, such as Phreesia's PatientConnect platform, can cut through the content clutter, allowing you to reach key patients with personalized messaging at every stage of their healthcare journey.

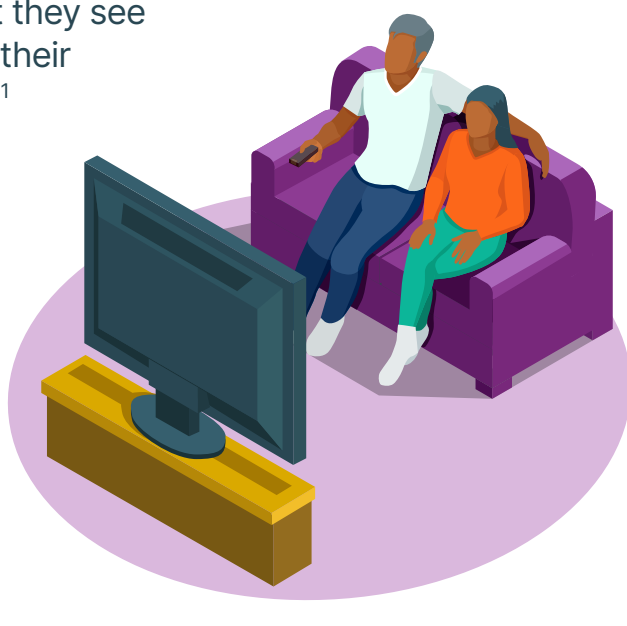
Our digital patient engagement solutions can deliver **tailored messaging to patients before, during and after appointments** to:

- Help patients manage preventive health and vaccinations
- Meet patients in the moments after a prescription is written
- Drive disease education and awareness
- Support patients with treatment management
- Accelerate patients' connection to quality care
- Provide tailored content at the point of care
- Uncover patients' unmet needs, motivations, concerns and questions

Meeting patients at key moments: The importance of tailored, digital engagement

Many mass-media engagements are playing to the wrong audiences...

- 78%** of patients say medication content they see on TV is **rarely, if ever, relevant** to their healthcare needs and experiences¹
- 42%** of patients who recall seeing medication content on TV said they **felt negatively** about it²
- 40%** nearly 40% of digital media budgets are **wasted on the wrong audiences**³



...and patients want personalized content.

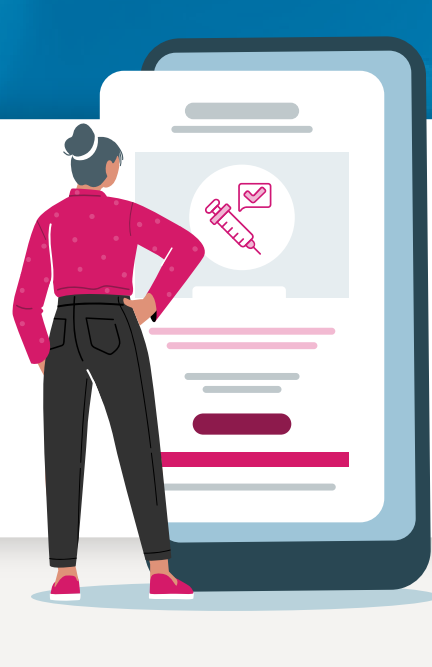
- 4 in 5** patients value information on medications and therapies relevant to their condition⁴
- 75%** of consumers are frustrated when they don't get personalized interactions⁵

Build trust and activate patients at the point of care

High levels of trust — Phreesia research shows that significantly more patients said they trust medication information they see at the point of care (20%) than content they see on TV (8%),⁶ as well as content they see in print (14%), on social media (10%) and on the internet (9%)⁷

- 2 in 5** patients have asked their doctor about medications from pharma ads they've seen in office⁸

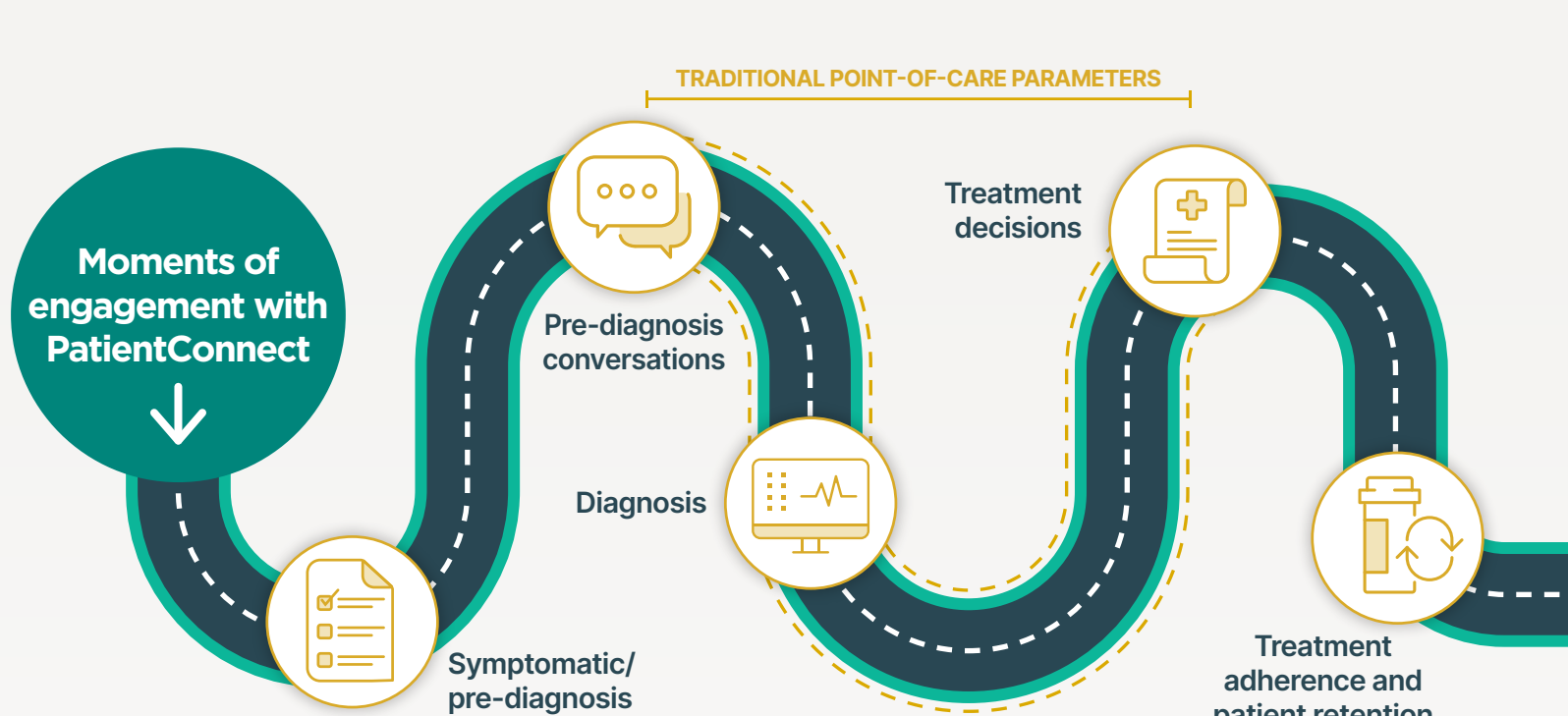
Digital engagement solutions provide the chance to engage patients at **key moments throughout their journey**, meeting them with personalized content and resources at the time and place they want to receive it.



Five moments you can engage patients along their journey

Our digital platform, PatientConnect, leverages information collected with consent during check-in to deliver tailored, one-to-one engagements at key moments in the healthcare journey—including **before, during and after appointments.**

With our solution, you can reach patients while they're in a healthcare mindset to support diagnosis, disease education, treatment decisions, adherence and more.

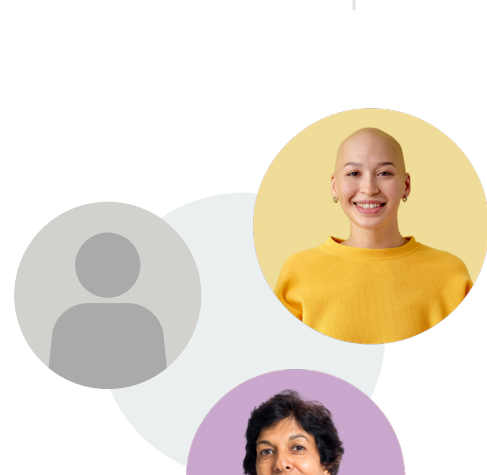


The Phreesia network

- 150M+** patient visits annually
- 50** states with providers in the Phreesia network
- 80%** integration within U.S. EHR market

Phreesia's impact on patient outcomes

- 8x** average Rx lift over control across all campaigns
- 140,000+** new patient starts totals for campaigns in 2021-2022
- 125,000+** continuing/continuing scripts totals for campaigns in 2021-2022



2 in 3 patients

who see condition-specific content on Phreesia during check-in plan to discuss the condition with their provider

Percentage of patients responding 3, 4 or 5 on a 5-point scale across all campaigns analyzed in 2022

Phreesia can help you make care easier every day by activating patients at critical moments on their healthcare journey.

LEARN HOW

References:

- ^{1,2,6,8} Phreesia media perceptions surveys, February–March 2022, n=7,493
- ³ <https://global.nielsen.com/solutions/audience-measurement/digital-ad-ratings/>
- ⁴ Phreesia digital patient engagement value survey, November 2023, n=9,287
- ⁵ <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>
- ⁷ Phreesia media perceptions surveys, June–July 2022, n=3,023