

Build trust, boost awareness and drive engagement:

The case for point of care

Phreesia
LIFE SCIENCES

In today's digital world, patients receive healthcare content across numerous mass-media channels. But new data¹ shows that the pharmaceutical ads patients see in print, on the internet and on television don't inspire the level of trust and engagement they feel when pharma information is presented to them at the point of care.

Patients trust point-of-care ads more than ads on other channels

Patients trust information they see in pharma ads at their doctor's office (20%) significantly more than those who view pharma ad information in print (14%), on social media (10%), on the internet (9%) and on TV (8%).

Point-of-care ads fuel more patient-doctor discussions



of patients reported asking their doctor about ads they see at the point of care, compared with...

17% in print 13% on the internet
15% on social media 11% on TV

Point-of-care ads prompt more follow-up research

Patients viewing ads at the point of care were 4x (16%) more likely to seek additional information, compared with those viewing ads on live TV or streaming services (4%).

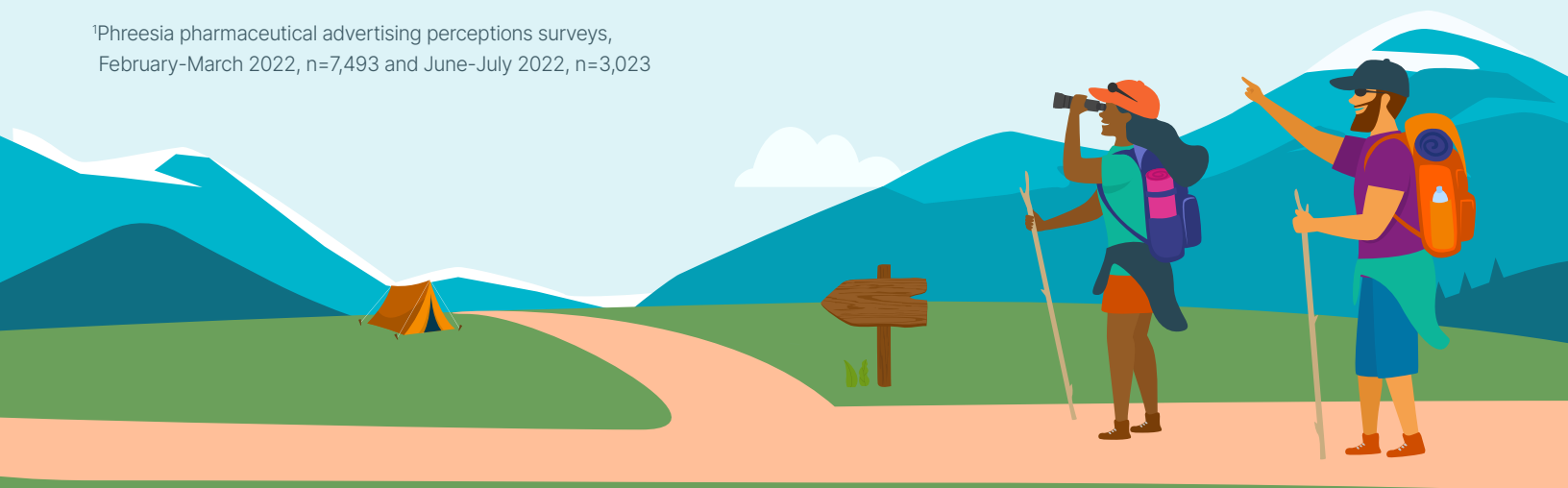
Patients find point-of-care ads more helpful



of patients reported finding pharma ads seen at a doctor's office completely or quite helpful, compared with...

13% in print 9% on TV or streaming services
10% on social media 7% while browsing the internet

¹Phreesia pharmaceutical advertising perceptions surveys, February-March 2022, n=7,493 and June-July 2022, n=3,023



Find out how Phreesia Life Sciences can help your organization make the last mile count by empowering and activating clinically relevant patients to start meaningful discussions with their healthcare providers at the point of care.

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