Phreesia | Network Solutions

HCP RESEARCH

# Every treatment decision has a timing window

## Most HCP media misses it

We surveyed HCPs about when treatment information actually helps them. They told us exactly when your message is most valuable.



HCP TREATMENT JOURNEY

01

## The right time **comes and goes**

An HCP has a patient booked in their schedule, but they don't see relevant treatment messaging in the days or weeks before the appointment.

**7 in 10**

HCPs value pharma messaging more **just before the visit**

YET

**78%**

of HCPs say messaging is **rarely**, **sometimes or never** timed to an upcoming visit.

That means HCP media isn't always showing up when it can **help inform treatment decisions**.

02

## HCPs hear the same message **on repeat**

When target audiences are based on past prescribing behavior, a lot of valuable media budget gets wasted on HCPs that really don't need convincing about your treatment.

**56%**

of HCPs see pharma messaging regularly for medication they are **already confident prescribing**

**The result:**

Budget spent reinforcing HCPs who've already decided **instead of reaching the ones still forming an opinion**.

03

## The decision window is **already closing**

**Half of HCPs**

say their EHR or AI clinical reference tools are **more helpful for confirming treatment decisions** than for evaluating treatment options

Without smarter timing, treatment messaging reaches HCPs too late, **missing the moment your brand can make an impact**.

## It's time to reach the right HCPs at the right time with **ProviderConnect**

### Powered by dynamic, real-world data

Win back the treatment decision window and get real value from your brand messaging.

**Find the experts**

MediFind condition-expertise data finds who treats it. Refeshed monthly.

**Find the moment**

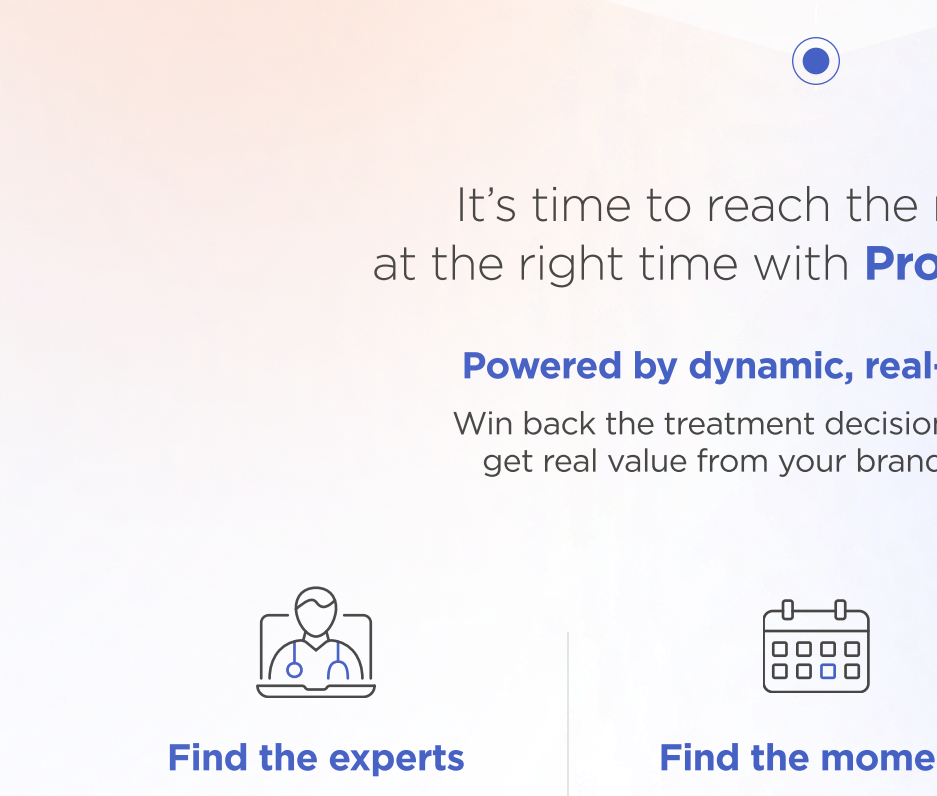
Appointment signals flag a qualified patient in the next 30 days.

**Reach and measure**

Activate before the visit. Track NBRx and TRx in-flight.

**1.5M** total scripts written by NPIs reached across all campaigns to date

ANONYMIZED TYPE 2 DIABETES CAMPAIGN



**+5%**

incremental NBRx lift vs. a matched, non-exposed Control*

**$5M+**

in incremental NBRx revenue*

*Early campaign results across select ProviderConnect charter campaigns.

**SOURCE:** Phreesia Network Solutions survey of HCPs fielded via Sermo's verified HCP panel, n=66. Percentages reflect share of HCP respondents.

Stop wasting valuable ad dollars to reinforce decisions.
**Start shaping them**.

Book a demo.

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