

# Point-of-care possibilities: Digitally engaging throughout the product lifecycle

Digital innovations have transformed what's possible when it comes to reaching, engaging and activating your target patients at the point of care. Today, digital point-of-care platforms provide brands with various ways to engage patients throughout the product lifecycle and patient journey.

## Build disease awareness

Educate patients about diseases they may have or be at risk for by reaching them with information and resources when they're in a healthcare state of mind. 39% of patients pay attention to digital ads during appointment check-in—the highest of all point-of-care ad sources and significantly higher than ads on TV/streaming services.

## Support a medication launch

Reach the most clinically qualified patients with your brand's messaging. In a post-COVID world, just 4% of pharma's digital product launches regularly succeed, according to a recent Graphite report. Digital engagement platforms at the point of care employ actionable data and targeting methods that will get your content directly in front of the right audience.

## Drive brand awareness

Make an impression on patients just before they go into key doctor conversations to boost your broader omnichannel strategy. Despite more than \$280 million in TV ad spend, just 5% of patients in one condition recognized a leading brand, a Phreesia survey found.

## Retain patients who are already on brand

Ensure your brand stays engaged with those patients already on therapy by providing them with extra support or resources to help with medication adherence. Since 2018, Phreesia's PatientConnect campaigns have driven more than 180,000 continuing/incremental scripts.

## Promote patient support programs

Drive the patient tools, resources and financial assistance that are most relevant to a patient's specific healthcare needs. Just 3% of eligible patients are currently using support programs, and 59% of patients report having little to no knowledge of these programs at all, Phreesia research shows.

## Target patients on competing brands to encourage switching

Encourage patients to think about their therapeutic options and participate in shared decision-making with their doctors. 71% of patients with Type 2 diabetes are likely to try a new medication, a Phreesia survey found. In the past year, Phreesia campaigns have driven more than 80,000 new patient starts, and on average, patients exposed to Phreesia messaging convert more than a month sooner versus control.