

# The Doctor (Data) Is In: Lessons Learned About Digital HCP Campaign Measurement

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# MEET THE SPEAKERS



Laura Glotzbach  
President  
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VP, Product Strategy  
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Sr. Associate Director  
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# PERSPECTIVES TO SHARE



Sharing insights based on a successful career in client service, strategic marketing, and analysis across a variety of media channels, including at

- Wunderman
- MEC Interaction
- NEO@Ogilvy



Sharing insights based on findings from our DIFA HCP Platform

- 6 HCP digital campaigns across a variety of brands/conditions over 3–6 months
- 10 MM–50 MM impressions per campaign
- 5–10 specific publishers per campaign with media tracking



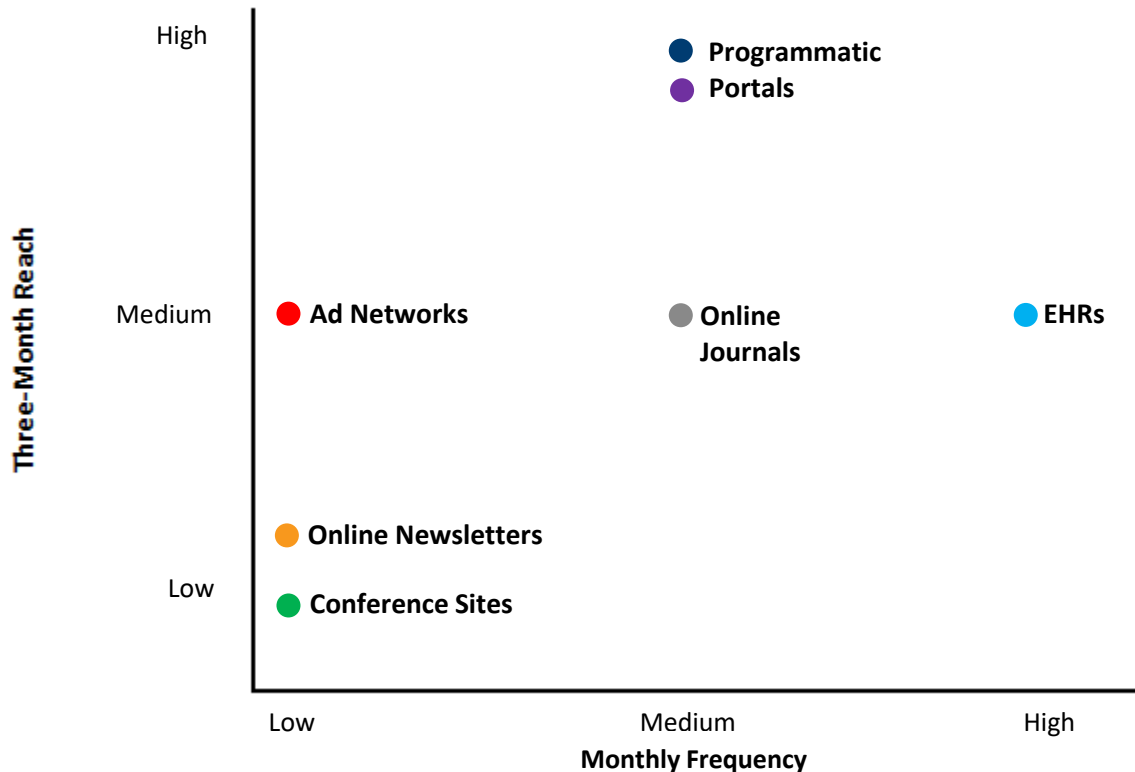
Sharing insights based on fifteen years in the pharma marketing industry focused on digital and customer engagement strategies and her current role as a brand marketer for cardiometabolic therapies

A close-up photograph of a doctor in a white lab coat and blue shirt, holding a smartphone. The doctor is looking down at the phone. The background is blurred, showing what appears to be a hospital or office setting. A dark grey semi-transparent banner is overlaid across the middle of the image, containing white text.

**1. What mix of digital channels and tactics have you been using in HCP promotion?**


# DIGITAL MEDIA MIX FOR HCP CAMPAIGNS

Media Publishers by Ad Reach and Impression Frequency



- Online EHRs have moderate reach, high frequency
- Endemic portals have high reach
- Programmatic high reach, including consumer sites
- Online journals moderate reach and frequency
- Conferences and newsletters have narrow reach and frequency, specific time windows

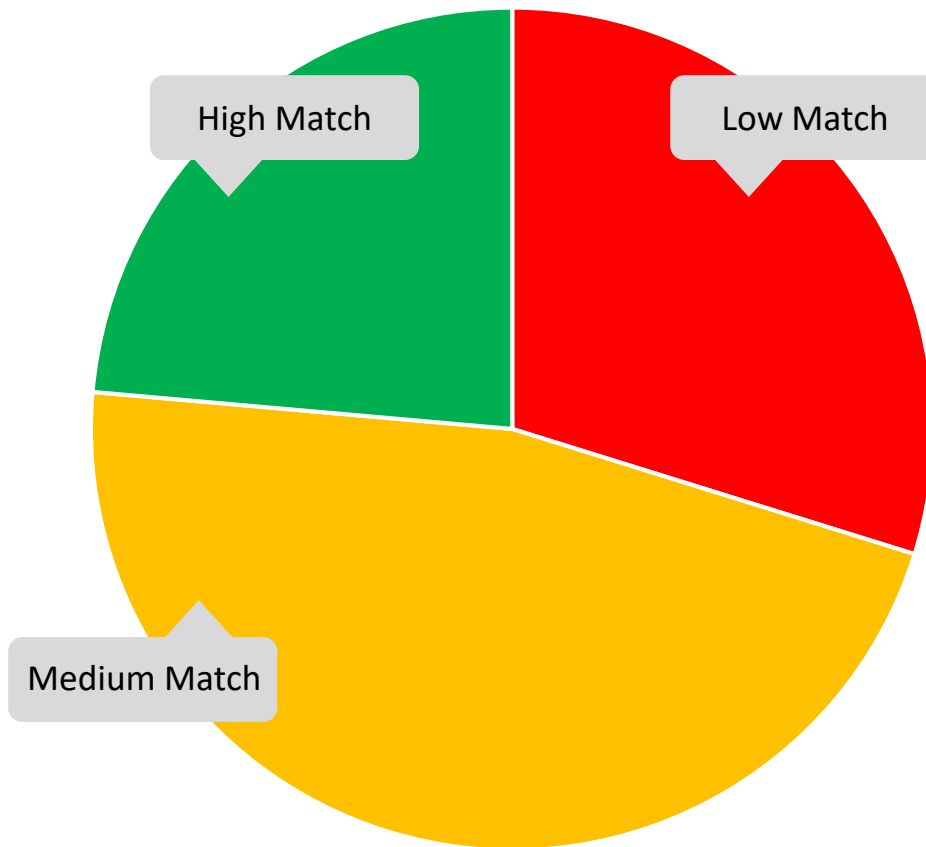


A large crowd of people walking on a city street at night. The scene is filled with people in various attire, some in business suits and others in casual wear. The background shows city lights and buildings, creating a bokeh effect. In the top left corner, a pedestrian crossing sign is visible, showing a white silhouette of a person walking on a dark background. The overall atmosphere is busy and urban.

**2. What influences your digital target list, and how does it complement your sales force reach?**

# NOT ALL DIGITAL TACTICS REPLICATE YOUR TARGET LIST

Level of Digital Publisher Matching to Sales Force Target List



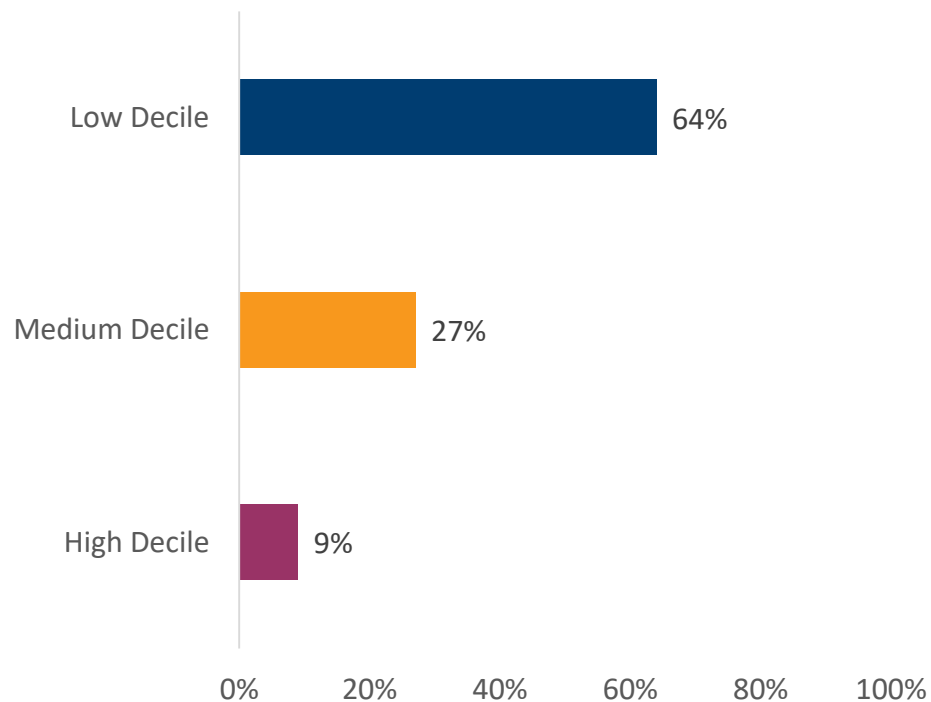
- Publishers on a HCP digital media plan can range from 10% to 100% in hitting a target list
- Roughly a quarter of digital tactics serve media with high match (over 70%) to a target list

# RELATIVE TARGETING TO SALES FORCE MAY DIFFER

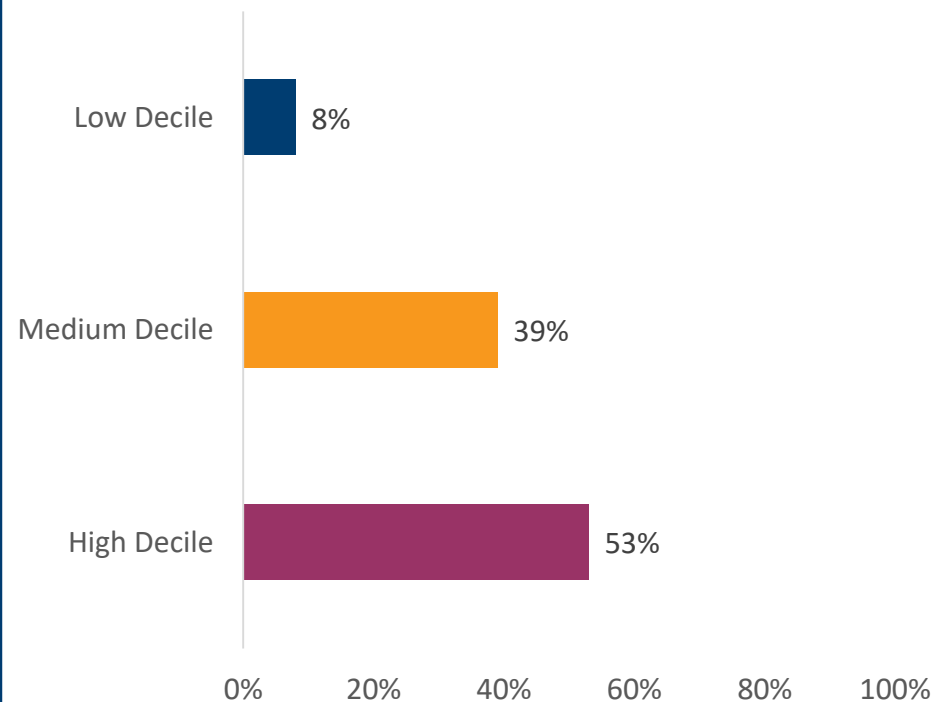
Different campaigns alternate roles of reaching

- High deciles to re-enforce rep messages
- Low decile to grow category and complement sales force


Campaign 1



Campaign 2



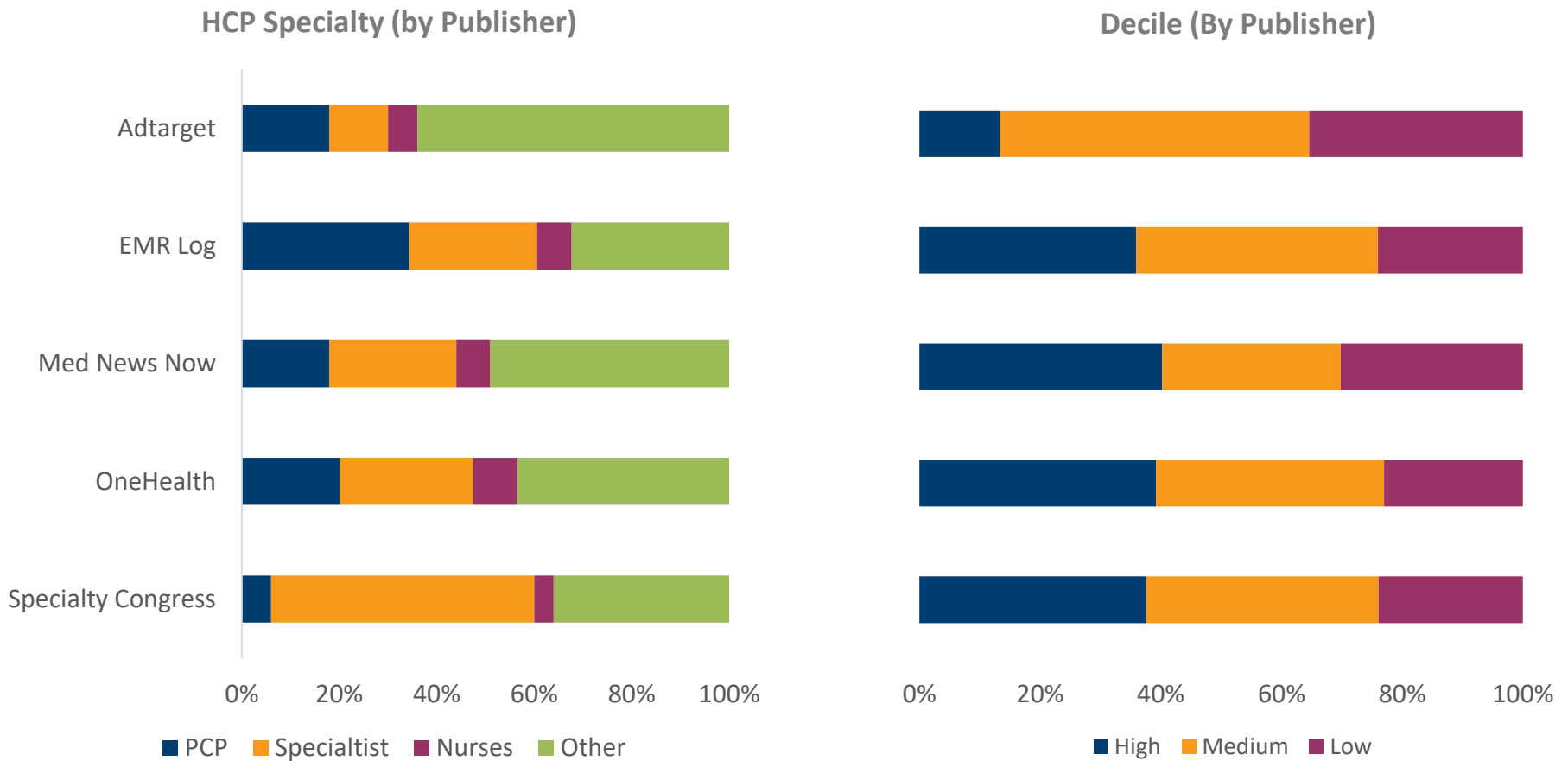


A photograph of a doctor in a white lab coat with a stethoscope around his neck, sitting at a white desk. He is looking towards a patient whose back is to the camera. On the desk, there is a laptop, a small red pill container, and some papers. A semi-transparent dark grey box is overlaid on the image, containing white text.

**3. How do you know your digital media is reaching the right doctors?**

# PLATFORM ENABLES VALIDATION OF MEDIA PUBLISHERS BY DEMOGRAPHICS INCLUDING SPECIALTY AND DECILE

In this campaign, programmatic reaches broader range of specialties and deciles while congress site reaches highest percentage of specialists.

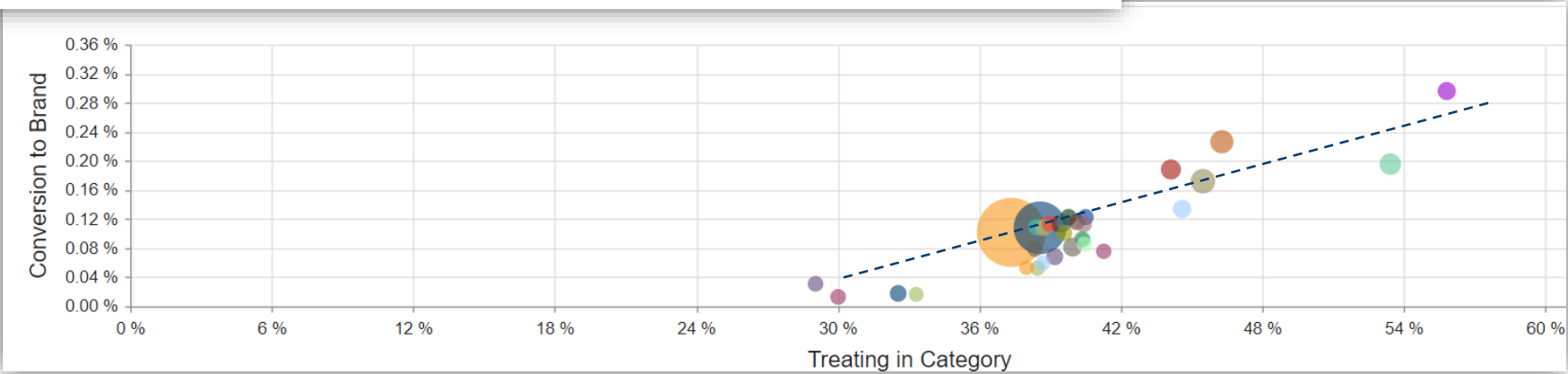
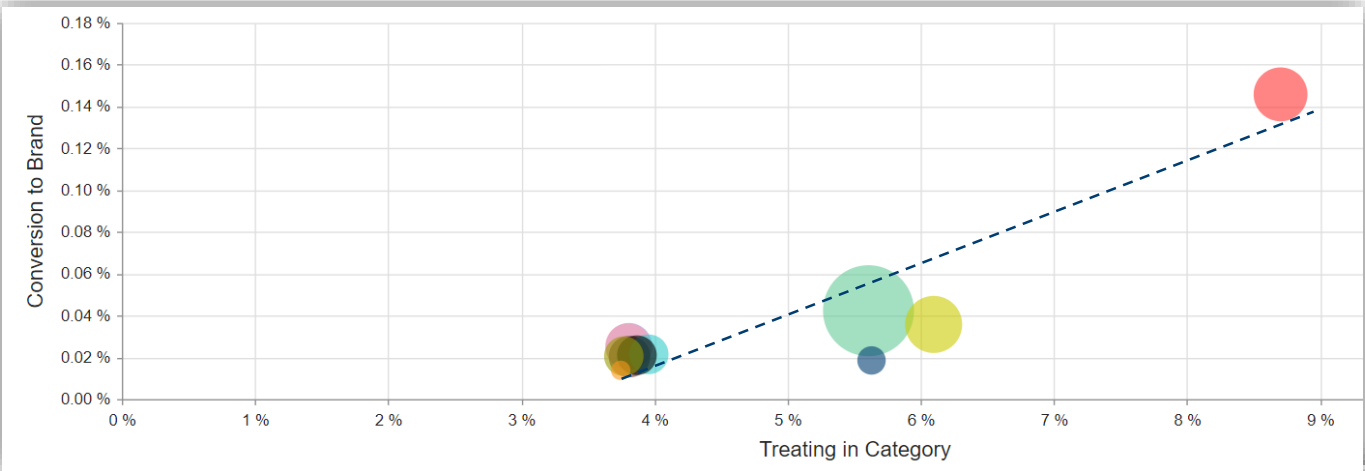


(Note: Publisher names anonymized)

# HCP'S PATIENT QUALITY PREDICTS WRITING OF NEW TO BRAND RX

Two case studies show that the sub-publishers (placement groups) that reach doctors with high quality patients have highest rates of brand NBRx.

Media Publisher Placement Group Level: Patient Treatment History and Reached Physician NBRx



A close-up photograph of a workspace. On the left, a silver laptop is open, showing a black keyboard with white lettering. In the center, a tablet displays a colorful area chart with blue, green, and red sections, and a bar chart below it. To the right, a silver pen lies on a wooden desk. The background is slightly blurred, showing more of the desk and a colorful pie chart on a document.

# FINAL THOUGHTS