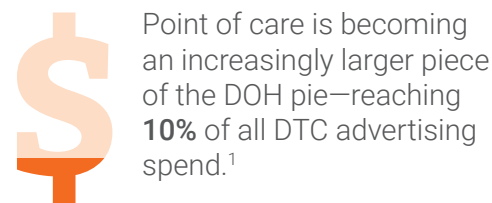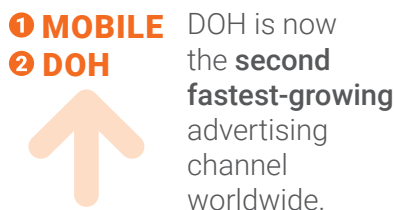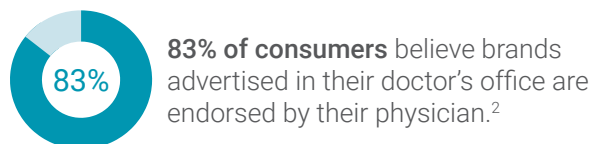# PatientPoint

That PatientPoint Sponsorship Looks Good on You

PatientPoint point-of-care programs are a prime channel to amplify your traditional media strategy. Here's why:
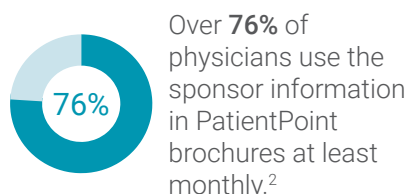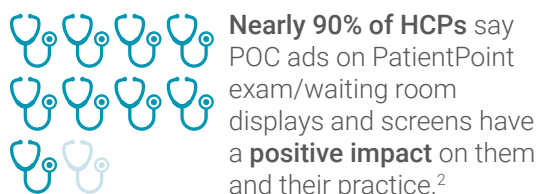
Consumers are exposed to **56 minutes** of digital out-of-home (DOH) media every week.

❶ **MOBILE**
❷ **DOH**

DOH is now the **second fastest-growing** advertising channel worldwide.

Point of care is becoming an increasingly larger piece of the DOH pie—reaching **10%** of all DTC advertising spend.[1]

Convert Consumer Awareness into Action

83%

83% of consumers believe brands advertised in their doctor's office are endorsed by their physician.[2]

So What?
More than 3/4 of all patients visit a store within 4 hours of seeing the doctor.[3] Is your brand top of mind?

Influence Doctor-Patient Discussions

Nearly 90% of HCPs say POC ads on PatientPoint exam/waiting room displays and screens have a **positive impact** on them and their practice.[2]

76%

Over **76%** of physicians use the sponsor information in PatientPoint brochures at least monthly.[2]

So What?
Physicians not only see your brand messaging, but they act on it.

There's No Time Like the Present

With PatientPoint point-of-care programs, **it takes less than a quarter (per doctor) a day** to reach your target audience at the exact time they are making health-related decisions. And it works: **OTC brands who advertise in PatientPoint programs see a +50% increase in purchase intent**.[4]

---

[1] PQ Media's Digital Out-of-Home Exposure Index.

[2] 2016 Nationwide web survey of 51 HCPs with the PatientPoint Educate—Primary Care Program installed in their exam rooms.

[3] ProCE, Inc., "The Role of Store Brand OTC in Patient Self-Care," 2014.

[4] 2011 Nationwide consumer web studies. Surveys of patients who visited offices installed with PatientPoint programs. All missing values removed. Test groups are defined as (ERN) those who read/took specific brochure or (WRN) screen watchers. Control groups are defined as (ERN) those who did not read/take specific brochure or (WRN) non-screen watchers. Category Users are defined as those who have purchased category in last X months (brand specific).

Learn more

1-800-288-8053   engage@patientpoint.com