

# PUT YOUR NEXT TV Dollar IN Point of Care



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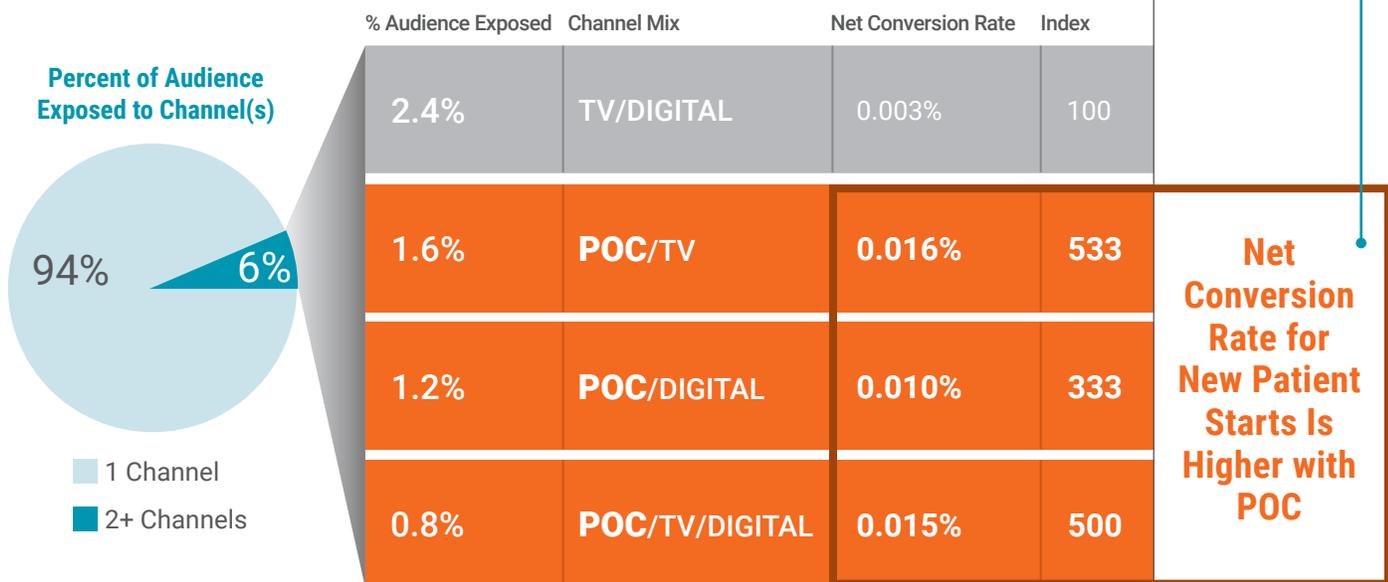
It's planning time, and you're hyper-focused on developing an optimal multichannel plan. But the question is: How many multichannel plans have you developed, or have had presented to you, that are truly different? The planning process typically starts with a strategy involving TV. This isn't surprising, as TV is a powerful medium that, even in today's cluttered media environment, can generate solid levels of awareness.

Beyond the assessment of how much (if at all) to invest in TV, however, all media channels need to be considered to truly optimize a media plan. When I look at a channel allocation on a flowchart, I like to think, "Will this plan make the competition wish they had thought of these strategies?" With point of care (POC) in the mix, the answer is "yes." Read on to see the value POC can bring to your channel mix.

## Pull Through Your Investment in TV by Adding Point of Care

- Add POC media to your channel mix to maximize the impact on those exposed to and made brand aware from your TV message. POC reaches your audience at the point where scripts are written.
- POC can assist lifting the returns of TV as well as other media in your plan, as seen in this case study provided by Crossix. Examine this potential effect during the market mix modeling process.

### Multi-Channel Campaign with POC Yields Higher Net Benefit



Crossix uses actual people exposed to individual and multiple tactics and links actual health care data; no modeling is employed in the analysis  
 Base: 80MM unique individuals reached across all channels, the majority of which were only exposed to one channel Date of research: January 2018



Pharma POC spend is expected to reach **\$847 million** and outpace spending in print by **2020**.

Source: ZS, "The Evolution of Point-of-Care Marketing in Pharma," 2017; Media Radar

## Supporting Your Patient Base Requires More than TV

- POC is where patients and their doctors have discussions about conditions and treatment options. It's the media channel that supports all stages in the healthcare journey: Awareness, Education, Trial and Adherence.
- DTC plan optimization is not only about maximizing TV's reach to build awareness and initial education. Nor is it about only focusing on a robust digital plan that drives traffic to the brand campaign website. The addition of POC media generates further education, trial and adherence, which leads to script sales.



*Your campaign's script sales goals are dependent on more than achieving awareness levels. POC has been proven to drive script growth by reaching patients when they are with their healthcare provider.*

## Harness the Power of Addressable TV Right Where the Script Is Written

- Addressable TV opportunities include POC video, which can be directly matched against your brand's patient segmentation data. Unlike addressable in-home TV, which is planned on third-party data, POC video laser-targets your audience where the prescriptions are written.
- POC audience reach is addressable across screens in the waiting room, exam room, mobile and back office to tailor communication to audience mindset.



*To reach specific patient groups within a therapeutic class (e.g., the Type2 Diabetes market), POC video can be targeted to those specific offices where the actual, not projected, script writing for that patient group takes place.*

## Recognize All the Media Consumption Habits of Your Target Audience

- 100% of your target audience visits a doctor's office. POC is there to reach them. Regardless of what percent of your target audience are light versus heavy viewers, readers or listeners, as well as their time spent online, POC reaches them where scripts are written.
- Elusive target to reach? If it is a condition that needs a prescription, POC is the place to be.



*Therapeutic conditions advertised on TV, such as Rheumatoid Arthritis, Ulcerative Colitis and Psoriatic Arthritis, constitute less than 5% of the population, collectively. TV serves its purpose of building awareness and supporting a competitive share of voice. POC, however, provides the opportunity to further capture these individuals for the in-depth education behind disease state and treatment options.*

## Educate Your Patients Where and When They Require Help

- TV builds awareness of disease state messaging and POC reinforces the level of education that empowers patients to ask for treatment options.
- POC can showcase a variety of creative, including your longer-unit-length video patient testimonials, video supporting patient savings and clinical trial recruitment ads. The variety of video screens (interactive touchscreens in exam rooms, digital screens within waiting rooms and geo-fenced POC mobile networks) accommodate video unit lengths not restricted to 15-second increments.
- Layering POC on top of a TV schedule offers the ability to have greater depth of message communication in a highly relevant environment.

## Achieve a Continuous Presence of Your Message with POC

- Maintaining meaningful coverage over a planning year is critical to sustaining script sales growth momentum. With patients in the doctor's office throughout the year, each \$1 million spent on POC affords more months of in-market presence than what it buys in primetime TV.
- Even for conditions that are driven by seasonality, such as respiratory ailments and some vaccines, POC covers more months in key prescribing offices with a smaller investment than would be spent in TV.



*Car manufacturers advertise on TV almost 52 weeks of the year since new car buyers are continuously entering the market. POC media's continuous coverage addresses the dynamic of not knowing when a patient will change their treatment options. POC also supports brands across offices since medical sales reps cannot make a call every month.*

## Enhance Your Plan's Performance

POC has the power to maximize the overall promotional effectiveness of your multichannel plan. As you begin the planning process, evaluate if allocating your next \$1 million in POC will drive greater efficiency within your marketing plan's total DTC media investment. Again, the answer will likely be "yes."

**“Consider adding POC, with its guaranteed ROI, before the reach of TV approaches a point of diminishing return.”**

—CHARLIE GREENBERG

To learn more about the **positive effect POC can have on your media plan**, visit **[PatientPoint.com/Glance](http://PatientPoint.com/Glance)**.



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