

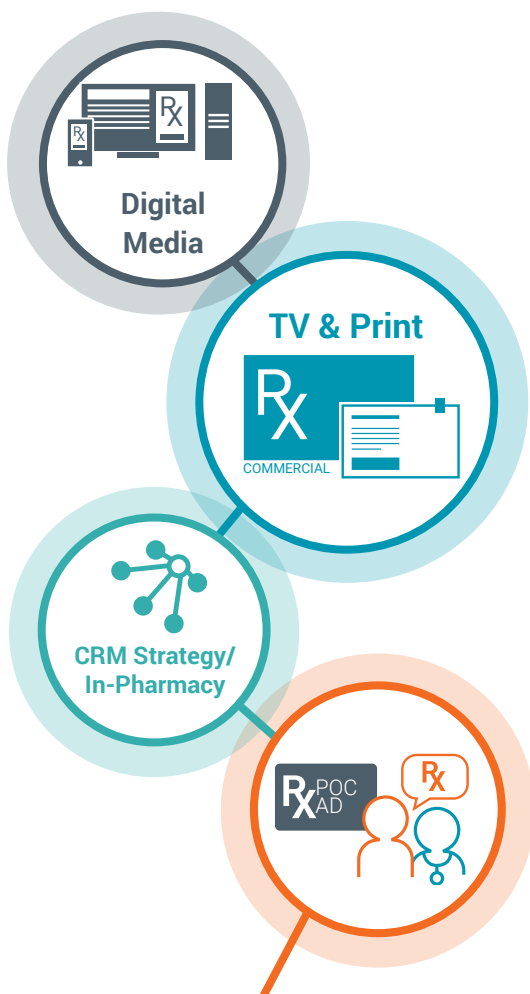
YOUR BRAND NEEDS POC

The Top **7** POC Proof Points

BY CHARLIE GREENBERG, MEDIA EXPERT AND FORMER HEALTHCARE BRAND MARKETER

It's planning season. You're tasked with building a marketing mix that's going to bring in the biggest return. Your tried-and-true tactics are likely included—TV, print, digital media—but do you have budget allocated for point of care (POC)? You'll want to. **Because without it, you're missing out on the most valuable moment of impact for your brand—the point of script.** Read on to see the promotional effectiveness POC generates to support your brand.

A Brand Marketing Journey



Engage the Patient or Physician at the **moment of script** with POC

1 Drives ROI Effectiveness

- At the POC, **ROI is measured**, not modeled, and is based on pre vs post actual sales. Investments for many other media tactics have a modeled ROI, which is assumptive.
- With a buy at POC, **ROI is guaranteed**. All investments have a promise on engagements but not necessarily on sales results. An ROI guarantee on sales mitigates the risk factor for POC.
- Even if your multi-channel plan already generates a high single digit or double-digit ROI return, it's worth adding POC as a test to see just how much higher your ROI scale and incremental revenue could grow.

2 Achieves Marketing Goals at All Stages of a Brand's Lifecycle

- From DTC campaign launch to patent expiration, POC **generates significant and cost-efficient reach** at the critical point of script.
- Sustaining post-launch awareness levels generated by TV begin to lose importance in the later stages of a brand's lifecycle. As your brand matures, POC can **extend reach** at a key intersect in the patient's journey—the moment of script.

3 Delivers Proof of Performance and Is Adaptive to Compliance Needs

- End-to-end evaluation and third-party auditing is provided at all stages of a POC program. (PatientPoint uses independent companies respected in the POC industry for auditing.)
- Digital technology **enables rapid response** to any changes in program elements to ensure compliance requirements.

Plan on POC

If POC isn't included in your next round of planning, challenge that decision. Even if it is, ask if your POC investment could be scaled up, which may yield greater incremental revenue and ROI returns.

—Charlie Greenberg

POC INFLUENCES PATIENT AND PHYSICIAN BEHAVIOR*



68% of patients exposed to POC advertising asked for a prescription for a specific medication.



75% of HCPs say patient requests influence healthcare decisions.

*Kantar Media 2015/2016 MARS Consumer Health Study; ZS Associates, Research Study on Point of Care, 2014

4 Hyper-Targets Audience Reach at Scale

- Unlike other media, which is targeted based on impressions or target look-alike profiles, waste is eliminated with a POC program, which is **built on actual prescription sales** data.
- Opportunities to **broaden meaningful reach** can be realized by expanding beyond the top deciles of sales. The risk of achieving success is mitigated with the guarantee of a ROI.

5 Provides Category SOV Exclusivity

- POC transports your message away from the clutter and lets you **own a highly relevant environment** within the patient's decision-making process. No other medium does this.

6 Uses Your Existing Creative Assets

- There is no need to spend time or additional money on production of new assets when adding or expanding the use of POC programs.
- Unlike most media channels, POC offers creative studio services to re-use existing assets for placement and maximum effectiveness in the medium.

7 Puts Your Message in Front of Both Patients AND Physicians

- PatientPoint has the ability to fulfill goals of **increasing patient and physician script behavior** in the same office. ROI is lifted as a result.
- The synergy POC achieves assists the performance of the overall marketing plan, even though brand responsibilities and budget management for patient and HCP messaging are usually separated within a marketing organization.

To learn more about the effectiveness of POC, visit www.patientpoint.com/upfront



Charlie Greenberg is a respected healthcare industry veteran and adviser to PatientPoint. With more than 25 years in the advertising and marketing arena, he is a frequent speaker at industry and trade events.

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