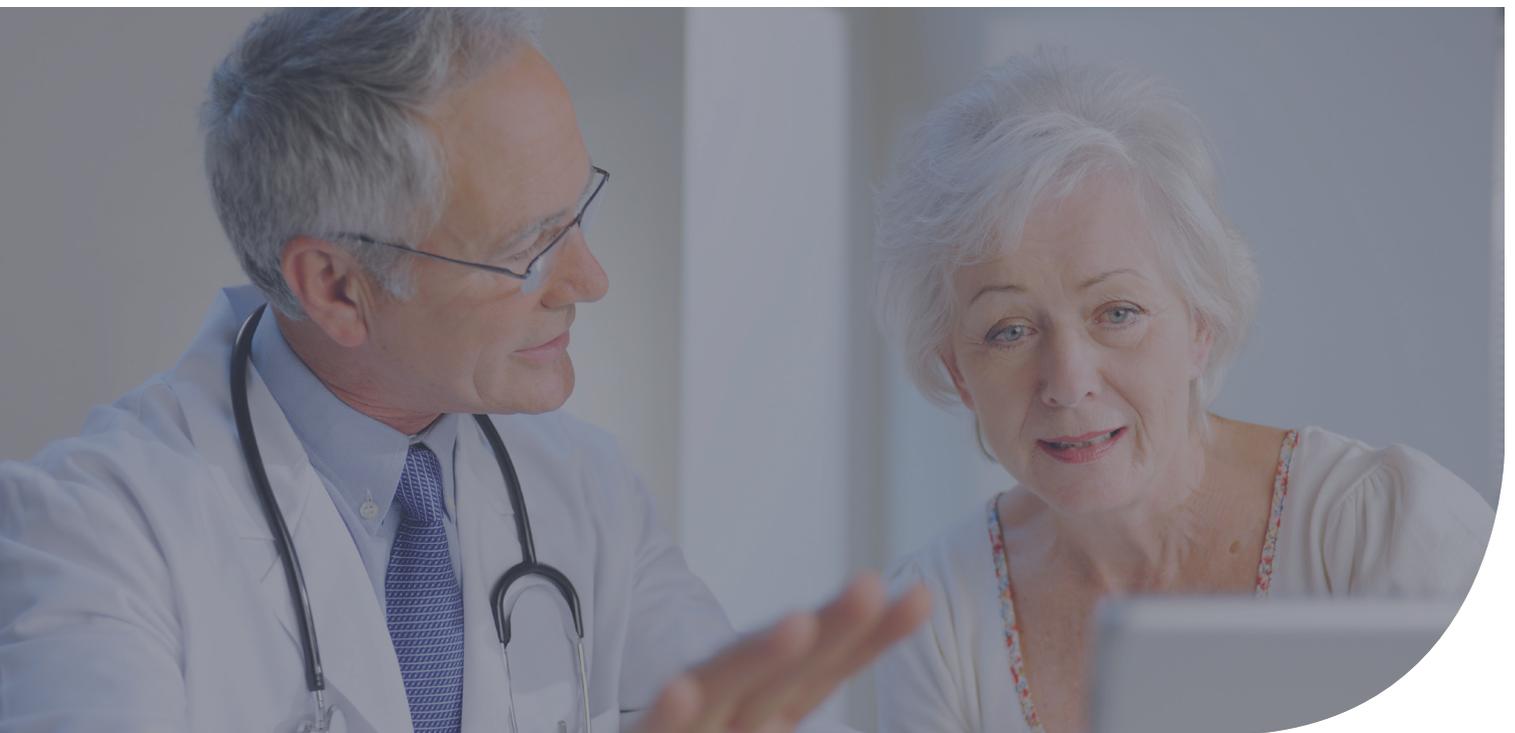


# To the Point

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The path to ROI lies in more impactful experiences at the point of care.



## “Don’t get Ubered” is a common phrase uttered in the tech world today.

It’s referencing companies who don’t (or won’t) pay attention to the changes happening around them. As a result, they scramble for survival as more attuned companies see success by adapting their entire way of doing business.

Put in that perspective, “Ubered” is now a relevant term for healthcare, too. The industry has been relatively immune to the disruption tech, finance and nearly all other industries have experienced. Until now.

The social, demographic and economic context in which pharma companies operate is changing dramatically. New technology, regulations, competition and patient behaviors are creating a new landscape that requires new rules and new approaches to market.

As regulators, payers and providers try to rapidly transform into systems that focus on experience rather than products and services, pharma must follow suit. We’ll tell you how.

## KEY TAKEAWAYS

As healthcare reforms and regulations put more emphasis on the patient experience and the value derived from it, it’s becoming increasingly important for pharma companies to create better engagements with patients and physicians.

Understanding the patient journey and the numerous opportunities it offers to improve interactions through relevant, engaging tools and technology is an important first step.

Point of care puts a captive audience in front of pharma companies. Condition-specific information and education about how to pursue healthier lifestyles enable patients to have more effective conversations with their healthcare providers and become more active participants in their care.

A comprehensive point-of-care engagement strategy is necessary to meet patients’ new expectations of the value pharma companies should provide to their personalized healthcare experience.

# When the Bubble Burst

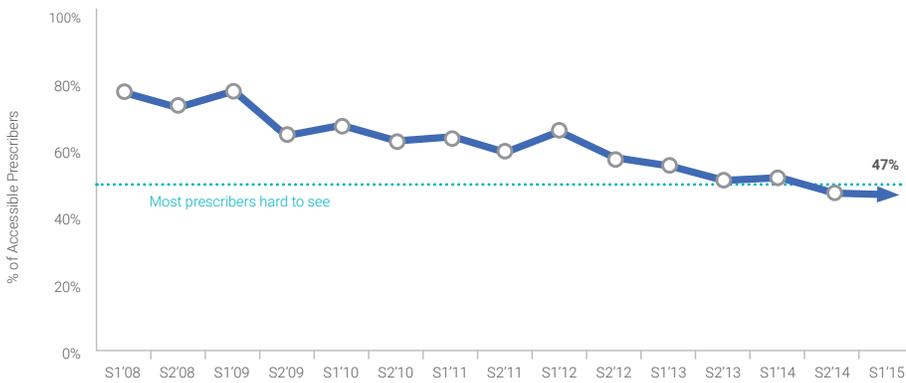
The healthcare landscape wasn't always this unsettled. Flashback some 20 years ago, and it was pharma brands' paradise. Sales reps easily formed relationships with physicians. Direct-to-consumer advertising gave pharma brands a channel to target consumers, and blockbuster drugs dominated. Industry profits soared; the number of reps rocketed. By 2000, 75,000 reps were visiting doctors.<sup>1</sup> Two years later, that number grew to 90,000, before reaching 100,000 in 2006.<sup>2</sup>

More reps meant more visits to doctors—until “more” turned into “too much.” Overwhelmed doctors began to restrict access, and regulatory agencies started to pay more attention. Soon, returns diminished, and the once dominant blockbusters gave way to new generic competition. Feeling the effects of physician offices and hospitals closing their doors, by 2007, the number of drug reps fell for the first time in 13 years.<sup>3</sup>

## ACCESS DENIED

*Pharma is still experiencing a steady decline in physician access today.*<sup>4</sup>

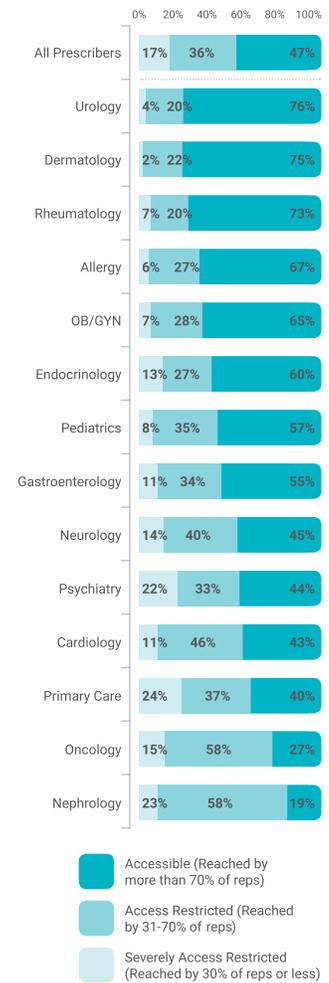
### PERCENTAGE OF PRESCRIBERS CONSIDERED ACCESSIBLE



\*Based on data for more than 240,000 prescribers

## THE UROLOGIST IS IN

Some medical specialties are more accessible than others. More than two-thirds of urologists, dermatologists, rheumatologists and allergists are still reachable. By contrast, oncologists and nephrologists are two of the most-restricted specialty doctors.<sup>5</sup>



## Healthcare Consolidation Is the New Black

While the number of pharma sales reps began to decline in 2007, healthcare mergers increased, as the industry anticipated the passage of the Patient Protection and Affordable Care Act (ACA) in 2010. Hospitals responded to the changes ACA brought by merging with and purchasing other hospitals, as well as buying physician practices and ancillary healthcare providers to become entire health systems. In 2015, 1,498 mergers and acquisitions occurred in the healthcare sector (up 14% from 2014), setting a new record for healthcare M&A deal volume.<sup>6</sup> The value of those deals also skyrocketed, hitting another record high of \$563.1 billion in 2015.<sup>7</sup>

The pace of healthcare consolidation isn't showing any signs of slowing. Nearly 80% of healthcare company CEOs predict the rate of consolidation of hospitals, physician groups, pharma companies and other healthcare organizations will hold steady or accelerate in the coming years.<sup>8</sup>

This mass consolidation is sparking a great migration of doctors away from physician offices and into hospitals. It's estimated two-thirds of practicing physicians are now salaried hospital employees,<sup>9</sup> drawn to the system for its payment security, help with the high costs of implementing electronic health records systems and support in covering administrative details.<sup>10</sup>

Now working under more restrictive institutional policies, these doctors have less autonomy regarding the medicines they prescribe—another challenge pharma companies must face.

## Power to the Patient

When it comes to the evolution of the industry today, many signs point directly to the patient, who is demanding the same level of fast, personalized service from healthcare as from other companies he or she does business with (think Uber, Netflix, Airbnb and PayPal).

These demands, along with regulations and reforms putting emphasis on value as well as volume and the importance of the patient experience, are forcing the industry, including pharma, to shift from a provider-dominated marketplace to a consumer-centered ecosystem.

It appears, however, the industry is not shifting fast enough.



### **Did You Know?**

After consolidation in the next decade, it's estimated that only 50% of current health systems will likely remain.<sup>11</sup>

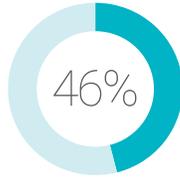
Only 9% of patients say that pharma companies are doing all they can to help.<sup>12</sup> These opinions are disappointing, considering that 86% of pharma executives state that patient centricity is key to their profitability.<sup>13</sup>

## PATIENTS' POV

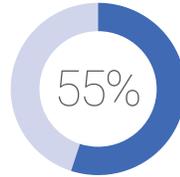
Patients want pharma companies to contribute more to their personalized healthcare experience.



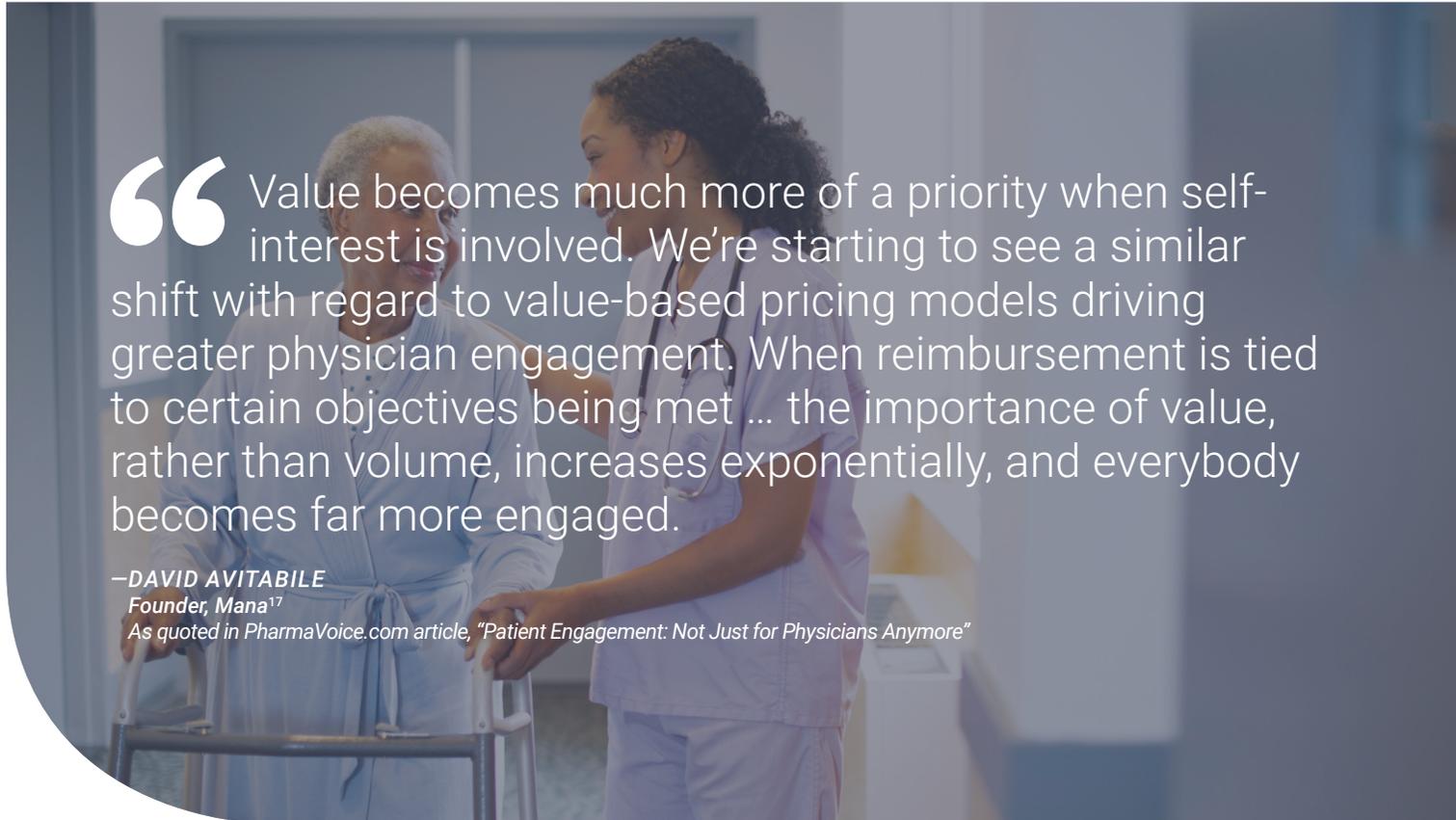
Pharma doesn't understand our real needs<sup>14</sup>



Pharma does understand our needs, yet it's just not doing enough to address them<sup>15</sup>



Pharma isn't working collaboratively with patients<sup>16</sup>



“ Value becomes much more of a priority when self-interest is involved. We're starting to see a similar shift with regard to value-based pricing models driving greater physician engagement. When reimbursement is tied to certain objectives being met ... the importance of value, rather than volume, increases exponentially, and everybody becomes far more engaged.

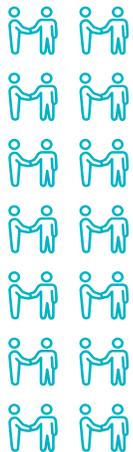
—DAVID AVITABILE  
Founder, Mana<sup>17</sup>

As quoted in PharmaVoice.com article, "Patient Engagement: Not Just for Physicians Anymore"

## The Right Information to the Right People

Broad reach used to be the ultimate goal for pharma marketers in the days of blockbuster drugs. Given the changing landscape, however, new tactics are required. It's no longer enough to simply deliver messages to an expansive audience; with a new focus on maximizing engagement, what matters most now is whether pharma brands are connecting with the *right* patients and physicians.

How do pharma companies raise awareness as a true partner to these patients as they strive for better health? Just look to the Ubers and Amazons out there for the answer: cater to a person's individual preferences and needs. Understanding what information patients and physicians are looking for, when and in what channel, enables pharma brands to deliver tailored communications that lead to increased engagement and, ideally, an increased number of prescriptions written (not to mention a more effective use of the budget).



### Tapped Out

High-value physicians typically receive 2,724 contacts per year from pharma companies. With a saturated market, is it a surprise when pharma marketers find their budgets deliver less and less over time?<sup>20</sup>

## Get to the Point

As the statistics in the previous section reveal, pharma brands find their patient and physician communication strategies teetering between awareness and overreach. While physicians report being inundated with messages from pharma brands, patients say they don't feel a strong sense of connection with the industry. Point of care is the fulcrum pharma brands need to balance their messaging and provide the greatest impact.



### Pharma Who?

Patients feel disconnected from pharma companies.

*Nearly 40% of patients don't know any of the pharma companies behind their treatments<sup>18</sup>*

*Of the 14% of patients who said they felt they had a relationship with their pharma companies, only 40% indicated it was a good relationship<sup>19</sup>*

As patients take more active roles in their health, it's never been more important for pharma brands to integrate point of care into their marketing strategies. In fact, it's exactly what patients want—and expect—they to do.

Highly targeted information and education that can help patients and physicians have more productive interactions and make more informed decisions about the patient's health will ultimately lead to a better overall experience and stronger connections between patient, provider and the pharma brand.

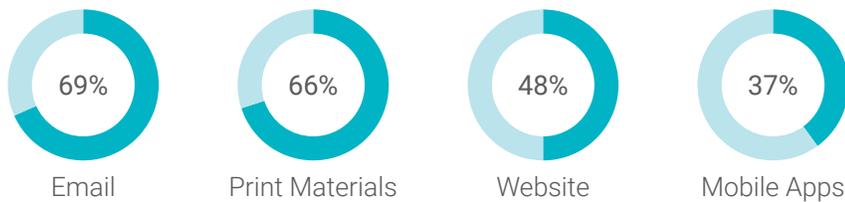


84% of patients said POC messages made them interested in purchasing the promoted brand.<sup>21</sup>

### MORE MULTI-CHANNEL, PLEASE

When it comes to connecting with pharma brands, patients want to communicate in any channel they choose.

### How Patients Want Pharma Companies to Reach Them<sup>22</sup>



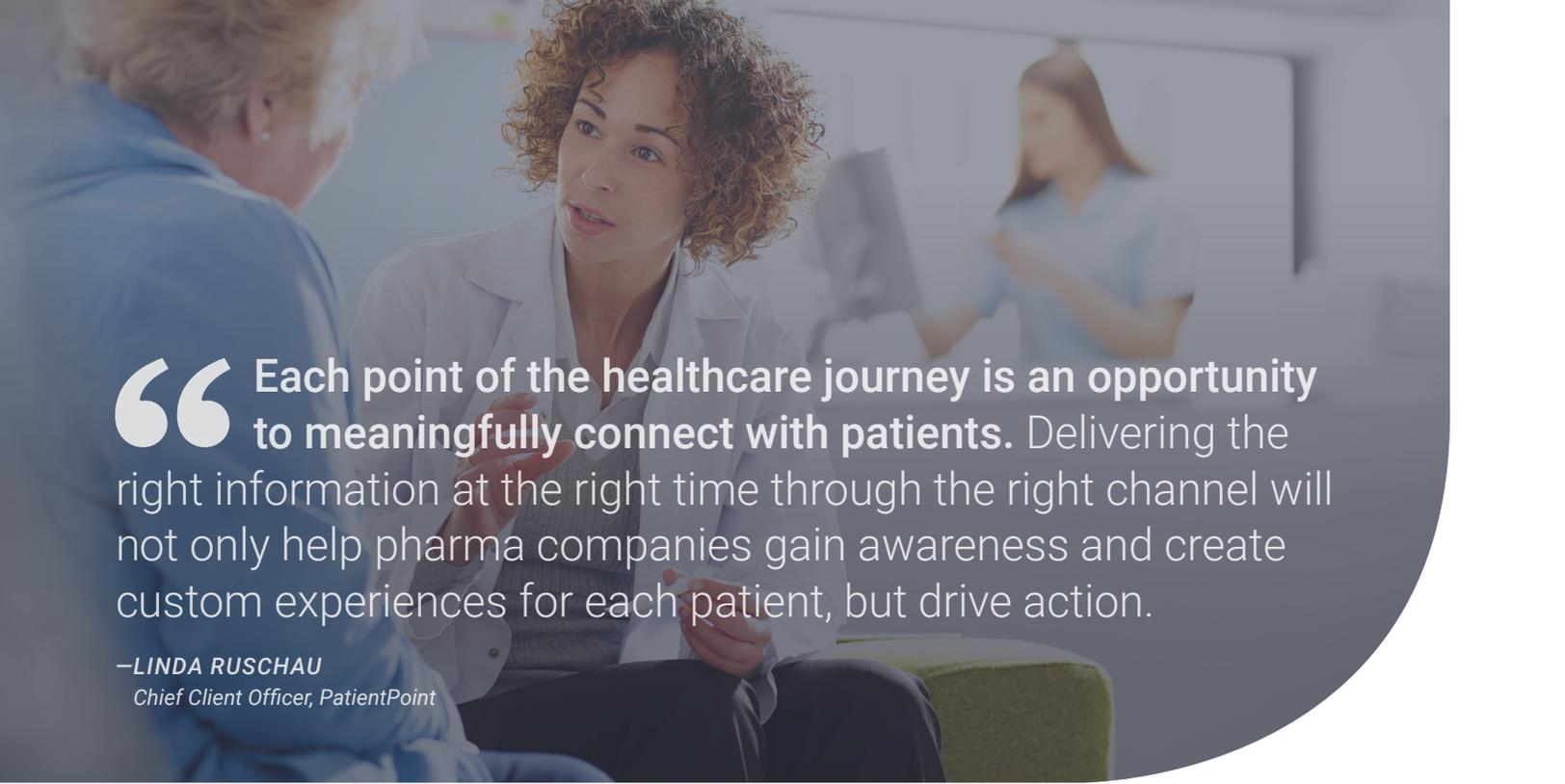
Pharma companies know the importance of maintaining a consistent connection with patients and physicians, but they also realize it's easier said than done. According to a recent survey, while 36% of pharma companies say they've got a multichannel strategy and have begun to implement it, an almost equal number of companies (34%) are still working on such a strategy.<sup>23</sup> Only 4% feel their strategy is fully implemented.<sup>24</sup>

Recognition is the first step toward a more patient-centric business model, but there's more action to take, starting with understanding the patient journey and the numerous opportunities it offers pharma companies to improve patient interactions.



### Did You Know?

Investment in consumer-focused POC marketing has grown 10% annually since 2010—nearly 8 times the growth of DTC marketing spending overall—to reach \$400 million in 2014. POC marketing spend is expected to continue to grow at a rapid rate, likely exceeding \$500 million within the next two to four years.<sup>25</sup>



“ Each point of the healthcare journey is an opportunity to meaningfully connect with patients. Delivering the right information at the right time through the right channel will not only help pharma companies gain awareness and create custom experiences for each patient, but drive action.

—LINDA RUSCHAU  
Chief Client Officer, PatientPoint

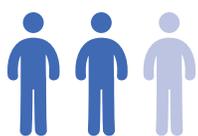
## Waiting Room

Patients say the waiting period is often the worst part of the doctor's visit.<sup>26</sup> In fact, 63% said it is the most stressful thing about going to the doctor.<sup>27</sup> Waiting inherently induces anxiety. Without compelling engagement, waiting can also create frustration.

Most patients are waiting around 19 minutes to see their doctor.<sup>28</sup> For pharma companies, this represents a significant opportunity to connect with patients and build trust in their brand through relevant, engaging information delivered on digital screens or in print brochures.

Pharma brands can leverage digital screens in the waiting room to reinforce key messages they may have already shared through DTC advertising, this time engaging a much more discerning, specialty-specific audience. Appearing next to a practice or hospital's messages, pharma brands can receive the benefit of implied endorsement and more easily build trust with patients.

And don't think patients aren't paying attention: 89% of patients and their caregivers watch TV or read wellness information in the waiting room.<sup>29</sup>



More than two-thirds of patients said relevant communication enhances their waiting room experience.<sup>30</sup>

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## Exam Room

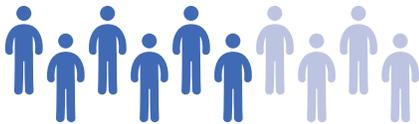
Exam rooms are essential tools for effective patient engagement. However, most are intimidating environments that offer little patient education or interaction. As patients crave more information, they're looking for new outlets—including digital technology—to get it.

Digital resources in the exam room or at the hospital bedside can help facilitate better patient-physician discussions with the use of 3D rotatable models, relevant videos and charts and other forms of highly engaging content. They also offer pharma brands the opportunities to display mechanism-of-action videos, compelling testimonials and more in-depth treatment information.



### Did You Know?

Patients rank POC information almost as highly as information they receive from physicians.<sup>33</sup>



Nearly 6 out of 10 patients say technology in the exam room enhances their experience.<sup>31</sup>

Print and digital take-home materials can extend the patient-physician experience and empower patients to continue making the right decisions about their health after their appointment. By including messaging on what results patients can expect by when and how to know if the treatment is working, as well as adherence tips and money-saving offers on prescriptions, pharma brands can become an integral part of an active teaching and learning exam room environment.

## THE GREAT INFLUENCER

Of those who watched healthcare messages in a doctor's office,<sup>32</sup>

**18 million**

asked their physician for a specific prescription drug

**17 million**

requested a prescription drug sample

**Are 15% more likely**

to agree it's worth paying more for branded prescription medications vs. generic products

## Back Office

Information seen in the waiting room and exam room helps to enable a more aware and inquisitive patient, spurring important dialogue once the physician arrives. Pharma companies can help physicians have the most up-to-date information regarding treatments by leveraging digital screens in the back office to share messages on formulary information, clinical studies results and vital prescribing information that physicians can take into the exam room and use in their discussions with patients.

## Before and After Care

While once the sole domain of the physician office or hospital, point of care has evolved to any time a patient and physician interact—pre-visit, during the visit or post-visit. Fueled by new technologies creating new digital communication channels, the opportunities to capitalize on the critical intersections between providers and patients are immense for pharma—especially in the 48 hours before and after a visit, where some of the most important health decisions are made.

Open channels of communication will help maintain the sense of connection pharma companies want to have with patients and physicians, enabling them to deliver the always-on, personalized experience these audiences have come to expect.

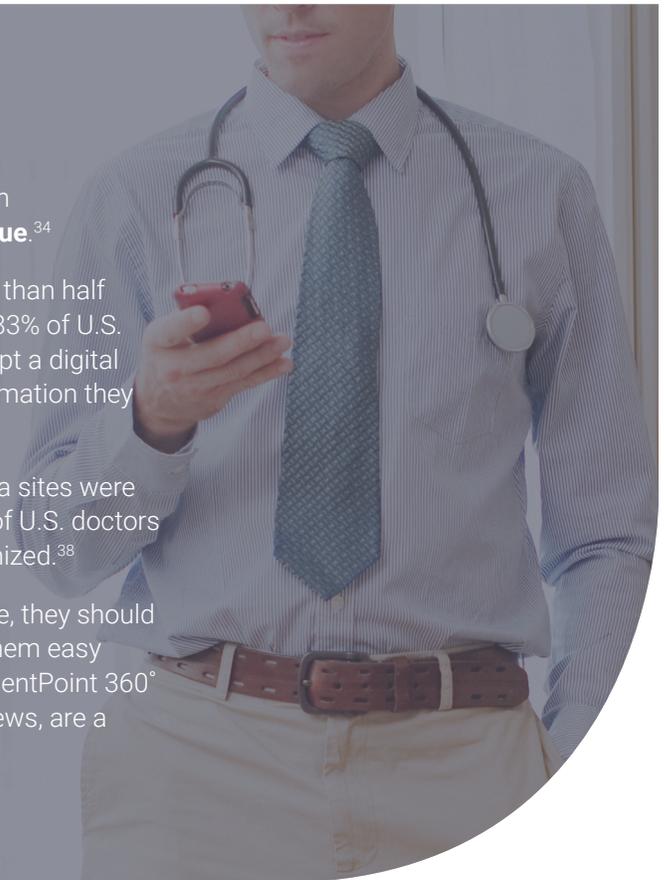
## Docs Demand Digital

According to a recent survey, healthcare providers say in-person communication by pharma sales reps has **“no” or “limited” value**.<sup>34</sup>

This statistic isn't surprising, considering that as of 2014, more than half of healthcare providers were considered “digital natives”<sup>35</sup> and 83% of U.S. doctors had a mobile device.<sup>36</sup> Pharma companies need to adopt a digital engagement strategy that provides this audience with the information they need in the format they desire.

This remains a challenge, however. In 2014, only 35% of pharma sites were mobile ready,<sup>37</sup> which may be a problem considering that 62% of U.S. doctors have stated they are likely to abandon a website that isn't optimized.<sup>38</sup>

While pharma brands continue to enhance their digital presence, they should also consider partnering with other companies that can offer them easy access to physicians online. Physician-dedicated apps, like PatientPoint 360° that offers cutting-edge anatomical tools and timely medical news, are a valuable way to get a brand in physicians' hands.



## Moment of Impact

In 2015, the pharma industry's corporate reputation reached its highest rating ever recorded.<sup>39\*</sup> The main reason patient groups gave such positive feedback was pharma's ability to produce high-quality products of value to patients.

Point of care puts a captive audience, who is eager for valuable information and products, right in front of pharma companies. Better engagements with these patients to create more influential and educational healthcare experiences may be the crucial link for pharma companies to achieve more success.

“Effective healthcare communications have always played an important role, but today's health-conscious, digital consumer demands thoughtful and consistent communications and prefers content that is delivered across multiple devices and channels. And we know that a more engaged consumer is almost always a healthier consumer.

—MATTHEW STUMM

Principal, Creative and Media Strategy, BBK Worldwide<sup>40</sup>

As quoted in *PharmaVoice.com* article,

“Patient Engagement: Not Just for Physicians Anymore”

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## Powering Greater Effectiveness at All Points of Care

PatientPoint® provides a holistic approach to creating a more impactful experience for patients, physicians and staff with relevant, actionable education and interactive, mobile technologies. The trusted innovator of point of care for 30 years, PatientPoint is proven to deliver significant value in NRx and ROI. Impacting more than 31,000 locations, 70,000 healthcare providers and 586 million annual patient visits, PatientPoint engagement solutions deliver targeted brand messages where and when the greatest effectiveness can be achieved across all points of care.

### Physician Office

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Exam Room Education Display Program

**PatientPoint | Communicate**

Waiting Room Digital Screens Program

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Physician Medical News Program

**PatientPoint | Customize**

Targeted Patient Education Guide

**PatientPoint | 360°**

Mobile Engagement Platform

### Hospital

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**PatientPoint | Communicate**

Waiting Room Digital Screens Program

**PatientPoint | Navigate**

Patient Information Program

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