



**WHITE PAPER**

# DECODING DIGITAL IDENTITY FOR SMARTER MARKETING INTELLIGENCE

The Top 5 Reasons Pharma Brands Should  
Engage NPI Identification and Insights Solutions  
to Optimize Their Omnichannel Marketing

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# INTRODUCTION: THE CURRENT STATE OF HEALTHCARE MARKETING

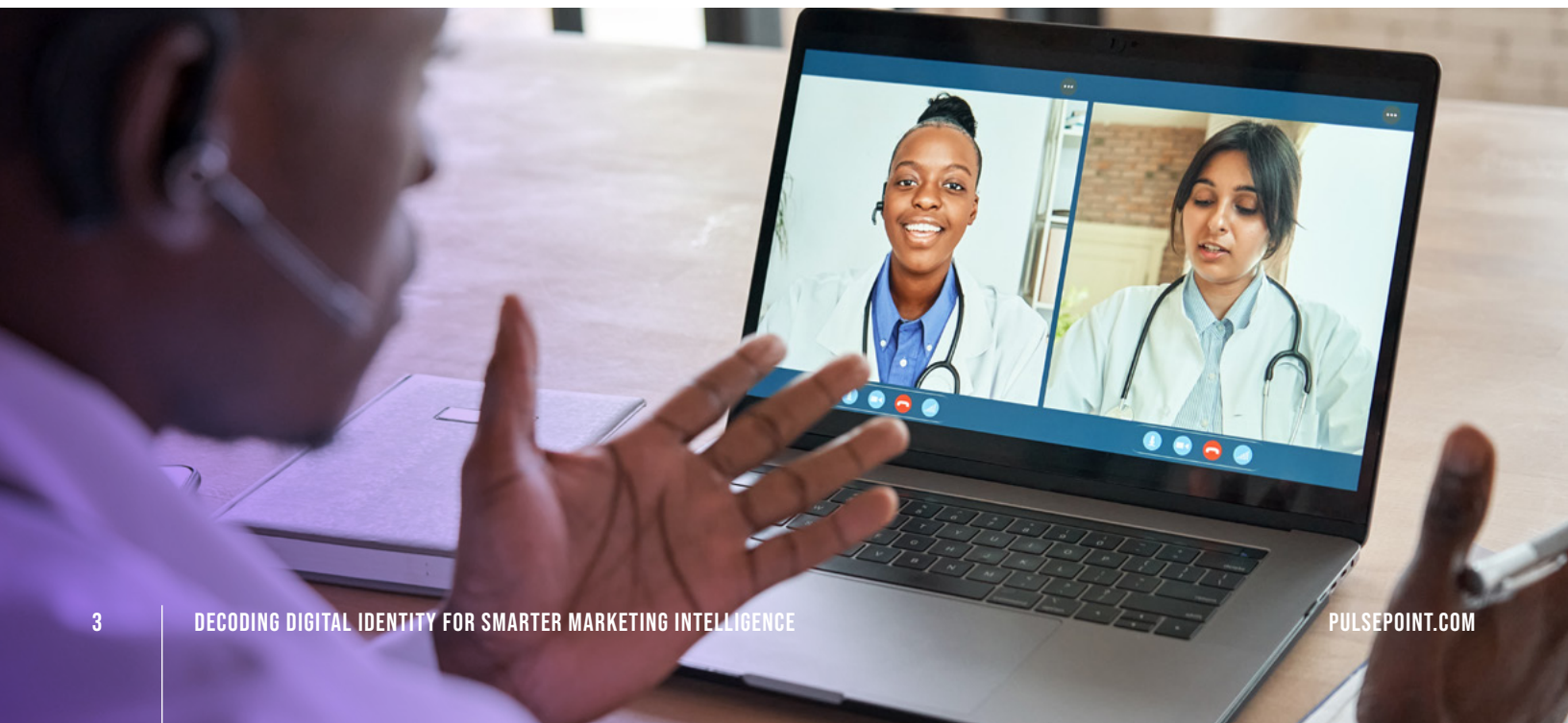
COVID-19 has had lasting effects on healthcare marketing, especially when it comes to digital strategy. When the pandemic brought more people inside their homes, it measurably changed behaviors: Screen time soared while in-person touchpoints like events and out-of-home marketing nearly came to a halt.

This shift from offline to online attention has in turn affected sales activities for pharma brands, limiting access for in-person reps while changing their ability to meaningfully connect with healthcare providers. The lack of in-person engagement further translates into a lack of data and insight needed to inform and sustain marketing strategy.

In response, brands have rapidly reallocated their budget toward improving the digital experience: One survey among 129 healthcare marketers found that more than half (57 percent) have moved budget away from traditional areas like sales reps, mostly to expand digital investments.<sup>1</sup>

In this new moment—one where the steady pre-pandemic pace of digital transformation has become a flat-out sprint to win eyeballs and market share—omnichannel strategies that spread across digital touchpoints are more relevant than ever. Paid search is a prevailing tactic as part of an omnichannel strategy to reach more people, particularly HCPs, with more digital content.

<sup>1</sup> <https://www.mmm-online.com/home/channel/features/the-2021-mmm-healthlink-dimensions-healthcare-marketers-survey/>





## THE PROBLEM:

# DIGITAL IS GROWING, BUT MEASUREMENT IS AT A STANDSTILL

Despite the growth of digital advertising, web-based analytics are woefully incomplete, non-specific, and marred by blind spots—with an utter lack of coordination between online tactics (like paid search) and offline engagement (like field sales). This is problematic for pharma brands targeting highly specific audiences, such as healthcare providers.

Most importantly, web insights leave pharma marketers in the dark: Brands don't know which providers are engaging with their digital marketing—and they don't know who visits their site or where those audiences are in their customer journey. This lack of NPI-level

specificity creates a void in understanding that significantly inhibits marketing's ability to deploy targeted campaigns.

Sure, you could spend all the money in the world on paid search, but because of these generalized insights, you still wouldn't know whether those engagements are reaching the right people. Worse still, marketers don't have the complete HCP customer profile they need to measurably improve their efforts, which can thwart a brand's ability to personalize communications across SMS, email, and other digital touchpoints. This makes it remarkably hard to measure, compare, and optimize omnichannel efforts.

## THE OPPORTUNITY:

# ADOPTING AN NPI IDENTIFICATION AND INSIGHTS SOLUTION TO DRIVE ROI

Given these converging opportunities and blind spots in paid search, many pharma marketers are looking for solutions. HCP365, powered by opt-in consent databases, maps out HCP pathways so that otherwise anonymous online behaviors finally get matched with real-life HCP customer profiles.

By linking offline and online behaviors across screens and devices, pharma marketers can deploy a more personalized digital customer experience while enabling smarter spend across all channels, enhancing omnichannel efforts, and, in turn, improving overall ROI.



# BENEFITS OF USING AN NPI IDENTIFICATION & INSIGHTS SOLUTION:

Through a third-party validated PulsePoint focus group, HCP365 customers shared the top benefits they observed.

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## BUILD A MORE HOLISTIC HCP CUSTOMER PROFILE

Adopting an NPI-based analytics solution instead of solely relying on web-based analytics provides marketers the ability to create a unified HCP customer profile across devices, channels, and touchpoints. With this capability, brands can more efficiently and confidently map efforts to target audiences without the frictions and frustrations associated with duplicated profiles or mismatched targets.

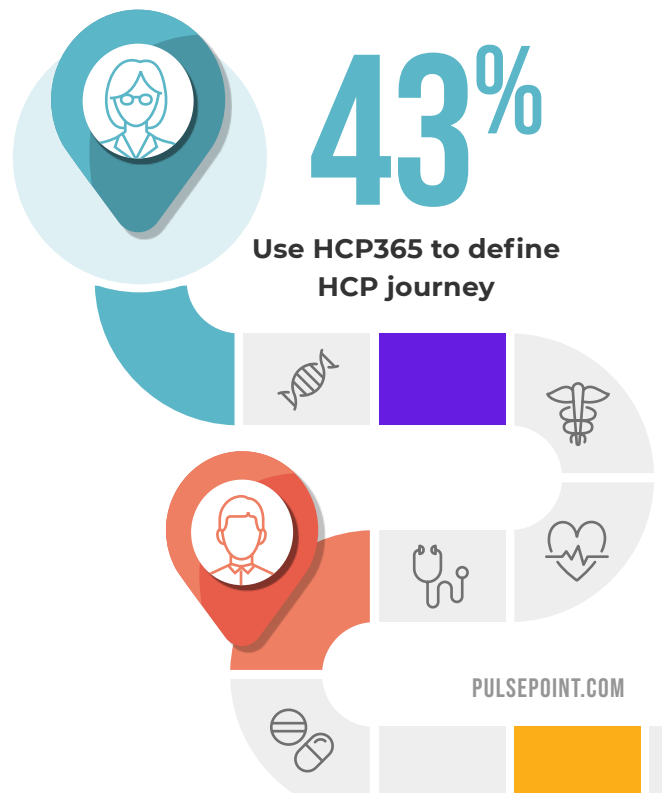
With HCP365, insights link back to an individual NPI number, creating an integrated system that connects the entire ecosystem of omnichannel behaviors, including paid search engagements, website visits, and media engagements. As marketers add to each unified and holistic HCP customer profile, their ability to personalize their marketing strategy for the HCP audience expands as well.

### HCP365 CUSTOMER STATISTIC

43 percent of respondents stated that they used HCP365 to address a key challenge around defining healthcare provider journeys as they engaged with their brand.

**SOURCE:** [TechValidate survey](#)

**TechValidate**  
by SurveyMonkey



# BENEFITS OF USING AN NPI

## IDENTIFICATION & INSIGHTS SOLUTION:



### MAKE REAL-TIME DECISIONS USING REAL-TIME INSIGHTS

Traditionally, vendors collect and provide insights in batches via retrospective dashboards and reports. This approach, while comprehensive, can waste time when important insights are only discovered a month or more down the road. By the time marketers review those reports, it may be too late to pivot for the most impact and to help doctors when they need it most.

Alternatively, with real-time NPI-level insights, HCP365, through machine learning, automates decisioning for pharma marketers on the next best action, like adjusting messaging or search terms, in the exact moment that intent is shown by an HCP.

Aside from the general nimbleness and flexibility this gives brands overall, HCP365 users especially appreciate that they can quickly engage audiences in a one-to-one manner based on the content they have consumed, search terms clicked, or any other data elements.

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#### HCP365 CUSTOMER STATISTIC

A top oncology brand study from May to July 2021 found that roughly 50 percent of HCP-focused paid search terms were clicked by non-HCPs. Additionally, up to 75 percent of patient-focused website traffic were HCPs looking to learn about the brand.

After learning these insights in real-time, marketers could adapt their strategy quickly to better accommodate user behavior. This included changing keywords to be more HCP-engaging, as well as repurposing patient-oriented content to appear on HCP-facing sites.



**Of patient-focused website traffic were HCPs**

# BENEFITS OF USING AN NPI IDENTIFICATION & INSIGHTS SOLUTION:

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## COORDINATE CHANNEL ACTIVITY MORE EFFECTIVELY AND EFFICIENTLY

Traditionally, digital and non-digital tactics have coexisted in separate worlds, with little ability to coordinate between offline and online channels. However, with an identity-based analytics solution, like HCP365, it's easier than ever to bridge and align the two.

This capability creates more synergy across the patchwork of omnichannel activities, from field sales rep communications to digital commercialization strategies. With all efforts linking back to an individual HCP, healthcare marketing can finally follow an integrated path.

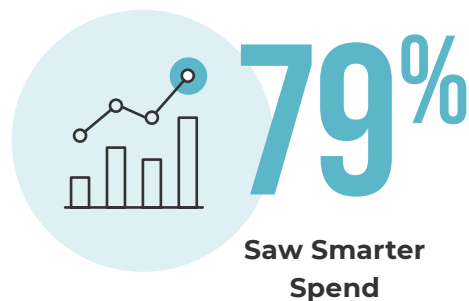
Further, NPI-based cross-channel analytics provides more color and context for seemingly good or bad campaign performance. For example, marketers might find that while the email open rate is low, that channel single-handedly drives more traffic per dollar than any other channel. Or similarly, even though a search campaign yields the most clicks, those clicks may be from doctors who have already visited the site on their own.

### HCP365 CUSTOMER STATISTIC

**Users trust HCP365** to inform activities across channels and touchpoints, both online and offline. 71 percent of respondents noted that HCP365 easily demonstrated channel performance and, in result, 79 percent of respondents said HCP365 enabled smarter spend.

**SOURCE:** [TechValidate survey](#)

**TechValidate**  
by SurveyMonkey





# BENEFITS OF USING AN NPI

## IDENTIFICATION & INSIGHTS SOLUTION:

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### FACILITATE THE NEXT BEST ACTION FOR QUALIFIED LEADS

Web-based analytics are teeming with empty leads that go nowhere. With NPI-based insights, however, marketers can deliver more meaningful and qualified leads to their sales team. And since all omnichannel behaviors link back to an individual HCP, every one of those leads comes with a documented and demonstrated interest in the brand.

However, this capability goes beyond generating a list of names and NPIs. HCP365 customers are able to deliver relevant details, to sales leadership, of those who have shown interest in their brand based on specific events discovered in a HCP's journey so that they can determine a path towards their next best action.

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#### HCP365 CUSTOMER RESEARCH

A majority of respondents stated that they use HCP365 to not only identify relevant search keywords, create more defined user segments and draft personalized messaging, but also to identify who exactly is engaging with the brand.

HCP365 has also proven to use this intelligence to help marketers develop automated and strategic next actions. For example, respondents stated they have benefited from the data and insights captured by HCP365, because it easily demonstrates channel performance, which ultimately enabled smarter spend and drove productive brand planning.

**SOURCE:** [TechValidate survey](#)



**TechValidate**  
by SurveyMonkey

# BENEFITS OF USING AN NPI IDENTIFICATION & INSIGHTS SOLUTION:

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## OPTIMIZE CHANNEL ROI

Traditional analytics-driven advertising is akin to a digital black hole: There's an assumption that a certain percentage of ad dollars will be lost or wasted on empty clicks, unwanted audiences, and other noise that doesn't meaningfully add to the brand's understanding of its targets or the overall performance of campaigns.

Thanks to the ability to re-engage consumers in a one-to-one manner and target audiences more precisely, uncovered NPI identities and insights provide a much more efficient return on the digital spend, however. Marketers can reserve their resources for demonstrated HCP interaction, rather than the empty noise of canvassed advertising.

This ultimately drives improved customer satisfaction when users are shown content that's less duplicative and more relevant to their needs and interests. So of course, not only are advertisers getting more returns from their dollars, they're simultaneously generating goodwill by transforming the HCP customer experience. Win-win.

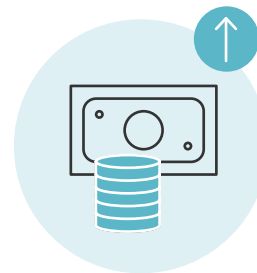
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### HCP365 CUSTOMER STATISTIC

29 percent of respondents stated they saw an increase of at least 10 percentage points in their return on ad spend after using HCP365.

**SOURCE:** [TechValidate survey](#)

**TechValidate**  
by SurveyMonkey



**10%**  
Increase in  
ROAS

## **CONCLUSION:**

# **MAKING SMARTER MARKETING DECISIONS WITH AN NPI IDENTIFICATION & INSIGHTS SOLUTION**

Healthcare marketers stake their budgets on reaching highly specific HCP audiences like cardiologists, oncologists, pediatricians, and allied healthcare professionals. But for years, they have been limited by the incomplete and cloaked data of web-based analytics, even as the importance of digital advertising has reached its boiling point.

NPI-based digital identification and insights solutions like HCP365 help marketers meet the moment with opt-in consent databases that link every inch of the omnichannel ecosystem back to the individual NPI. This transformational approach builds a more effective and efficient marketing strategy that not only helps brands get to know their target HCPs more personally—but also continually improve, sustain, and optimize future efforts.

In particular, HCP365 is the premier NPI identification and insights solution to monitor audience engagement and interact with HCPs individually. Powered by a database of more than 3.2 million NPIs with active and named opt-in consent, HCP365 has unlocked scores of new benefits for healthcare marketers.

With these new solutions, brands can build a more holistic HCP customer profile and re-engage targets one-to-one while coordinating channel touchpoints and supporting sales teams. In all, these benefits are helping healthcare companies optimize their ROAS and build a better, more personalized marketing engine.

## ABOUT PULSEPOINT

PulsePoint provides a complete view of the health customer to unlock and activate insights that revolutionize health decision-making in real-time.

Through machine learning and programmatic automation, we interpret the hard-to-read signals of the health journey to understand the connection points between relevance and engagement. This is achieved by unifying real-time digital, offline, and clinical data to create a unique and precise view of the health ecosystem that refines, improves, and increases its view over time.

To learn more about PulsePoint, and how our data and technology solutions can support your organization, visit [pulsepoint.com](https://pulsepoint.com).

## ABOUT HCP365

Powered by a database of over 3.2M NPIs with active and named opt-in consent, HCP365 uses proprietary methodologies that map NPIs across screens and devices and unifies these cross-channel insights to analyze them at the individual HCP level for 1:1 attribution.