



THE HEALTHCARE MARKETERS GUIDE

HOW TO SEAMLESSLY ACTIVATE
DATA-DRIVEN HCP CAMPAIGNS
IN REAL TIME



INTRODUCTION

Marketing to healthcare professionals (HCPs) is essential to the pharmaceutical and life sciences industry, as they have significant influence over the purchasing decisions for their products and services. However, reaching this audience has become increasingly difficult.

According to a recent COVID-19 Healthcare Provider Survey by Accenture, nearly half (43%) of HCPs are restricting in-person visits from pharma reps in one way or another... and many expect it to stay that way.

In fact, of the physicians who have restrictions, 28% believe it is something they may implement permanently while another 44% expect to keep the restrictions in place “for the foreseeable future.”

While marketers continue to adopt digital solutions to combat reduced physician access and engage HCPs, they still face some major roadblocks — such as difficulty reaching the right audiences and lack of hard business metrics.

In this guide, we've outlined the greatest challenges facing the healthcare marketer today and the solutions they need to best address them.

MARKETER'S CHALLENGE

REACHING THE RIGHT AUDIENCES

Historically, marketers relied on third-party datasets to target and measure digital campaigns, which are probabilistic (modeled.) As a result, they were unable to determine if the individual targeted was an HCP, if the HCP was identified by a verified NPI number and reached, and whether or not that individual engaged with the brand campaign across channels.

PULSEPOINT'S SOLUTION

HCP DIRECT MATCH: TARGET AND MEASURE

Through our programmatic platform, HCP Direct Match targets opt-in physician audiences with an unparalleled level of accuracy in real-time using NPI numbers. Leveraging the company's datasets and proprietary methodology, marketers can target, reach, and measure HCP engagement with greater precision and at scale.

The features of HCP Direct Match include:

- Access to proprietary HCP database
- Predictive analytics and forecast reporting
- Dynamic content and creative controls
- Cross-device and multi-format targeting
- Transparent processes and safe inventory

CLIENT SPOTLIGHT

ACTIVATING HCP AUDIENCES AT SCALE

A leading global media agency for healthcare brands was looking to find, reach, and activate HCP audiences across 40 different campaigns for 9 brand clients. The agency turned to PulsePoint to reach these professionals in a substantially more accurate, comprehensive, and scalable way.

By using PulsePoint's HCP Direct Match, the agency was able to reach HCPs in real-time on a 1:1 basis with NPI reporting, generating an **additional 2.3 million impressions on behalf of their clients at no extra cost.**

MARKETER'S CHALLENGE

LACK OF HARD METRICS

Marketers have always seen the power of search, but measurement has been difficult as datasets often used target audiences that were not validated or matched at an 1:1 NPI level. With the evolution of programmatic, marketers are moving beyond vanity metrics, such as views and clicks, and into deeper insights focused around outcomes.

PULSEPOINT'S SOLUTION

HCP365: ENGAGEMENT AND INSIGHTS

PulsePoint's HCP365 provides a holistic view of the HCP journey as they engage across multiple touch-points. By accessing insight into when, where, and how various channels are converting, marketers can better manage the allocation of marketing spend and optimize efficiencies.

The features of HCP365 include:

- NPI keyword mapping
- 1:1 NPI matching and reporting
- Multi-channel campaign attribution
- Unified insights and engagement analytics

CLIENT SPOTLIGHT

DRIVING HCP CAMPAIGN ENGAGEMENT

A leading global media agency for healthcare wanted to measure engagement across their clients' HCP search campaigns. The agency turned to PulsePoint to optimize the search strategy for their clients using audience insights to develop a narrow list of highly targeted keywords and drive conversion.

Leveraging HCP365, the agency was able to refocus campaign budgets around the highest performing keywords that **drove 74% of clicks**, significantly improving performance. The agency also saw an **1,072% increase in NPIs matched and measured** across client brands.

PULSEPOINT[®]

— LEADING HEALTH FORWARD

ABOUT US

PulsePoint is a leading healthcare technology company that uses real-world data in real time to optimize campaign performance through our programmatic platform.

Leveraging proprietary datasets and methodology, PulsePoint targets healthcare professionals and consumers with an unprecedented level of accuracy — delivering unparalleled value to the clients we serve.

Visit pulsepoint.com to learn more about our solutions and how they can support your business.

