PR-FAQ Measurement

Change Healthcare's Network (Data) Solutions team launches "Measurement" to track marketing effectiveness for Media & Advertising customers.
Measurement efficiently closes the loop on health-based initiatives and campaigns, providing optimal solutions for Marketers, Media & Advertising customers.

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Change Healthcare, Network (Data) Solutions is excited to announce a tool for Marketing and Advertising customers to measure pivots and behavioral changes while enabling access to Change Healthcare's first-party data to launch campaigns and health-based initiatives. This new tool, "Measurement," enables users to answer strategic questions on how often a targeted segment switches over to a new drug; when to perform in-flight optimization to suppress audiences, and which media channel yields the most conversions for a better MROI or ROAS. More notably, the surfaced insights from Measurement are deterministic and highly accurate as it tracks various data points from Change's medical (Mx) and pharmaceuticals (Rx) claims. Customers can enhance their marketing technology stack by embedding Measurement within their ecosystem and seamlessly tracking the journeys of their targeted segments in a secure environment.

A study compiled by Statista called "*Leading trust issues in advertising in the US 2021*" stated that 32% of ad partners are likely to downgrade or pause marketing services due to inaccurate campaign measurement data. Measuring marketing effectiveness and conversion is usually probabilistic as customers often deploy data science methods to predict whether or not a segment is at the lower end of a funnel, partly due to the need for more reliable signals in data. This approach often leads to missed opportunities for better targeting when developing segments and delayed optimization when adjusting for campaign spending and budgeting. Ad partners are also concerned about data breaches. Nearly 40% of CMOs are worried about their data safety and believe marketing activities and services will likely decrease unless privacy improves. Issues with data leaks can lead to mistrust from the public and potentially miss the opportunity to promote new drugs, devices, and solutions.

Measurement significantly reduces friction by automating all steps for accurate data reporting in a secure HIPPA-compliant environment so customers can effectively focus on marketing agility optimization. In addition, to productivity, leveraging Measurement improves future planning for media strategy through a series of actionable insights that drive decisions on incrementality, campaign scaling, and prospecting acquisition. Media & Advertising customers can include Measurement in their marketing ecosystem to close the loop on campaigns and quickly answer questions and discover new effective paths within an environment that's highly HIPPA-compliant.

 "*Advertising has always been synonymous with volatility, but the more effective it is, the more reliable it gets. Measurement enables Media & Advertising customers to easily track the effectiveness of their campaign strategies and enhance productivity*." Ronald Simmons – EVP Analytical Solutions. We are pleased to support healthcare-based initiatives and campaigns with the launch of Measurement as a tool to maximize opportunities for better optimization. We are keen to introduce users to this innovative tool and encourage them to leverage actionable insights into decision-making.

Integrating Measurement into a customer's ecosystem to automate all steps for accurate reporting is much easier than expected. Using the tool to close loops on marketing and campaigns does not require special knowledge. However, the Network (Data) Solutions team works directly with users to gain access to Measurement and get started with seamlessly tracking and gaining valuable insights on advertising campaigns.

"*We lost a lot of money investing in our healthcare initiative marketing campaign, thinking we were on the right side of it as we could not efficiently measure its effectiveness. Change Healthcare's Measurement has been a game-changer for us because we can now track our marketing metrics to measure the effectiveness of each strategy deployed in our campaigns and unravel the main areas of focus for better conversion*." Dr. Camron Parker – Sr. Director Applied Data Science, MaxMedia. The user launched a marketing campaign that was less effective than they thought, but Measurement was critical for their new direction. With Measurement, the customer makes accurate marketing decisions to improve productivity and conversion in a secure HIPPA-compliant environment.

Change Healthcare's Network (Data) Solutions aims to measure marketing effectiveness much easier for Marketers and Media & Advertising customers, allowing them to make informed decisions, focus on what works, improve productivity, and gain more insights into campaign strategies. Ultimately, customers can leverage the tool to accurately optimize their campaign performance for an increased conversion while eliminating the risks of data breaches. Change Healthcare Network (Data) Solutions calls upon every Marketer and Media & Advertising customer to take advantage of this much-needed tool to seamlessly track marketing metrics in a secure environment and unfold ways to scale initiatives. The team would be excited to discuss embedding the tool into your marketing ecosystem. Reach out to us today via our [website](#) to get started.

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About Change Healthcare
Change Healthcare (Nasdaq: CHNG) is a leading independent healthcare technology company that provides data and analytics-driven solutions to improve clinical, financial, and patient engagement outcomes in the U.S. healthcare system. We are a key catalyst of a value-based healthcare system, accelerating the journey toward improved lives and healthier communities. Learn more at [changehealthcare.com](#).