

Pharma Media Campaign Measurement

Session I

January 2022

Agenda for Session 1:

Topic	Proposed Duration
Motivation for Digital Measurement in Pharma	10 mins
Digital and the Patient Journey: Direct to Consumer (DTC) Marketing	20 mins
Measuring Digital	25 mins
Questions taken after each section	
Session 2: Website Analytics, Healthcare Professionals, Special Topics	

A group of people are seen from behind, celebrating at night by lighting fireworks. The scene is filled with bright orange and yellow sparks and light trails against a dark sky. The people are silhouetted, and their arms are raised in the air, holding the firework sticks. The overall atmosphere is festive and celebratory.

01

Motivation for Digital Measurement in Pharma

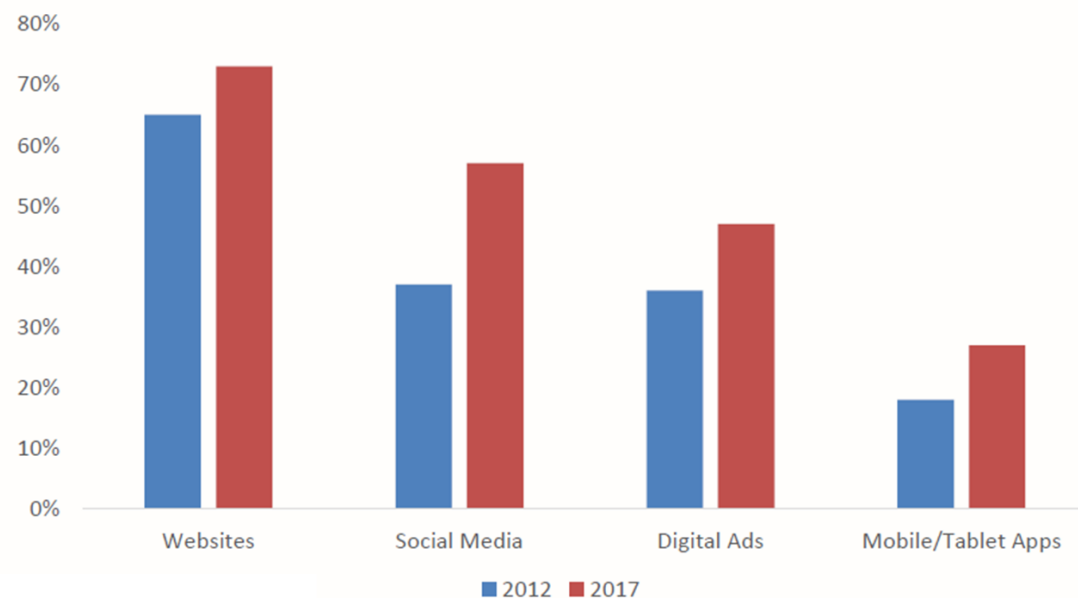
Digital channels are replacing traditional forms of advertising



Patients

- Consumers are shifting share of media attention to digital
- Consumers are seeking their own health information, primarily online

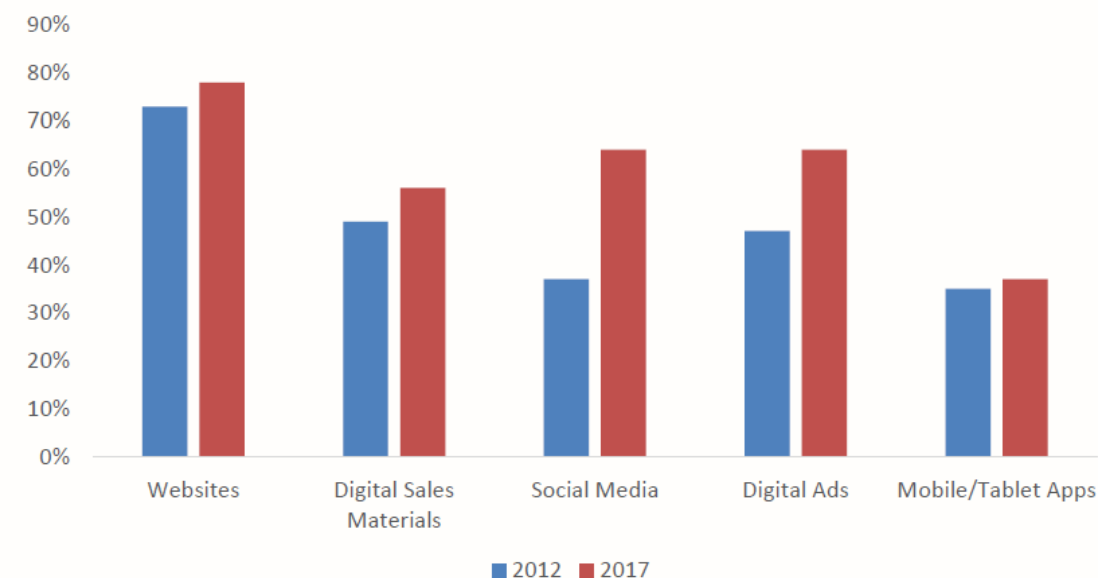
DTC Marketing Tactics
(% of pharma companies using channel)



Healthcare Professionals

- Physicians are increasingly digitally savvy
- Rise of “no-see” physicians and groups who will not speak with pharma reps
- Accelerated with pandemic in 2020-22; fewer rep calls, rise of non-personal

HCP Marketing Tactics
(% of pharma companies using channel)



Rapid changes in the landscape are demanding greater accountability in pharmaceutical marketing

2017: For the first time in eight years, digital marketing activity geared toward HCPs surpassed sales force activity



48%

of HCPs limit sales rep visits



53%

of marketing outreach happens without sales reps



81%

of physicians use smartphone for professional purposes

Implications for pharma marketers

- 1 Need to justify promotional spending
- 2 Third-party validation to choose among publishers
- 3 Must prove outcomes of all promotional channels
- 4 Pharma marketers must continually evolve digital promotion for:

Audience Reach

Rx Impact

Cost Efficiency

These changes in the landscape drive the need for mid-campaign media optimization

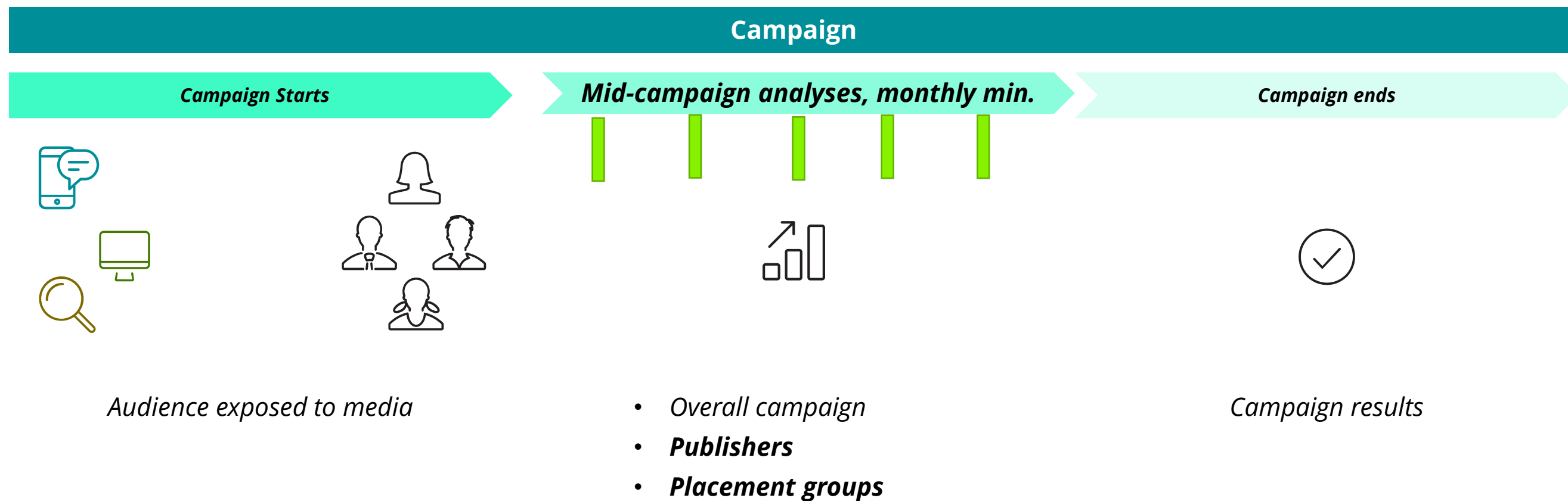
Pharmaceutical marketers can not afford to wait until a digital campaign ends to measure performance and effectiveness.



These changes in the landscape drive the need for mid-campaign media optimization

Pharmaceutical marketers can not afford to wait until a digital campaign ends to measure performance and effectiveness.

Rather, we need frequent and granular analyses to optimize campaigns

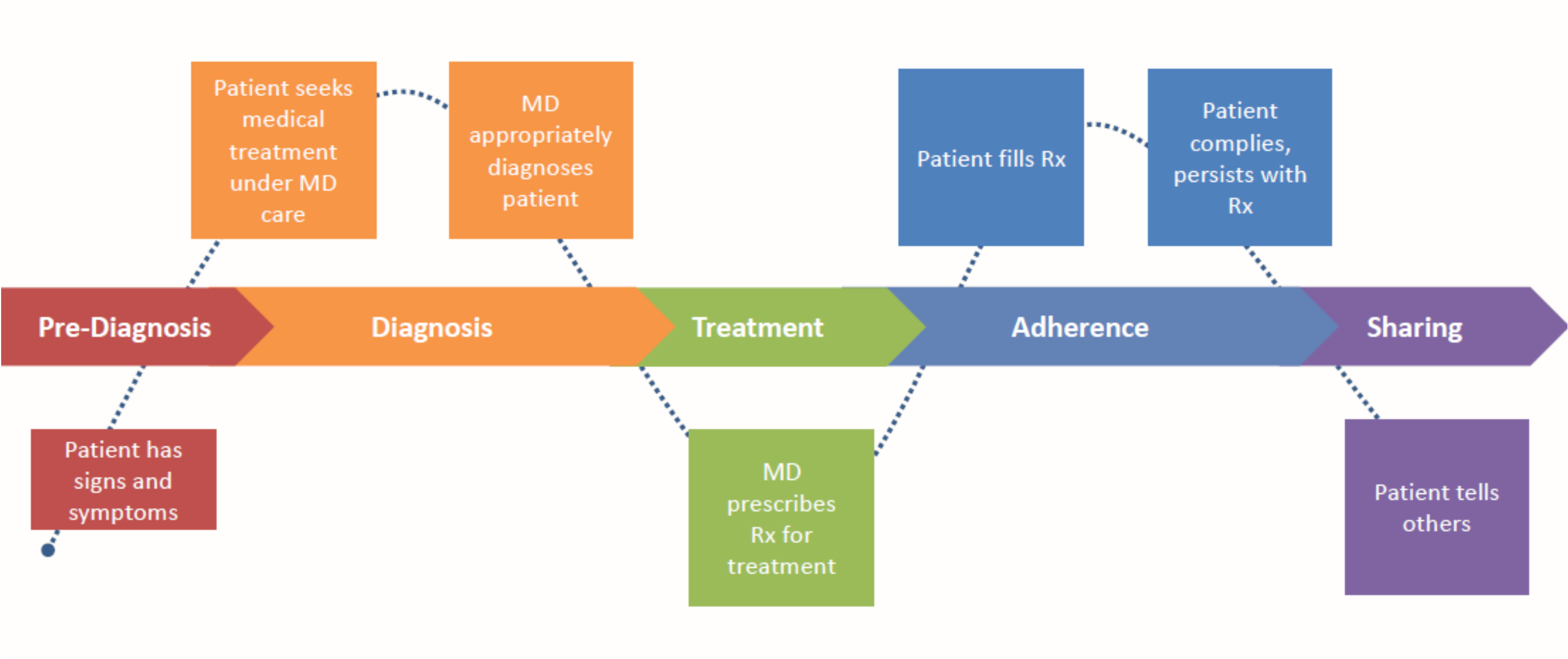




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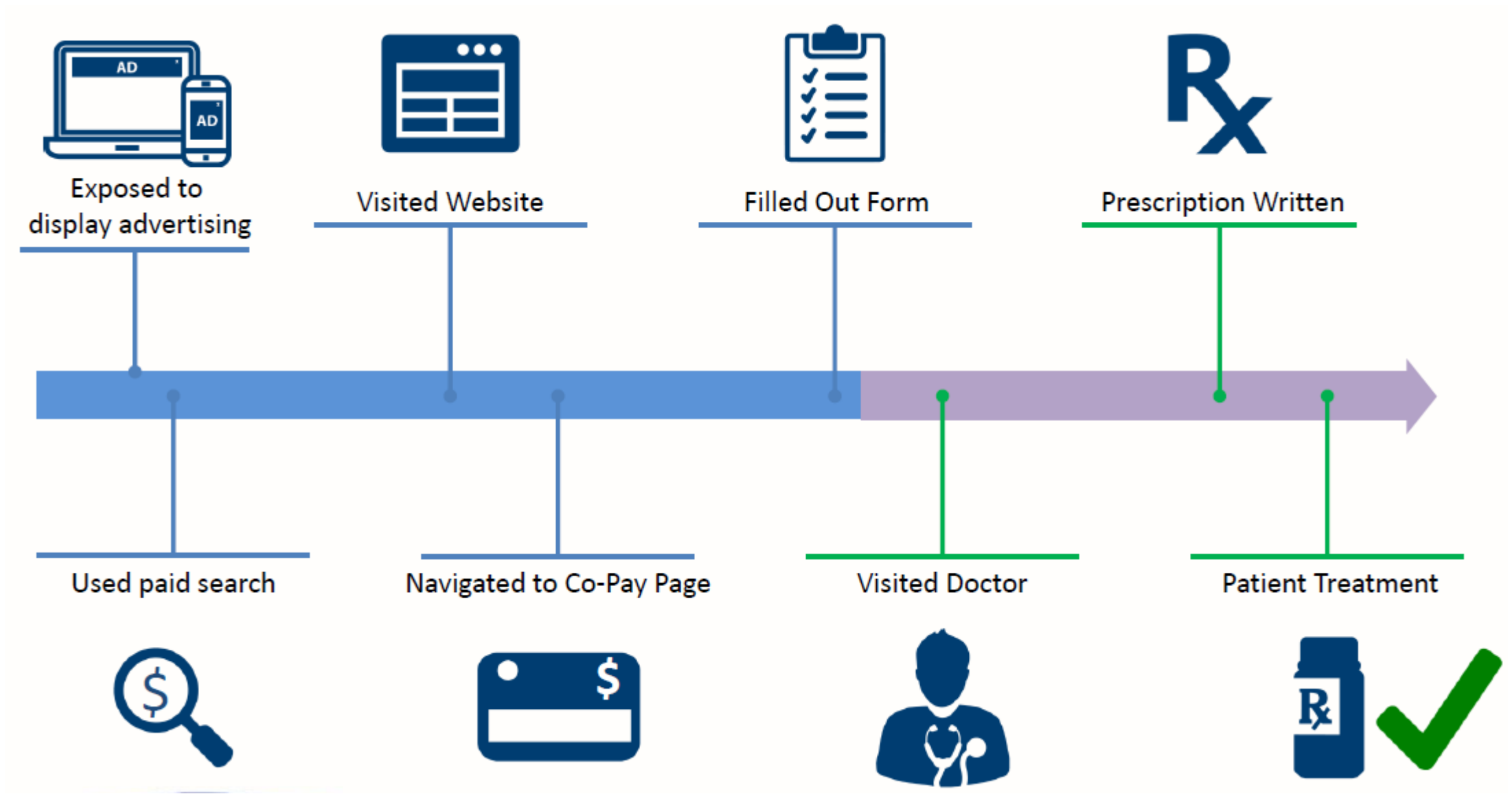
Digital and the Patient Journey: Direct to Consumer (DTC) Marketing

The patient journey with a pharmaceutical brand

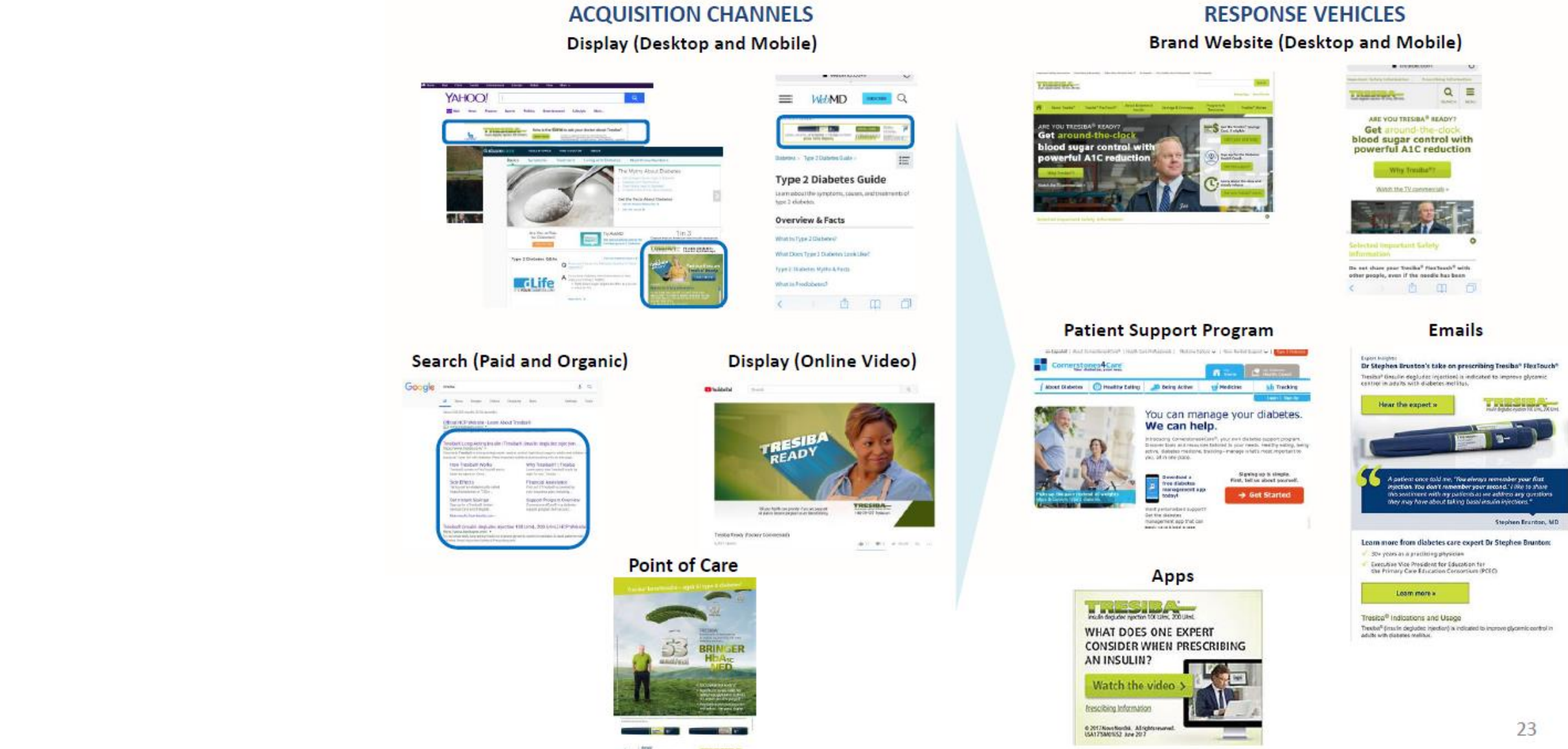


(finding right physician and Dx is key: e.g. rheumatoid arthritis)

Digital navigation through the patient journey: multi-channel before Rx filled



Digital is a leading component of any DTC marketing plan



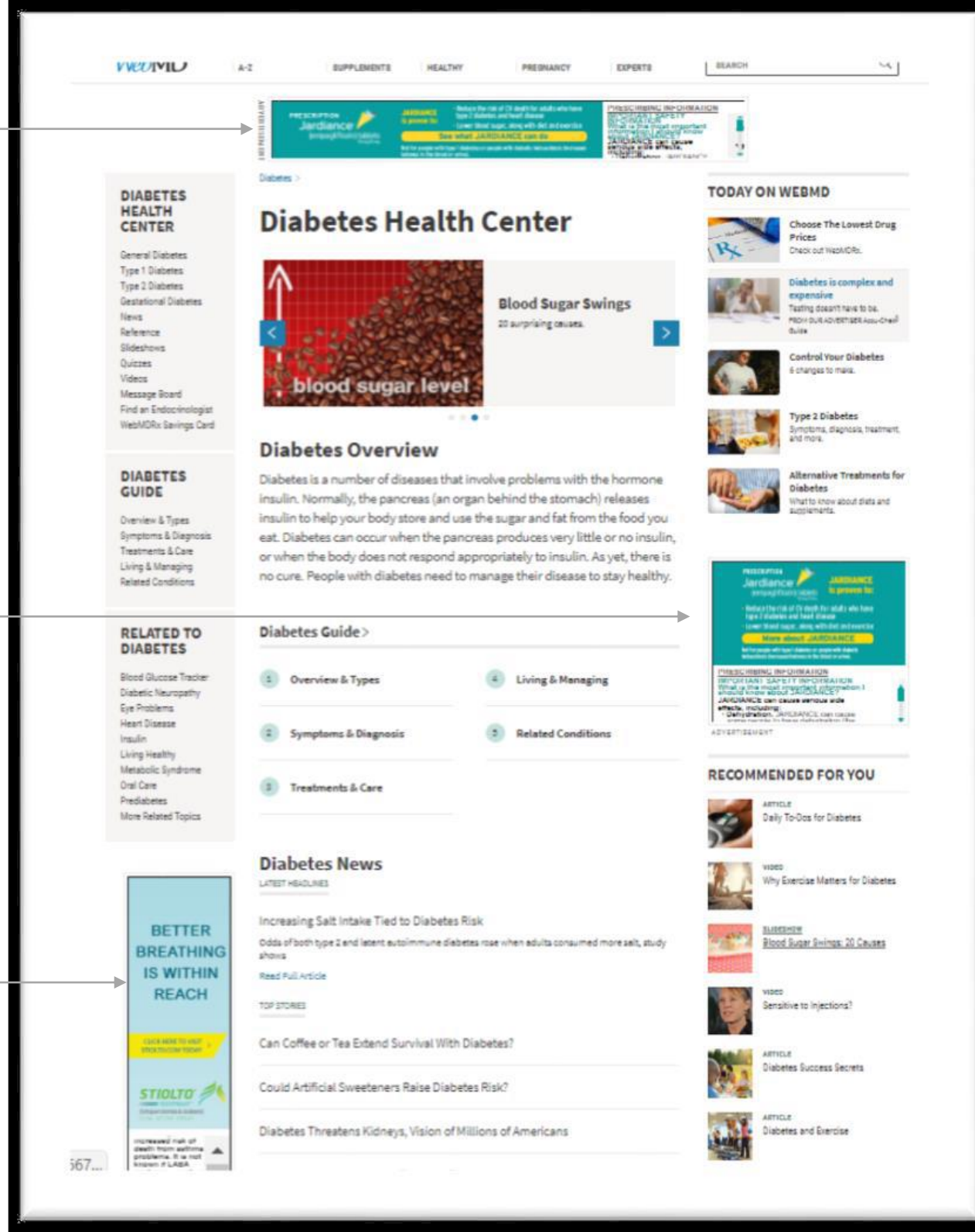
Display advertising (for branding or drive to action)

Publisher: Endemic (healthcare) sites

- 3 advertisements each corresponding to a unique creative ID
- 3 placements each corresponding to a unique placement ID
- 1 placement group w/ 2 brands (Jardiance and Stiolto)

Jardiance Ads

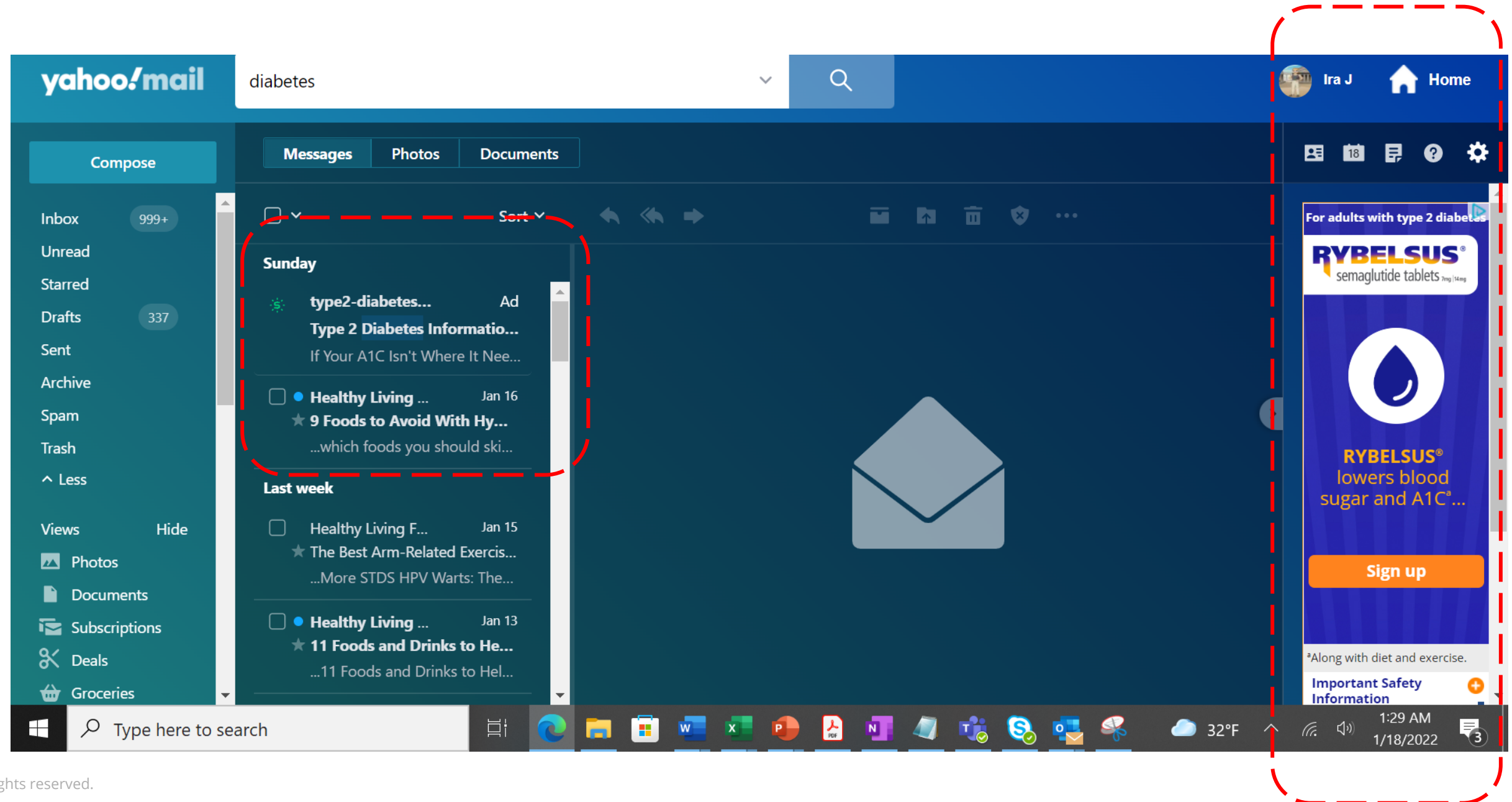
Stiolto Ad



Email advertising: Direct emails, or pharma display ads

Purpose

- Branding
- Acquisition
- Adherence programs



Programmatic Digital Advertising

The healthcare industry’s programmatic revolution is here.

Now more than ever, marketers seek efficient ways to reach quality audiences at scale.

Ads served automatically based on:

- Demographics
- Re-targeting from web visits
- “Purchased based” health patterns (predictive models)
 - Buying “segments” from “data store” e.g. Crossix, Symphony, Medicx

Programmatic benefits

- Cost-effective
- Automatic decisions
- Performance-based multichannel optimization
- Rx data can be used in a privacy-safe way (propensity models)

Ads Served Through Specialized trading desk and ad tech firms (ca 2018)

Trading desks include Matterkind (formerly Cadreon), The Trade Desk Pulsepoint,


						
						
						
						
						

Search

- Leading search engines: Google, Bing, Yahoo

Paid Search: paid by cost per click; bidding for top spots

Organic Search: entries generated based on site content structure (SEO)



All

Shopping

Images

News

Videos

More

Settings

Tools

About 43,600,000 results (0.69 seconds)

Plaque Psoriasis Treatment - See Patient Support Resources

Ad

Prescription treatment website ▾

Learn About a **Psoriasis Treatment** That May Help Reduce Pain, Itching & Scaling.

Psoriasis Treatment - Official Website

Ad

Prescription treatment website ▾

Info On A Different **Treatment** For Plaque **Psoriasis**.
About Plaque Psoriasis · Patient Support Program · Therapy Information · Register For Support

Plaque Psoriasis Treatment - Learn About How It Works

Ad

Prescription treatment website ▾

Learn How a **Treatment** Option May Help Relieve Symptoms and Provide Clearer Skin.
Doctor Discussion Guide · Nursing Support Available · Patient Support Info · As Low As \$5 Per Dose

Psoriasis Moisturizing Cream | Save \$2 on CeraVe® Skin Care

Ad

www.cerave.com/Official-Site/Psoriasis ▾

Gentle, Hydrating Cream to Help Control **Psoriasis** Symptoms and Reduce Scaling.
Help Prevent Diaper Rash · Lock in Moisture · Replenish Vital Ceramides · Replenish Your Skin

Psoriasis Treatments: Vitamins, Dead Sea Salt, Cayenne, and More

https://www.webmd.com/skin...treatments/psoriasis/understanding-psoriasis-treatment ▾

Oct 30, 2017 - **Topical** treatments for psoriasis include: Salicylic acid . Some doctors recommend salicylic acid ointment, which smoothes the skin by promoting the shedding of psoriatic scales. Using salicylic acid over large areas of skin, however, may cause the body to absorb too much of the medication, leading to side effects.
What Are the Treatments for ... · Topical Treatments for ...

Psoriasis - Diagnosis and treatment - Mayo Clinic

https://www.mayoclinic.org/diseases-conditions/psoriasis/...treatment/drc-20355845 ▾

Mar 6, 2018 - Used alone, creams and ointments that you apply to your skin can effectively treat **mild** to moderate psoriasis. When the disease is more **severe**, creams are likely to be combined with oral

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Fair Balance



Social Media

- General feeds with short posts e.g., Twitter
- Specific communities with chat rooms
 - PatientsLikeMe
 - CafeMom
 - Poz
 - Inspire
 - Health Union (25 communities, condition specific)

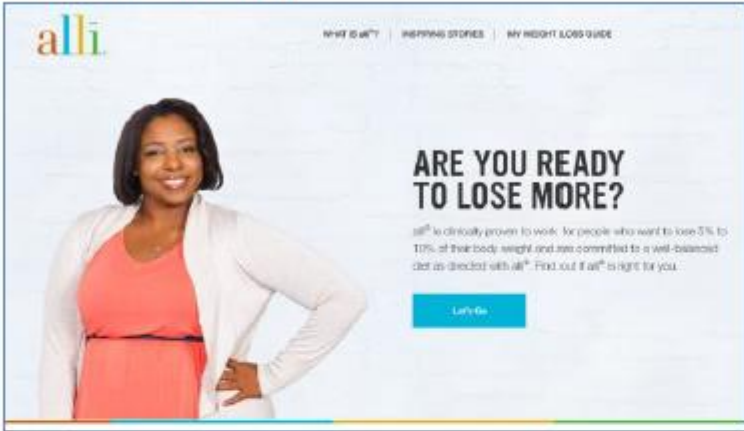
The collage illustrates different types of social media communities and their interfaces:

- Top Left (Forum):** A screenshot of a forum post titled "Welcome to the Mental Health and Behavior..." with a profile picture of a woman and a search bar below it.
- Top Right (Twitter):** A screenshot of the Twitter hashtag page for #psoriasis. It shows a navigation bar with Home, Moments, Notifications, and Messages. The main content area lists tweets from accounts like @PsoriasisCauses and @uvb_lamps, along with a "Who to follow" sidebar.
- Bottom (Journal Feed):** A screenshot of a journal feed with two entries: "Sieben7's Journal" and "Zimmie's Journal". Each entry includes a title, a brief description, a user profile picture, and statistics for replies and helpful votes.

Integrated Consumer RM program consists of multiple components

Example: MyAlli (formerly Xenecal), weight loss

Branded Website



Registration Goal Page on Website



Initiation Emails



Weekly Update Emails



Social Community Message Boards

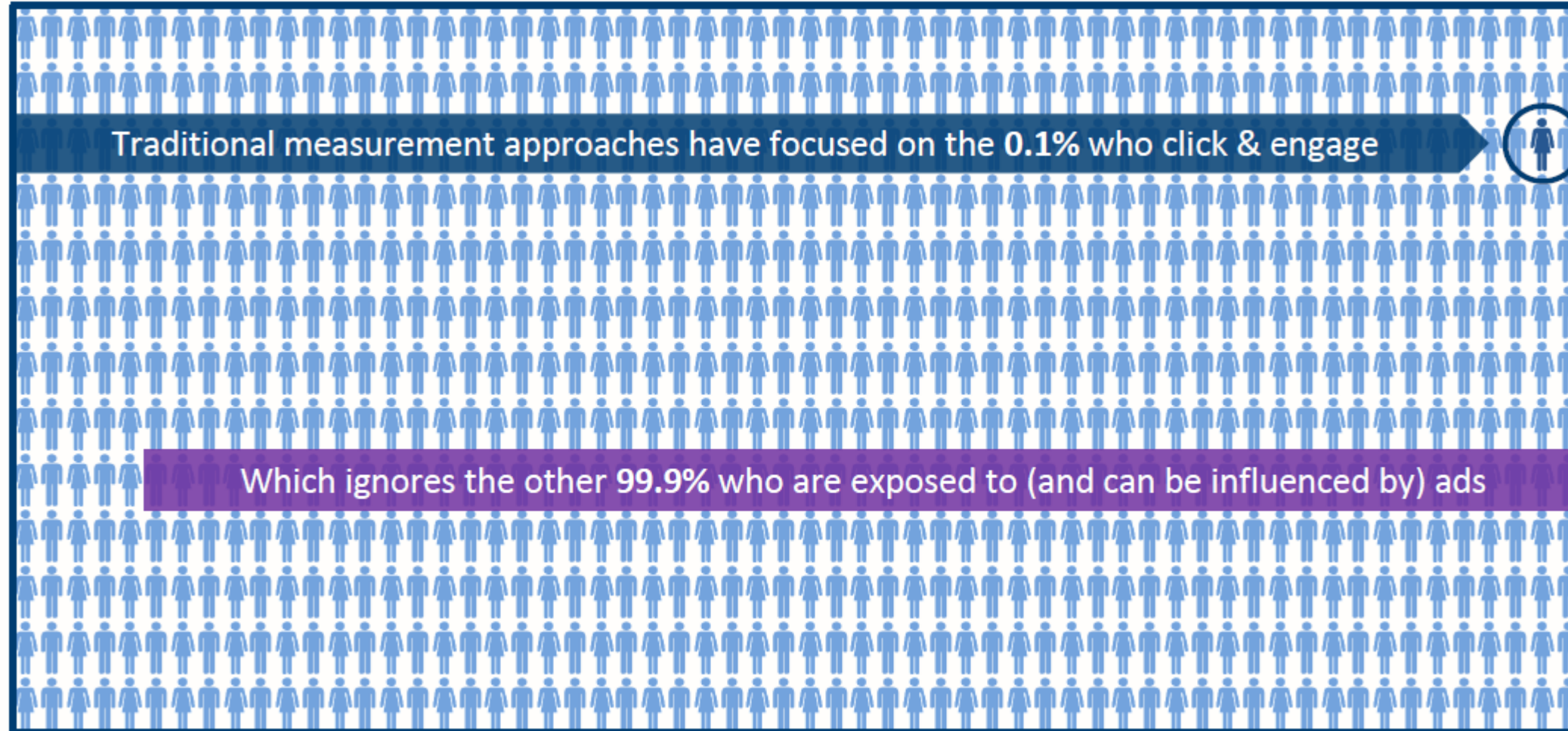


03

Measuring Digital

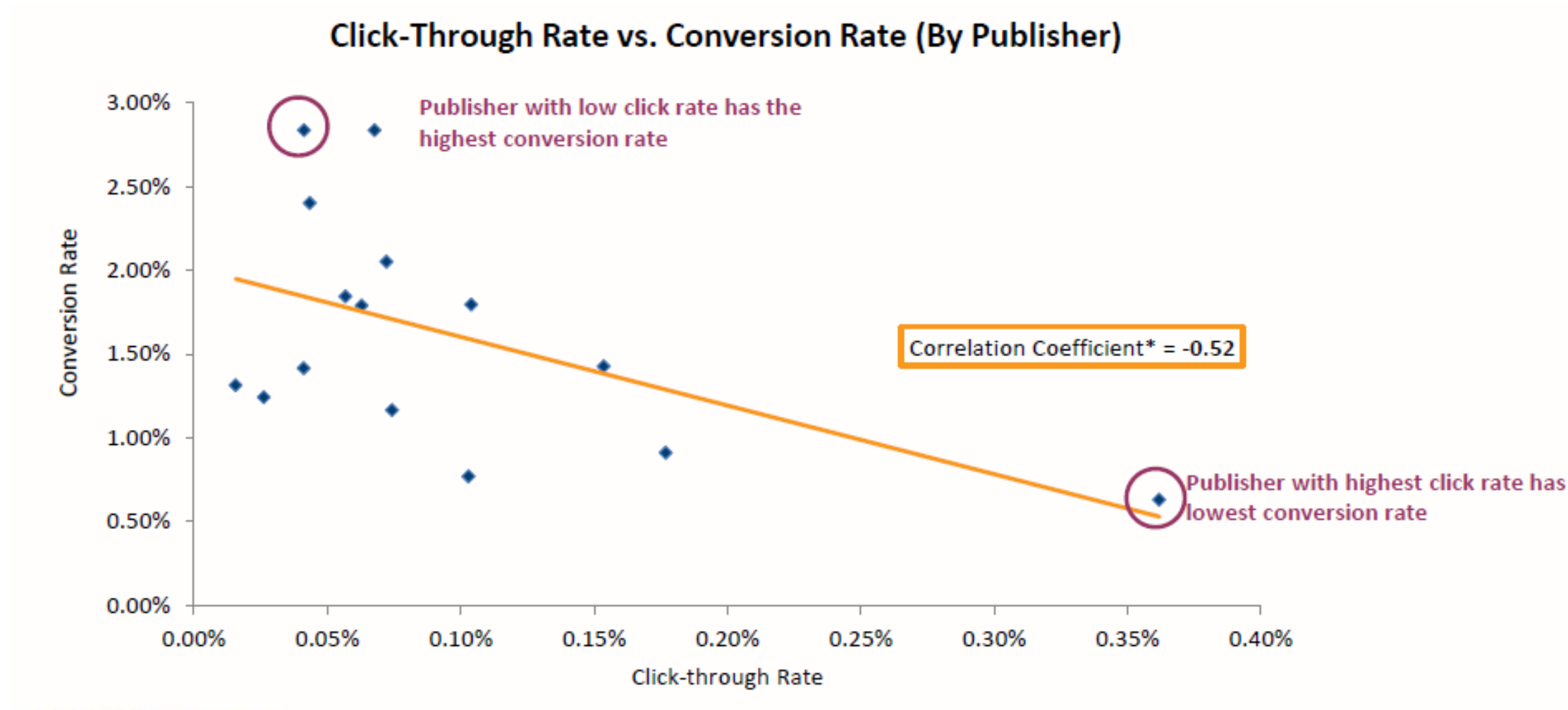


The importance of measuring ad exposure, and not just clicks

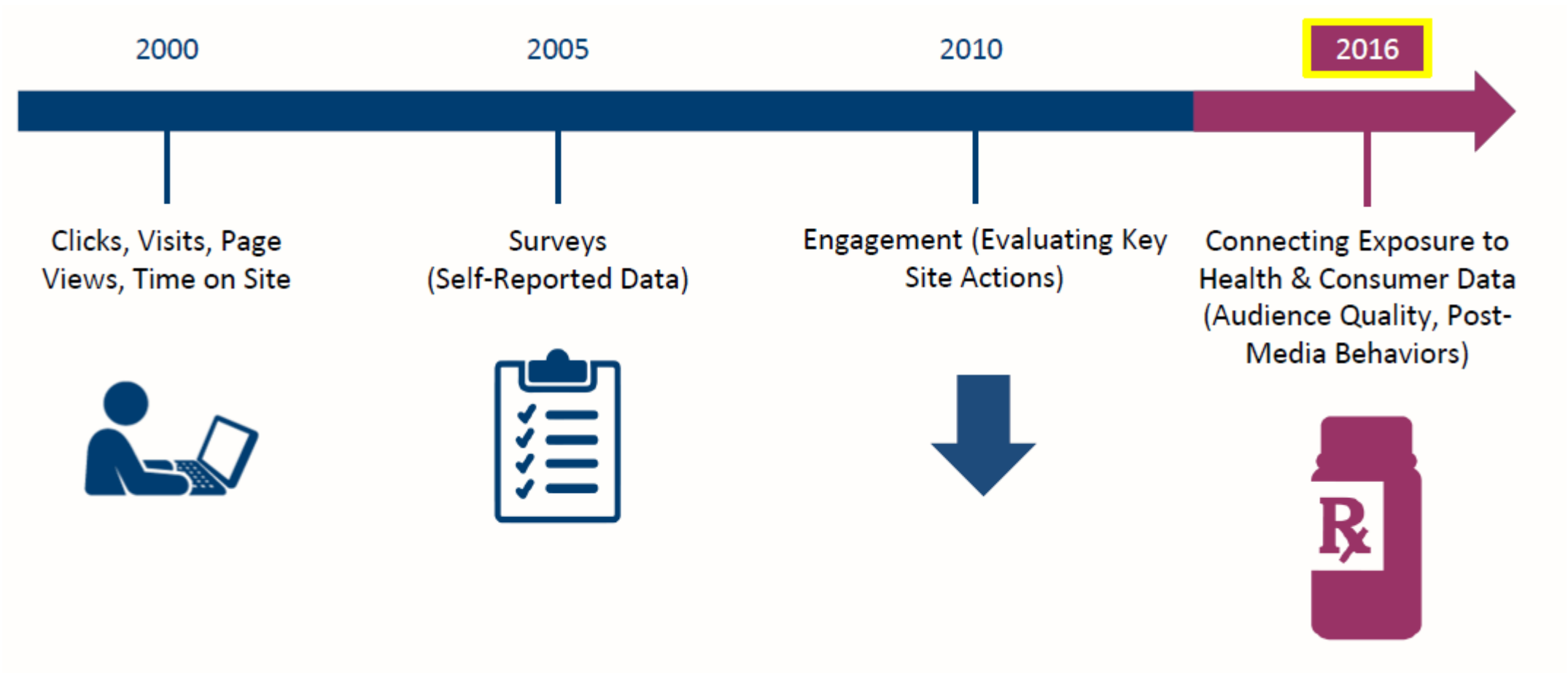


High click through rates do not always equal sales


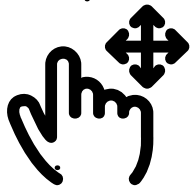

An analysis of an arthritis brand campaign revealed that high click through rates from partners do not always translate to high patient conversion



Digital measurement has evolved over time



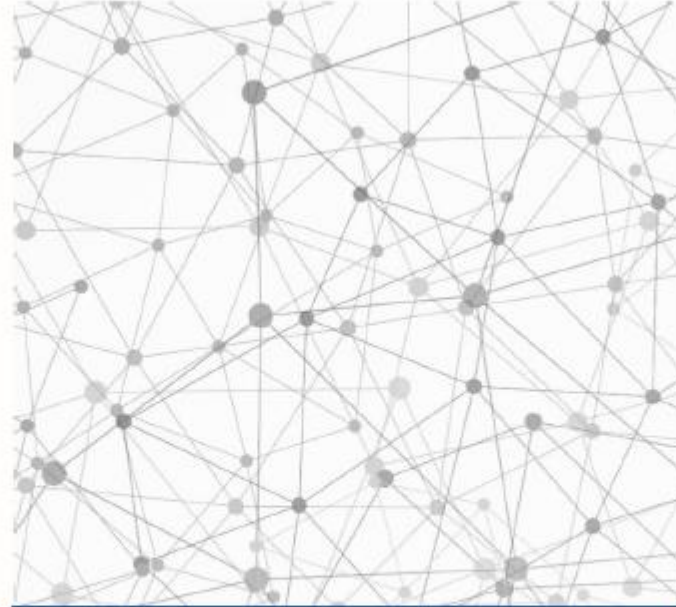
Digital measurement encompasses three types of metrics

<i>Metric type</i>	<i>Key business questions answered</i>
 Pre-Exposure Audience Quality	<ul style="list-style-type: none">• Is my campaign reaching eligible patients?• Is it cost effective?
 Within-Channel Engagement	<ul style="list-style-type: none">• Do they click on ads?• When landing, were resources were utilized?• Which content absorbed?
 Post-Exposure Health Behaviors	<ul style="list-style-type: none">• Are patients visiting the doctor? A key specialist?• Are they starting on my treatment?

Key steps to measuring audience quality



1. Capture digital media exposure



2. Connect exposure data to health data



3. Report on aggregated health actions

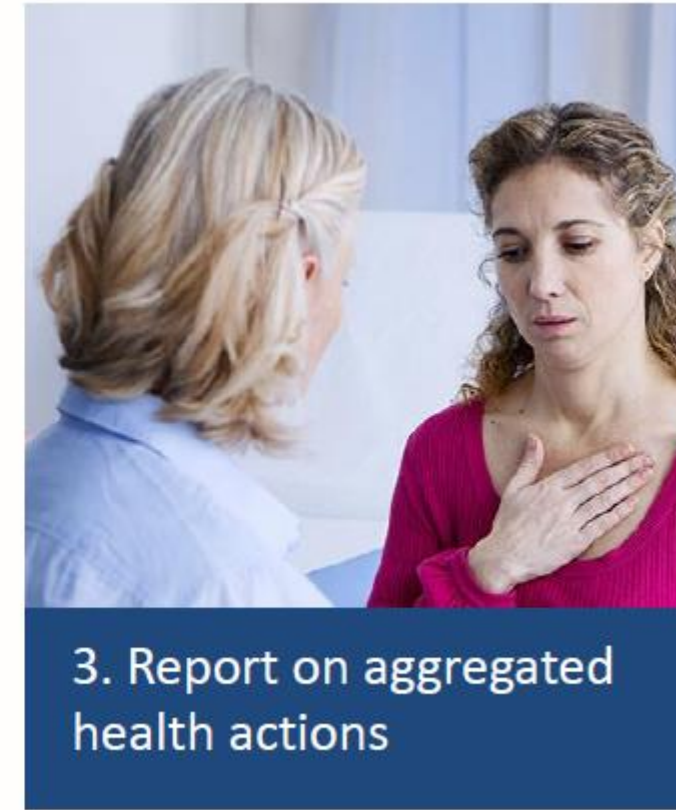
Key steps to measuring audience quality, **detailed**



- Tagging media and sites
 - Captures cookies or device IDs
- Receiving direct exposure files

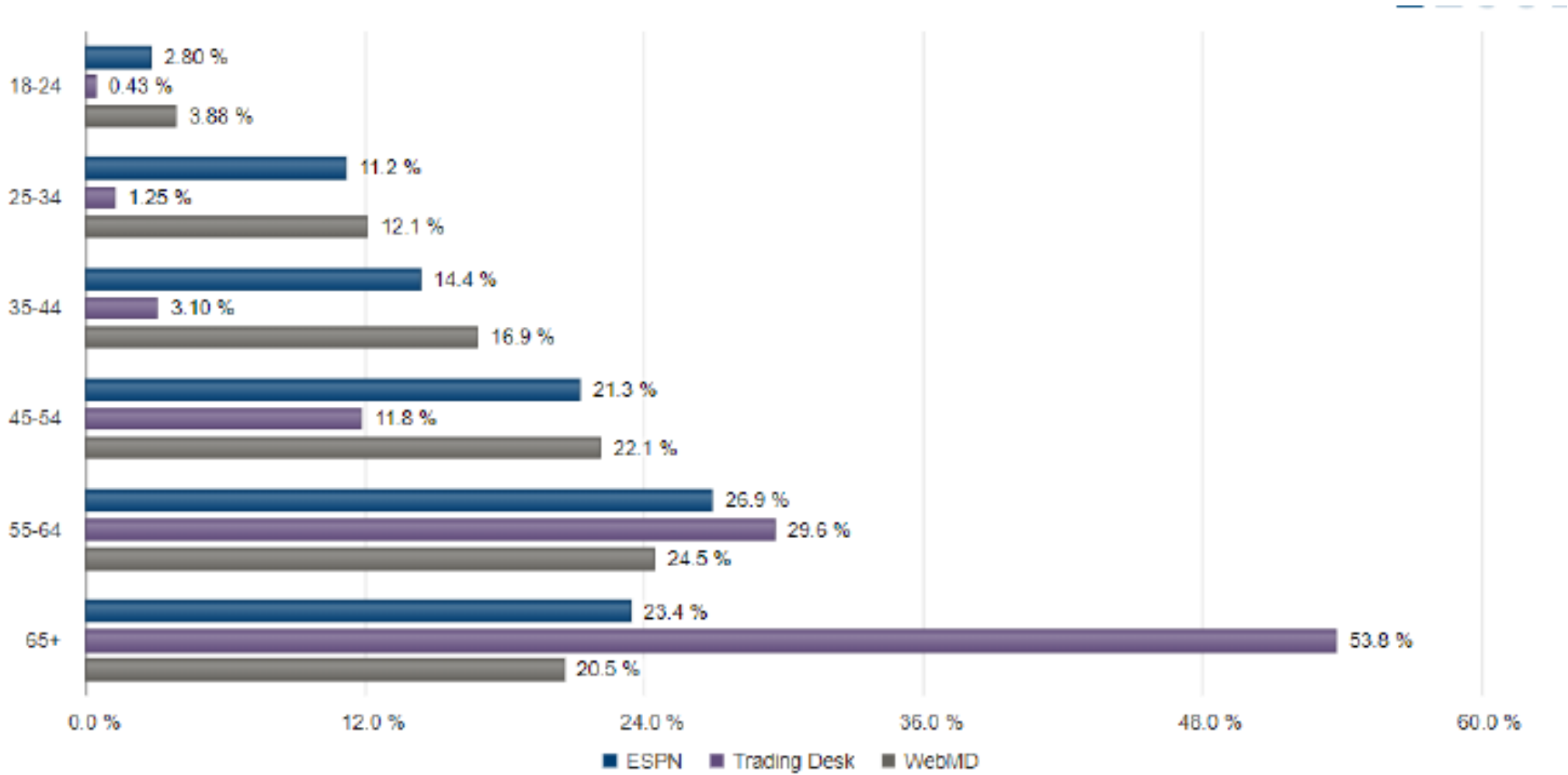


- Identity resolution
- Matching to Anonymized Patient Level
- Longitudinal Data (APLD)

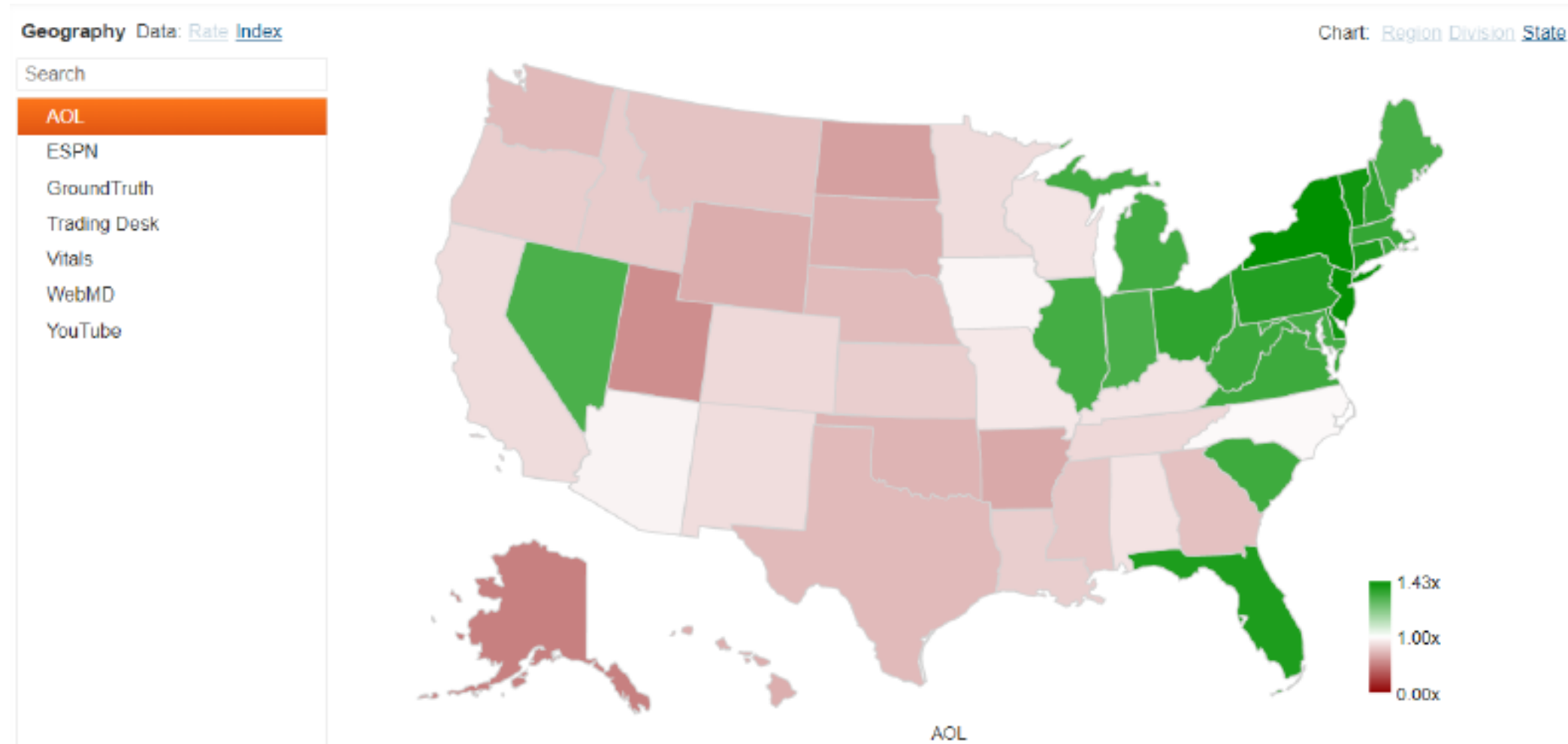


- Check exposed and match for APLD medical history pre-exposure
- Analysis by media and/or demographic cohort

Audience Quality: Demographics



Audience Quality: Geography



- Where is each media source serving ads?
- Is this aligned with your local marketing objectives?



Audience Quality: Health History

Usage of prescription and medical claims to qualify exposed audience by:



Diagnosis: Were the exposed consumers previously diagnosed with the target disease?

(Standard lookback period... 12 months before exposure)



Rx treatment: Were the exposed consumers previously on medications in this category?

(Standard lookback period... 24 months before exposure)



Prior lab testing and results: Were the exposed consumers meet clinical criteria?

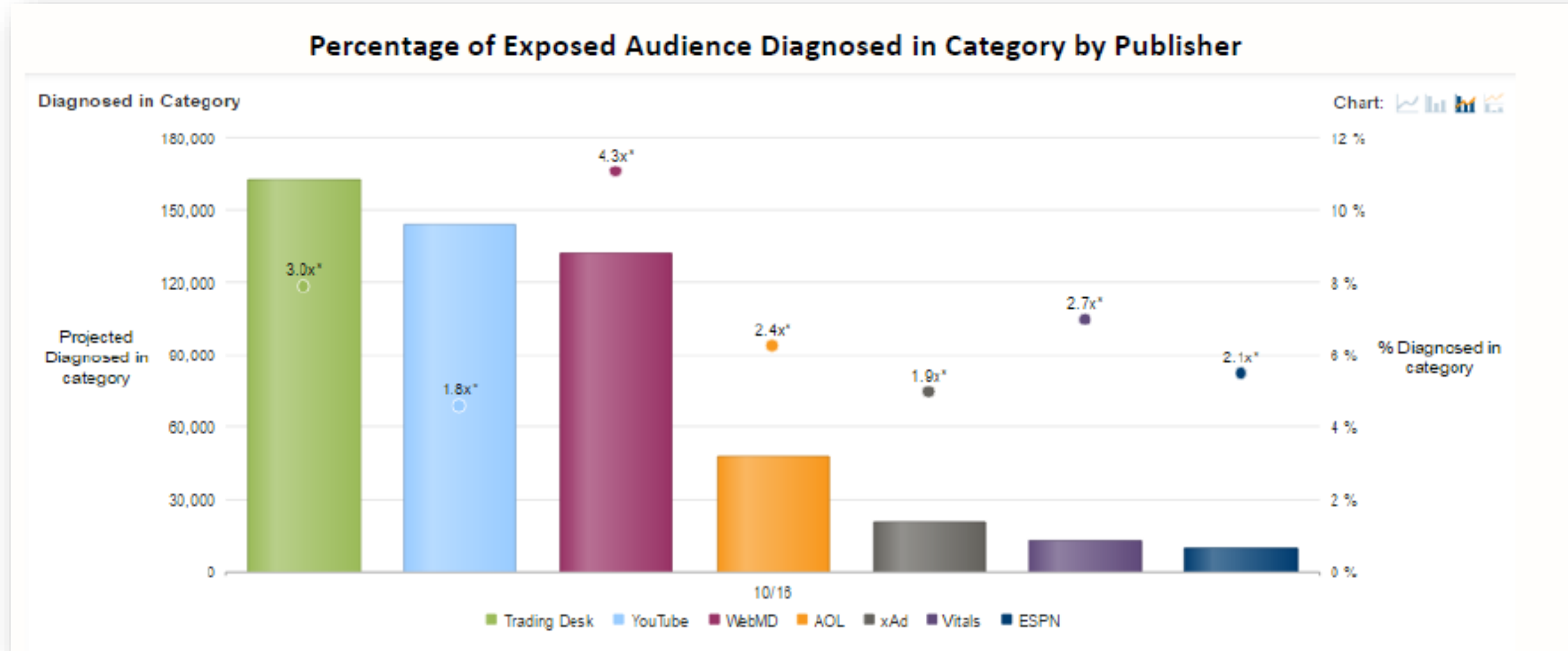
(Standard lookback period... 12 months before exposure)

Audience Quality: Health History – Diagnosis History



Understand the percentage of the audience exposed that has been diagnosed in the category by publisher, placement group, or site type

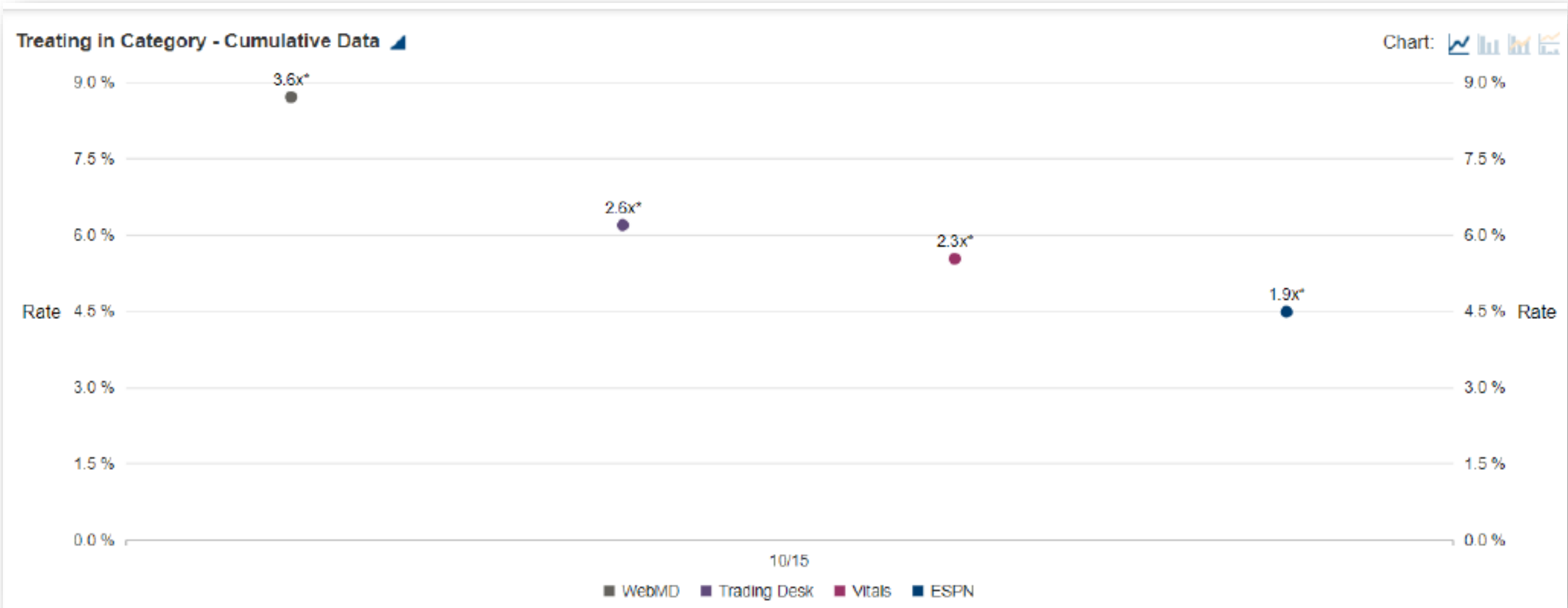
- Audience Quality rates
- Targeting multiples (vs “random online advertising”)
- Projected count of qualified reach
- Other considerations
 - Sample size
 - Confidence intervals
 - Significant differences?



Audience Quality: Health History –Rx Treatment



Were the exposed consumers previously on medications in the category?

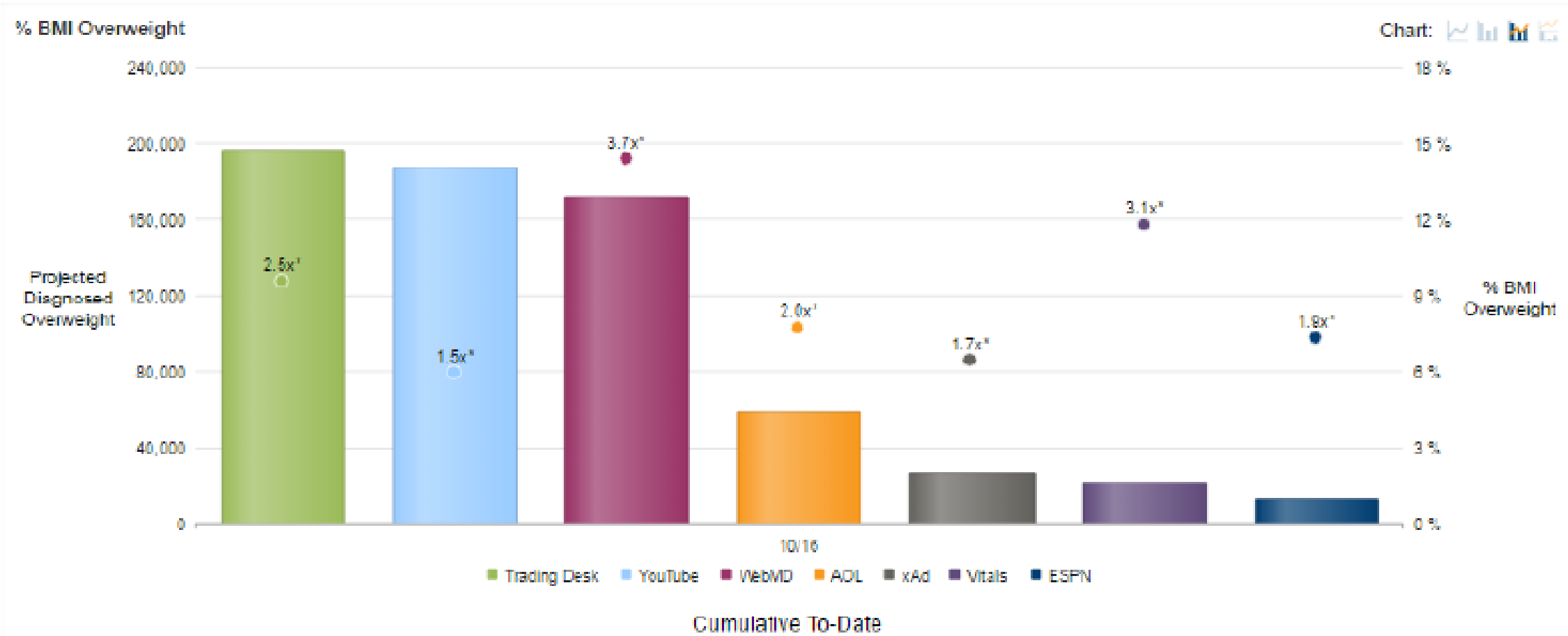


Audience Quality: Health History – Clinical Profile (e.g., BMI)



Understand the clinical history of the audience exposed (lab tests, electronic medical records) by publisher, placement group, or site type

Percentage of Audience Exposed With Overweight BMI by Publisher





Measuring cost effectiveness of reaching qualified audience

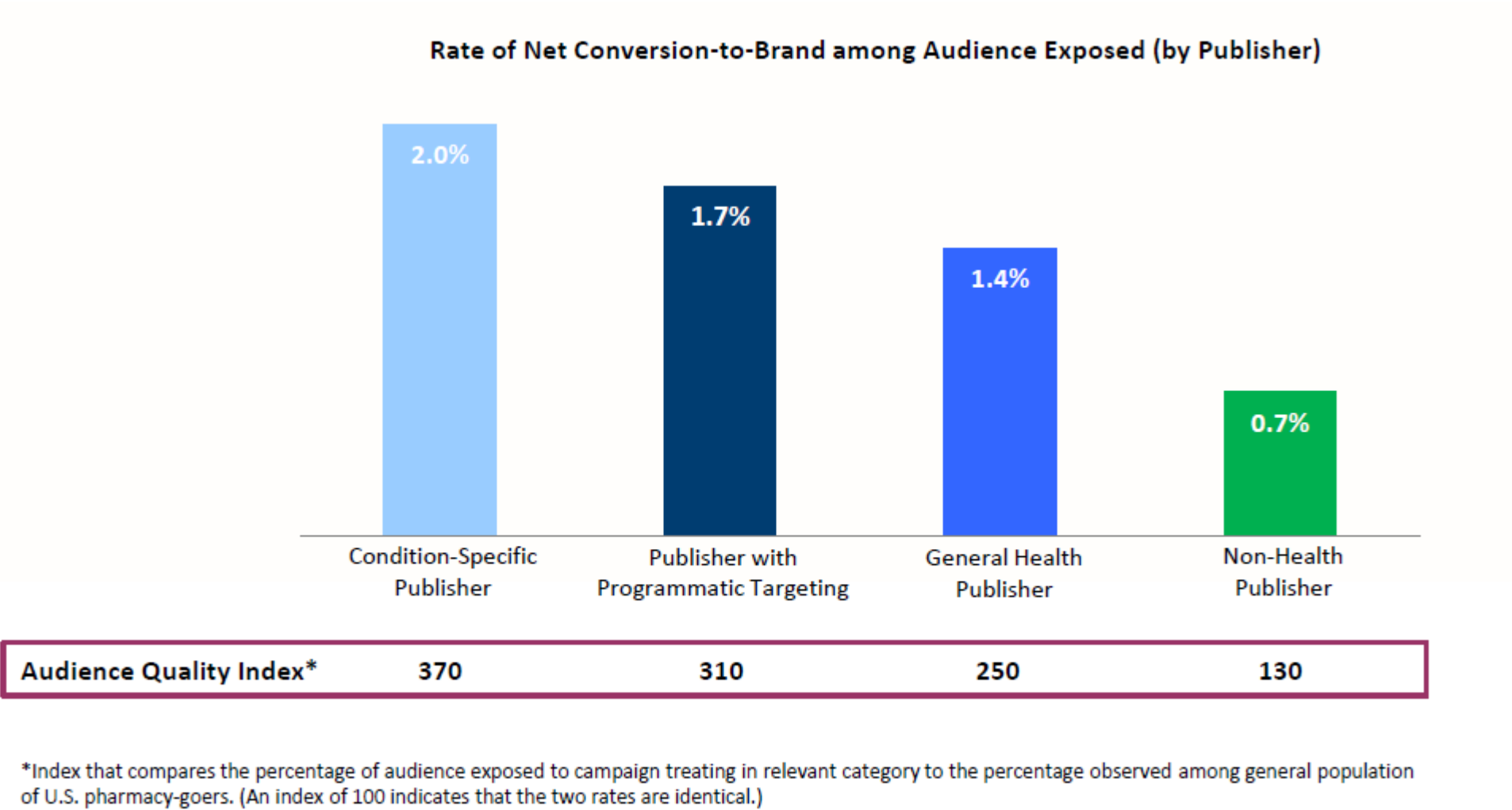
Programmatic can be cost effective compared to endemic or demographic publishers

Publisher	Avg CPM	Cumulative Impressions	Est. Cost	Audience Quality Rate	Targeting Multiple	Projection	CPM Treating in Category
Trading Desk	\$12	32,630,795	\$391,570	6.18%	2.6x	127,508	\$3,071
Endemic Portal	\$35	11,728,368	\$410,493	8.69%	3.6x	103,859	\$3,952
Doctor Finder	\$30	1,561,599	\$46,848	5.52%	2.3x	10,159	\$4,612
Sports Mass Media	\$18	2,058,798	\$37,058	4.48%	1.9x	7,703	\$4,811



Audience quality correlated with (gross) conversion

In a recent campaign for a gastro brand, the audience quality index*, not engagements, showed the strongest correlation with campaign script lift

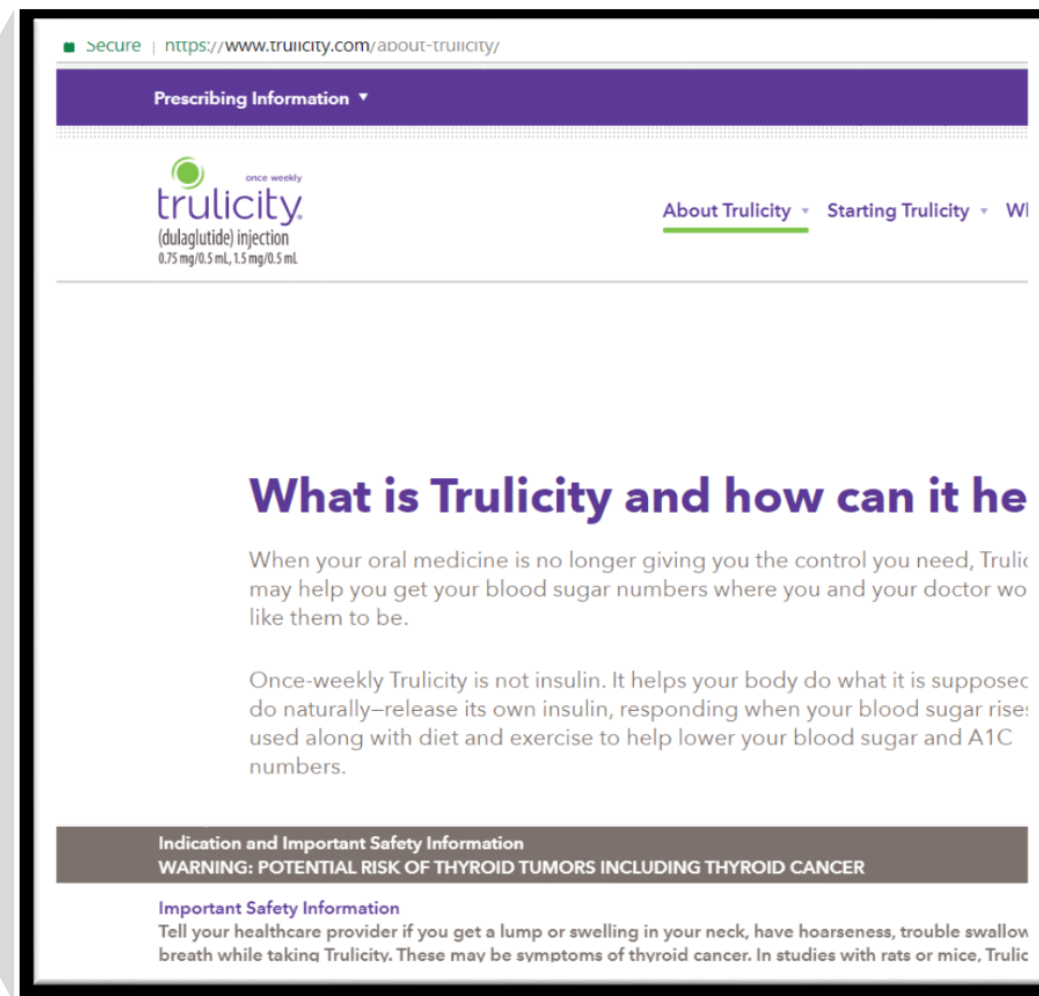
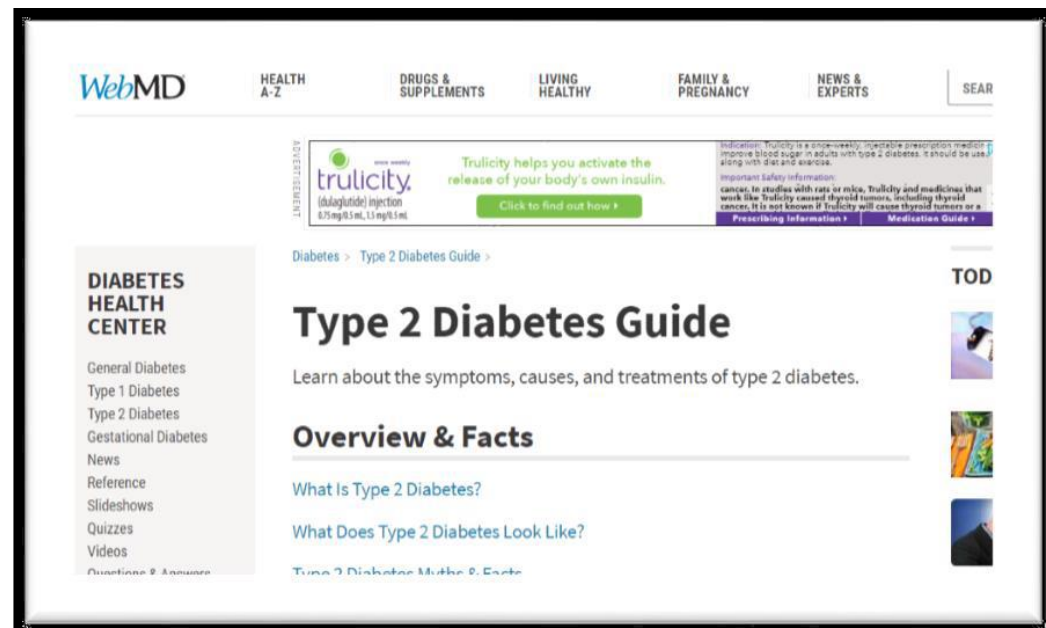


Within channel engagement: display and banners



For search and banners:

- Click through rates (typically below 1%)
- Subsequent activity on websites





Within channel engagement: email engagement rates

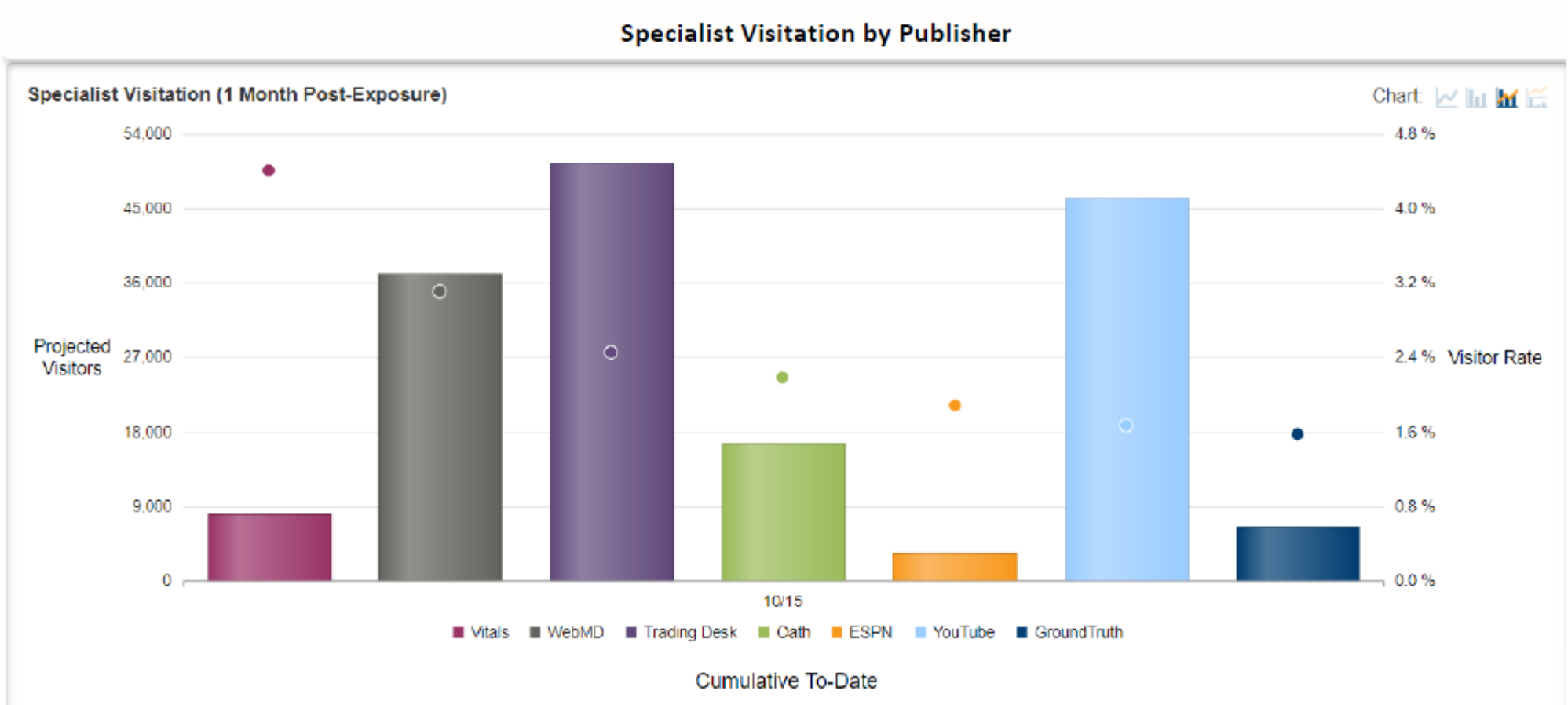
For emails:

- Sent
- Delivered
- Opened
- Click throughs (*Given opened*)

Email Blast	Delivered	Opened (Rate)	Clicked Through (Rate Given Opened)
Campaign A	3,564	772 (21.7%)	77 (10.0%)
Campaign B	3,575	686 (19.2%)	31 (4.5%)
Campaign C	3,626	695 (19.2%)	56 (8.1%)
Campaign D	3,691	824 (22.3%)	74 (9.0%)

- Which campaign was most effective?
- Use for evaluating alternative list of vendors or creative messaging

Post-media action: consumers visiting key specialists

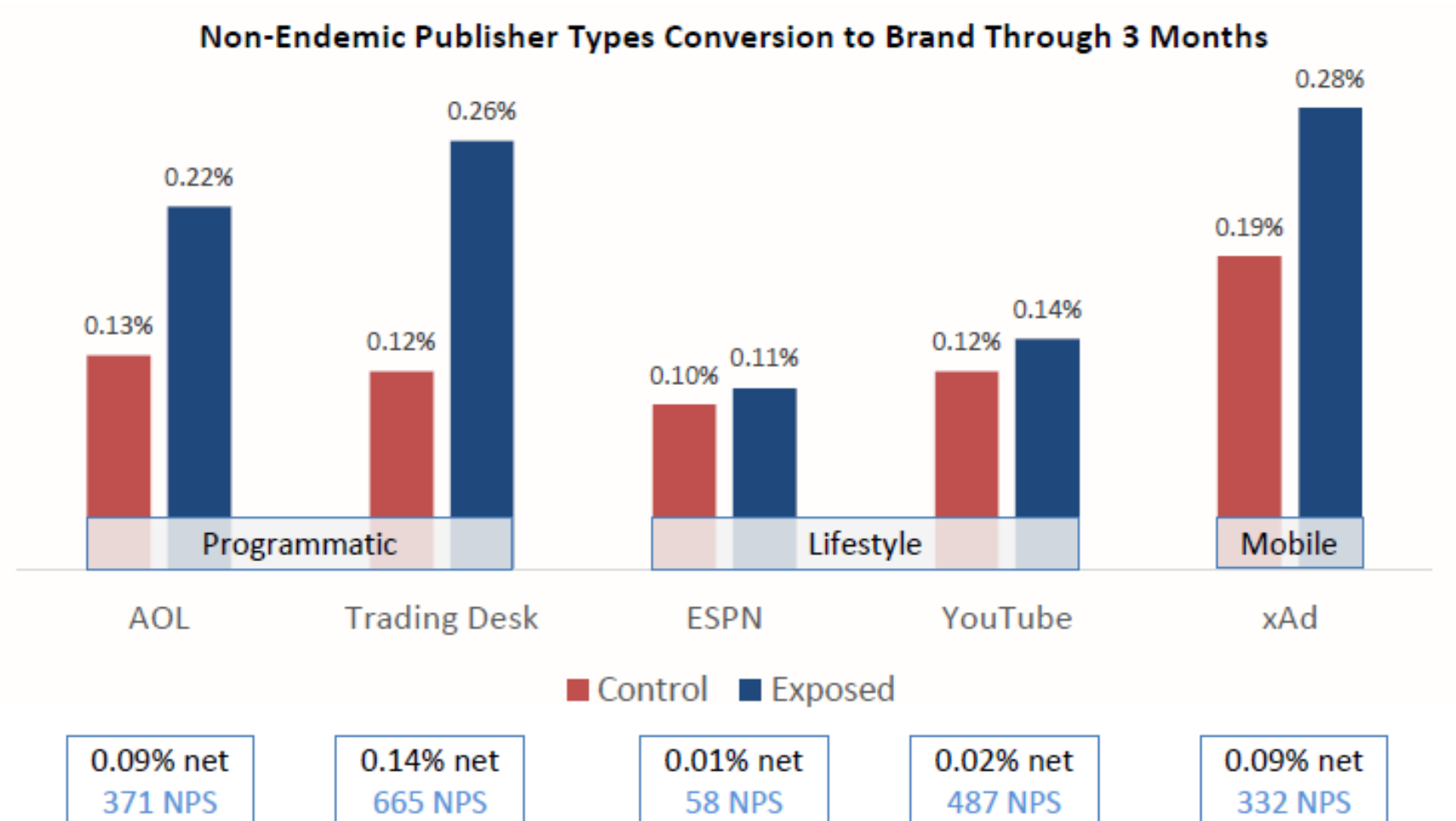


Evaluate key specialists by media publisher



Post-media action: net conversion based on exposed vs. control

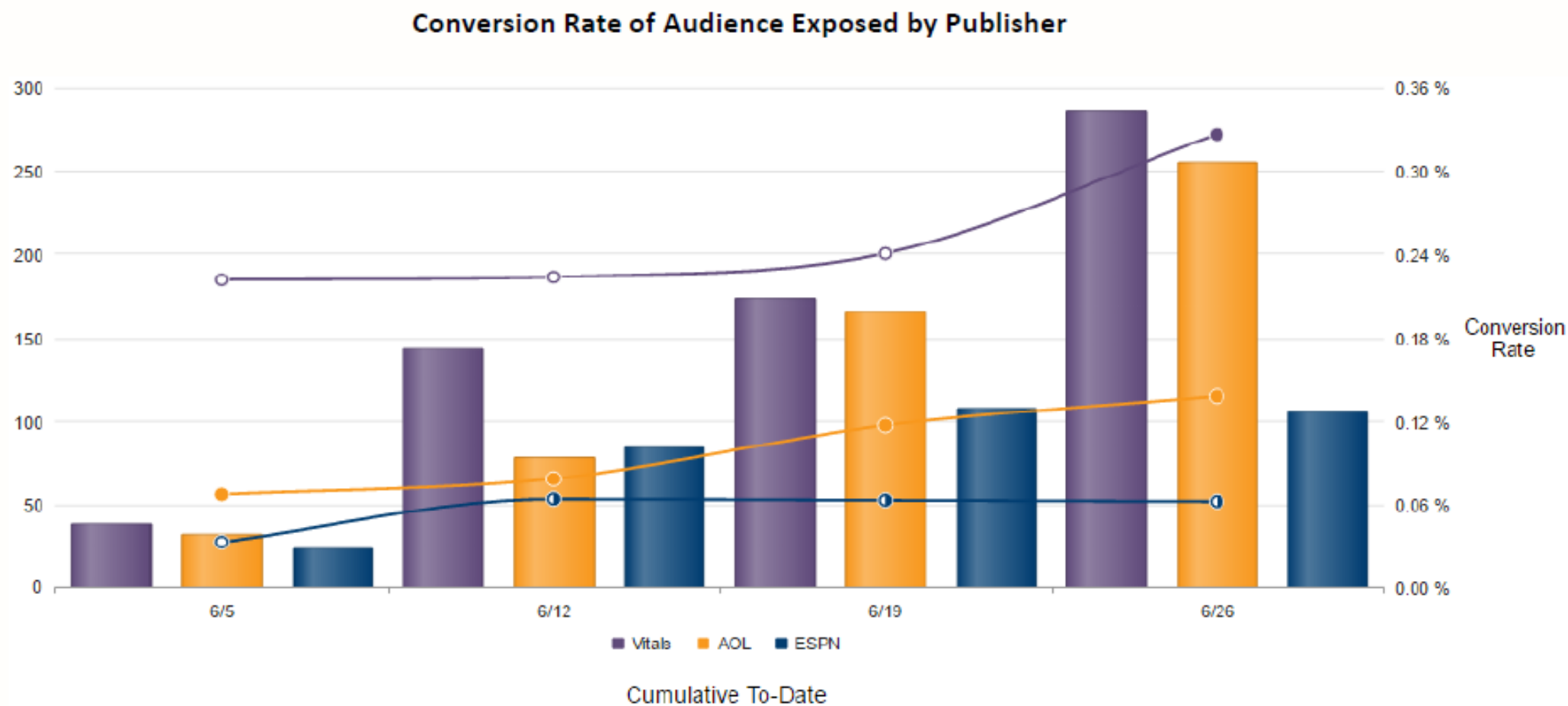
- Net conversion rates and
- Net new patient starts (NPS) based on:
- Comparing the exposed audience to a non-exposed similar matched control group to evaluate the overall campaign impact
- Analyze overall, and by site type, publisher, and placement groups



Post-media action: conversion tracked over time (cumulative)

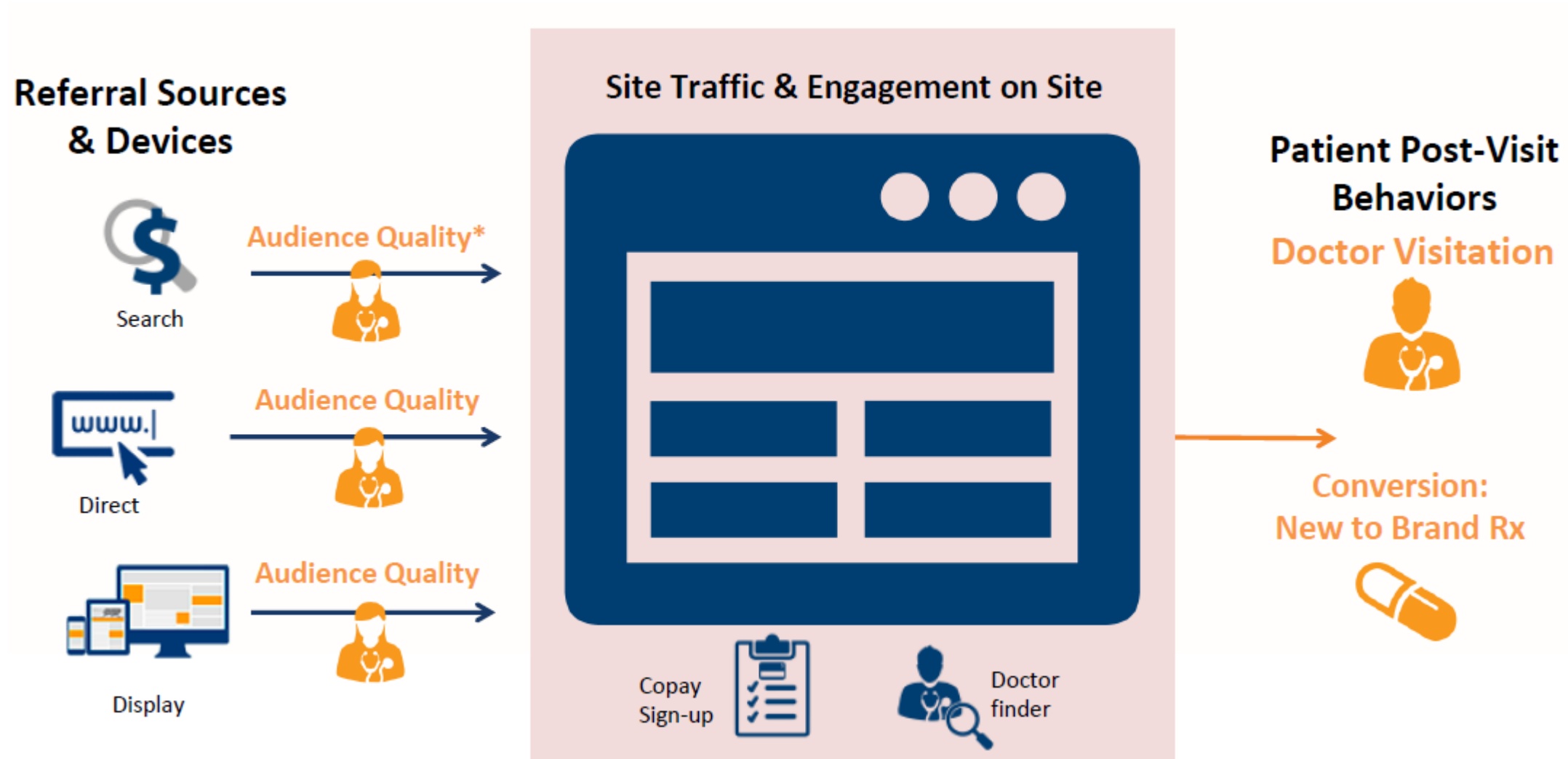


- Evaluate conversion rate and volume by publisher
- Track over time for dynamic campaign evaluation



Website Analytics (conceptual; more detail next time)

Measure the audience quality, onsite actions, and post-visit behaviors by referral source



Bringing it all together: In-Depth programmatic ad-serving and real-time bidding



VIDEO: How an Ad is Served with Real Time Bidding (RTB) - IAB Digital Simplified – YouTube

Interactive Advertising Bureau

The background of the slide is a scatter plot on a black background. The data points are colored with a gradient: blue for lower density and red for higher density. Overlaid on this scatter plot are several concentric, irregular contour lines in a light blue color, representing the density of the data points. The contours are most tightly packed in the upper-middle region of the plot.

Questions?