

UNIFIED PATIENT/HCP ATTRIBUTION & OPTIMIZATION

LEVERAGING PATIENT & PHYSICIAN JOURNEYS TO INCREASE SALES AND BOOST OMNICHANNEL MARKETING ROI

With the evolving data landscape and advancements in marketing analytics and technology, Pharmaceutical marketers are using Unified Measurement to plan and execute their DTC and HCP marketing campaigns in an omnichannel manner, significantly improving conversion and sales rates while improving the effectiveness and efficiency of their investments. The results of these innovative capabilities are driving growth across their portfolio of therapeutic areas, brands and indications for both new and mature brands.

To measure and optimize the true impact of commercial marketing investments, the various synergistic effects need to be measured and accounted for, including external conditions and sales force activities. Unified Patient and HCP Attribution enables this accurate assessment by identifying which specific interactions across each HCP and Patient journey drive the most value and how, when, and where to optimize them.

Ipsos MMA's Unified approach enables marketers and agencies to collaborate on which campaign scenarios will meet critical objectives, identify and optimize their highest-value audiences. It also allows for marketers to build and measure plans that ensure each touchpoint generates the greatest effect on business outcomes. Importantly, the same holds true throughout the activation process where Ipsos MMA works collaboratively with client partners to measure and identify potential shifts that might require adjustments to those plans.

THE IPSOS MMA SOLUTION

An innovative analytics capability combined with high-coverage patient data, exposure-level marketing touchpoints, activation software, and ongoing consulting to optimize the DTC and HCP journeys drives the most impactful patient and physician interaction.

Consulting & Service Model: Upfront and ongoing support through planning, activation, analysis and replanning for brand and agency teams to drive results throughout the process in order to achieve cross-functional alignment and optimal results

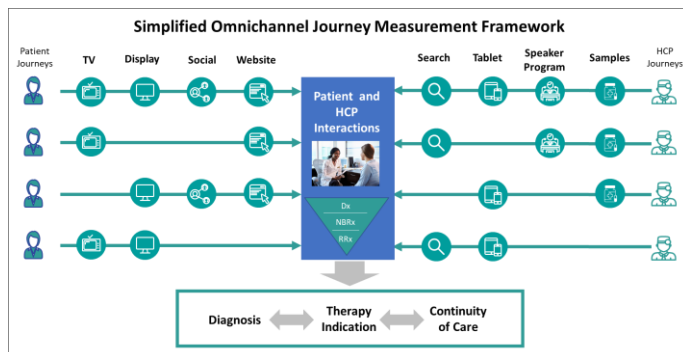
Analytics: Optimize audience quality, downstream business outcomes, and omnichannel measurement to improve long-term impact through all stages of campaign executions

Technology: Ipsos MMA's Activate® platform to measure performance, simulate and optimize marketing scenarios on-demand, and connect to programmatic media platforms while in-market

Data: Advanced cross-platform ad tracking, HIPAA compliant identity resolution, and claims data across 150 billion de-identified transactions from 60 unique data sources tied to measurement and audience generation

THE BENEFIT OF USING THE UNIFIED PATIENT AND HCP ATTRIBUTION APPROACH

Unified Patient/HCP Attribution and Optimization enables pharmaceutical marketers to enhance their campaigns while in-market, leveraging both the Patient and Physician Journeys in an omnichannel way.



- 1. Measure:** Omnichannel impact of DTC/HCP marketing, salesforce, and external factors on increased visitation, successful diagnoses, new-to-brand Rx, and adherence
- 2. Optimize:** Optimize campaigns by audience, targeting tactic, marketing partners, creative message, reach & frequency – maximizing the role of each touchpoint in the conversion path
- 3. Sequence:** Identify which Next Best Actions across both Patient and Physician journeys will lead to the desired outcomes, from Diagnosis to Adherence and ongoing treatment
- 4. Track Performance:** Ensure targeting plans reach the intended audience, outperform benchmarks, and minimize any potential waste in spend
- 5. Audience Targeting:** Using advanced data and algorithms to unlock new audiences, prioritize the top performers in-market, and refine strategies over time

Ipsos MMA Client Case Study



INSIGHTS & ACTIVATION

Solved for changes in privacy and built HIPAA compliant omnichannel measurement to prioritize audience quality/reach across patients and HCPs to drive increased TRx conversion

Built Omni-channel NBA engine linked into physician Salesforce CRM planner to drive optimal sequences – led to significant gains in 1-year ROI

SITUATION/CHALLENGES




Given changes in the availability of individual-level data, increased privacy regulations, and requirements consent, the use of patient-level ads data tied to Claims TRx, Audience Quality, and Omnichannel Attribution Measurement have become limited for measurement.

Ipsos MMA needed to rethink how to optimize Digital, Social, Video, and TV investments to reach the intended qualified audiences and convert them downstream - while optimizing physician journeys and the impact of physician-state on DTC.



APPROACH

Ipsos MMA implemented an AI-based ad tracking solution across digital, social, and traditional marketing partners' firms to capture ad exposures and link them in a HIPAA-compliant way to claims data. Through this advanced approach, the Client was able to achieve the following in a scalable manner with monthly updates:

-  Quality Audience and Reach prioritization in-market across tactics, targeting, and publisher/networks
-  Understand the link between reach, frequency, and attribution
-  Map out the Next Best Action for HCPs based on the combined journeys by physician decile

VALUE DELIVERED

By optimizing both the HCP and Patient Journeys ("Omnichannel") with this enhanced Unified MMM / Attribution approach, an **incremental \$74MM was generated in 6 months.**

Solution Summary: Ipsos MMA Provides the Following Advanced Capabilities Through One Unified Solution



In-market, Omnichannel Scenario Planning / Optimization

Develop optimized plans to achieve specific objectives (e.g., NBRx, RRx, minimize Cost per Rx Conversions, maximize ROI), then track in-market performance

Weekly Audience Targeting, Prioritization, Enrichment

Monthly performance by audience & tactic

- **Digital:** Channel, Partner, Objective, Targeting, and High-Value Audience
- **TV:** Network, Daypart, Geography, and Creative

Market-Level Optimization

- Measure performance at the DMA-level
- Guide local-level planning

Demographic/Segment Level Analysis

- Audience analysis by demographic, social determinants of health
- Append demo data to the Healthcare / Claims data to help support deep dives by demo

Personalization / Targeted Creative/Messaging

- Attribution results to recommend the right message, right audience/patient/HCP, right time, right partner

Next Best Action Activation

- Omnichannel Next Best Action analysis to determine what is the next best promotional touchpoint to maximize the probability of Rx lift & HCP state shift



ABOUT IPSOS MMA

Ipsos MMA is a global leader in Unified Marketing Measurement, Planning & Optimization. The company has successfully completed brand and business building analyses in almost every industry sector, on thousands of brands spanning 25+ countries. Ipsos MMA is renowned for the billions of dollars in incremental value it has created with Fortune 500 Companies through its holistic data management platform, predictive analytics, speed-to-insight, dynamic software ad consulting

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