

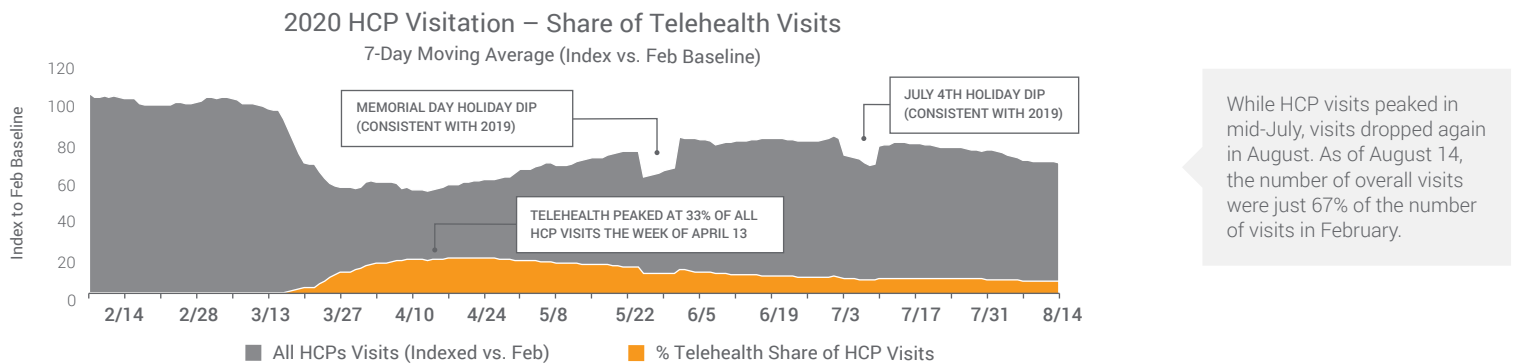
COVID-19's Impact on Health and Media Behaviors

September 16, 2020

It's been over six months since the country began its fight against COVID-19. While some states have made progress in reducing infections, colder weather and widespread re-openings may cause new spikes across the country.

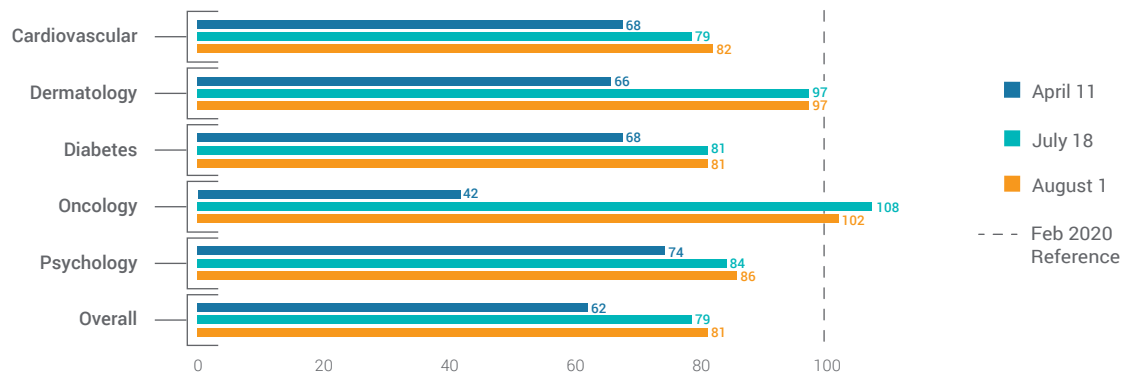
In order to help pharmaceutical companies navigate the changing industry landscape, Crossix has been monitoring country-wide health behaviors through the Crossix Data Platform.

HCP and Telehealth Visitation



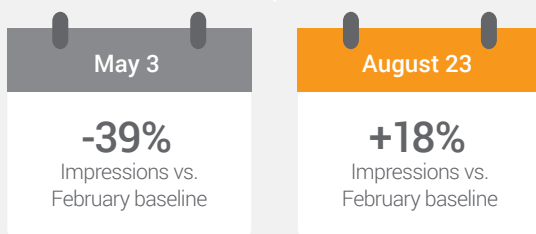
New-to-Brand Fills (NBRx) by Specialty

(Index vs. February 2020 Baseline)



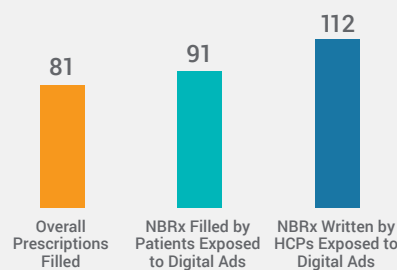
Media Impact

Daily digital DTC impressions are up 18% compared to pre-COVID baselines, indicating brands have started to invest in digital campaigns again.



New-to-Brand (NBRx) Prescriptions Filled

Index Compared to February 2020 Averages



DTC and HCP audiences who are exposed to digital media continue to fill and write prescriptions at a higher rate than the overall population. HCPs who have been exposed to media are now writing more NBRx than the overall average in February.