

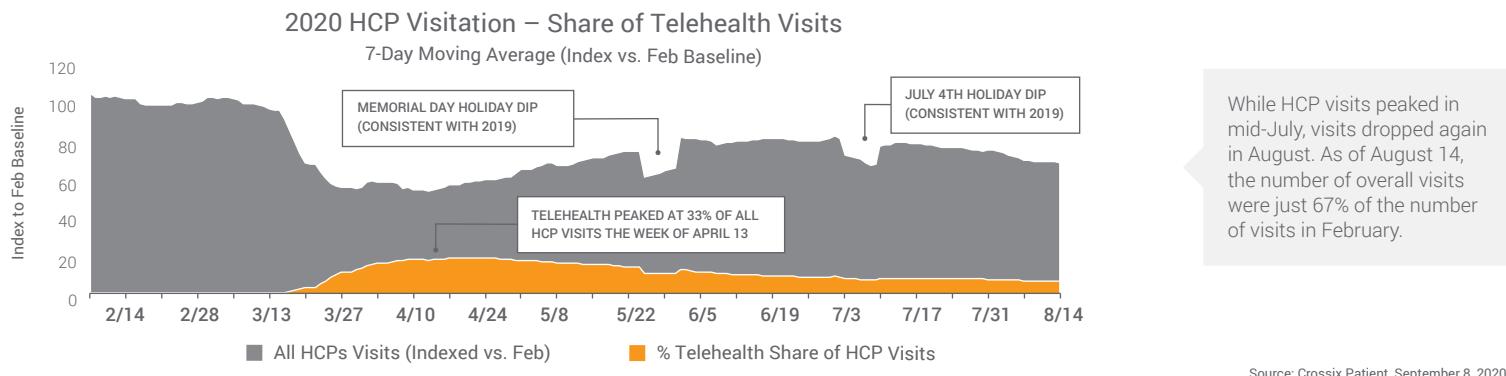
COVID-19's Impact on Health and Media Behaviors

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.

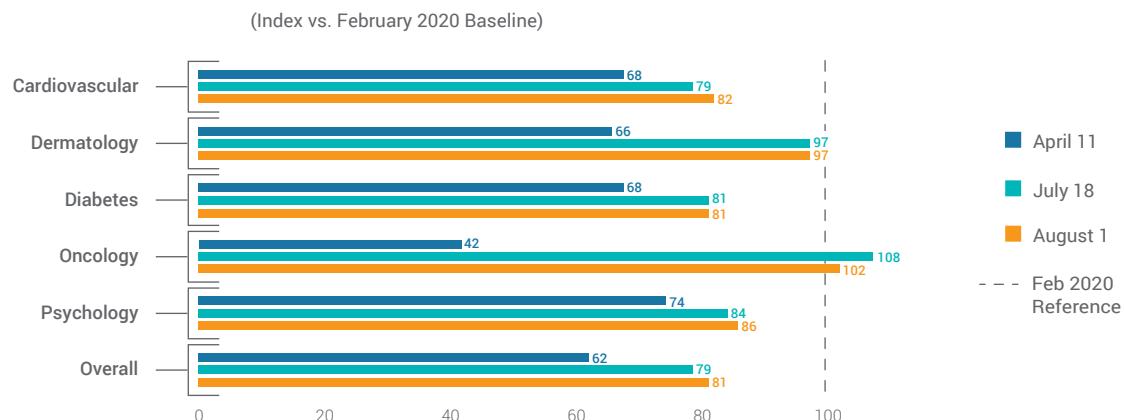
In order to help pharmaceutical companies navigate the changing industry landscape, Crossix has been monitoring country-wide health behaviors through the Crossix Data Platform.

HCP and Telehealth Visitation



While HCP visits peaked in mid-July, visits dropped again in August. As of August 14, the number of overall visits were just 67% of the number of visits in February.

New-to-Brand Fills (NBRx) by Specialty



Despite doctor visits dropping, the majority of NBRx across specialties have remained consistent with the number of prescriptions in July.

Media Impact

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

May 3

-39%
Impressions vs.
February baseline

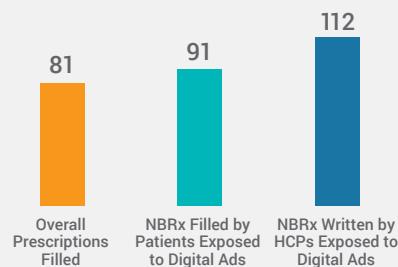
August 23

+18%
Impressions vs.
February baseline

Sources: Crossix DIFA, August 2020.

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.