

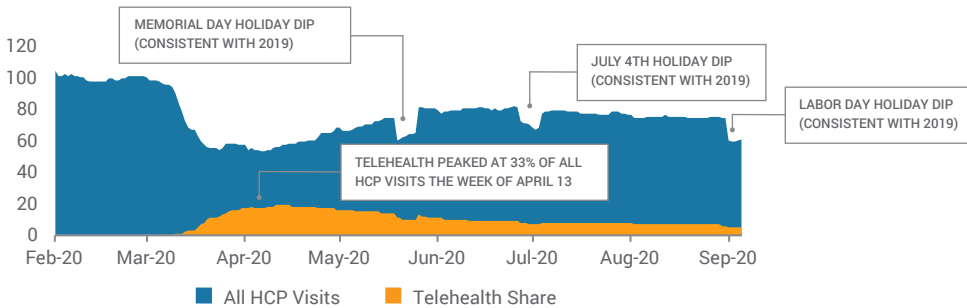
# COVID-19's Impact on Health and Media Behaviors

November 2020

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

## Telehealth Remains a Critical Component of the Healthcare Ecosystem

HCP Visitation – Share of Telehealth Visits  
7-Day Moving Average, Indexed to Feb. 2020 Average



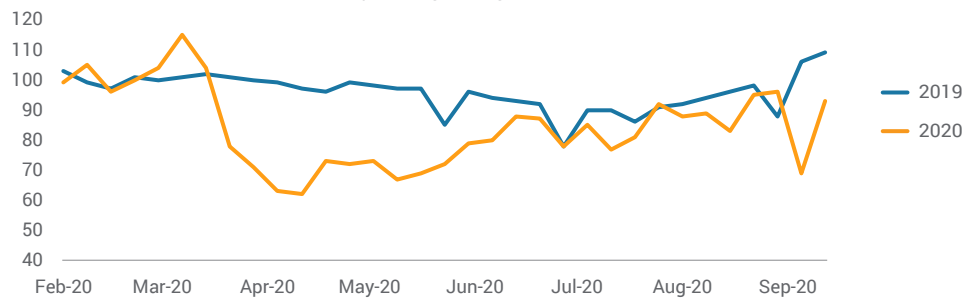
Source: Veeva Longitudinal Patient Data, October 2020

## 2020 NBRx Still Trending Below 2019

2020 NBRx dropped by almost 40% during the peak of the stay-at-home orders and is still trending below 2019 NBRx values.

However, the dips are consistent with the overall HCP visitation trends we are seeing in 2020.

Overall New-to-Brand Fills (NBRx) in 2020 vs. 2019  
7-Day Moving Average

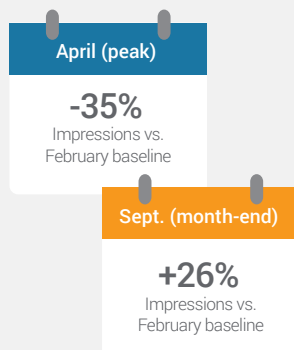


Source: Veeva Longitudinal Patient Data, October 2020

## Use of Digital Tactics Continue to Rebound

Marketers continue to increase their use of digital.

Daily digital DTC impressions are up 26% from pre-COVID baselines, a strong rebound from their large drop in April.

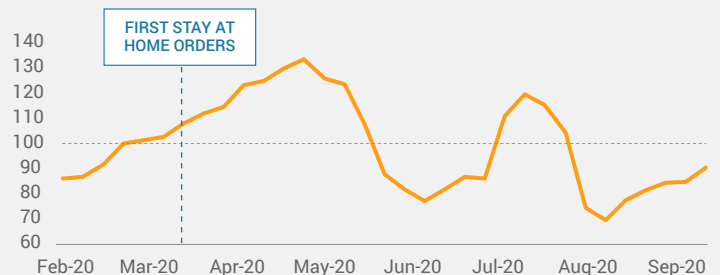


Sources: Crossix DIFA DVM, October 2020

## TV Consumption Back on the Rise As Cases Spike

Industry TV Impressions

Moving 4-Week Average Impressions Indexed to Feb. 2020



Source: Crossix DIFA DVM, October 2020

Contact us at [crossix\\_info@veeva.com](mailto:crossix_info@veeva.com) to learn more about how Crossix can help your brand gain the most value from your marketing investments.