Veeva Crossix

Understand the Effectiveness of your HCP Digital Marketing Campaigns
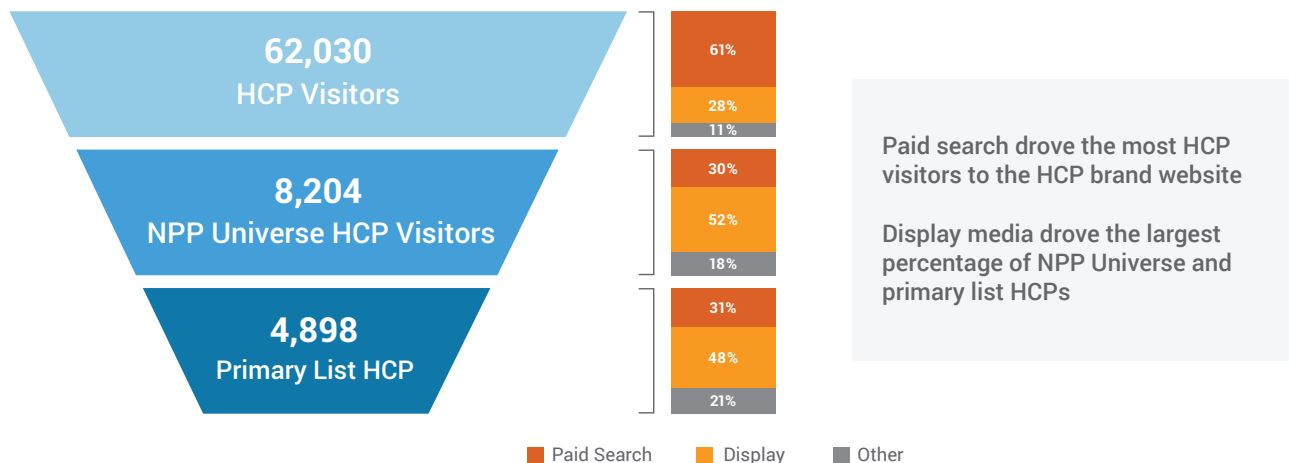
Business Challenge

Two years after launch, a pharma brand wanted to understand how its healthcare professional media drove digital engagement and influenced their priority HCPs to write more prescriptions for the brand. Specifically, the brand wanted to see the impact of digital media on their non-personal promotion (NPP) universe, as well as the primary list of HCPs that were called upon by field reps.
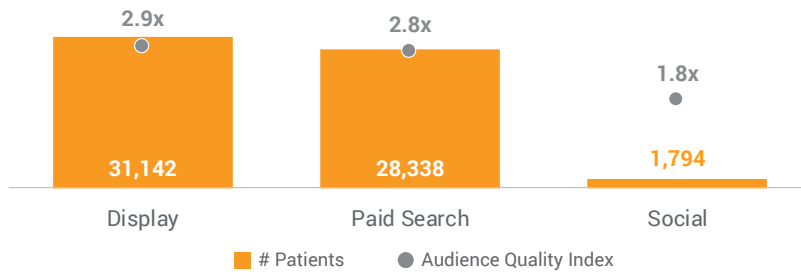
Key Questions

- Is display media bringing the right audience to the HCP site?
- Are the patients of HCPs that visit the site diagnosed and treating with the condition?
- Are HCPs that visit the site writing new scripts in the condition category?

Key Findings

1 **Website Traffic by Referral Channel**

62,030
HCP Visitors

61%
28%
11%

8,204
NPP Universe HCP Visitors

30%
52%
18%

4,898
Primary List HCP

31%
48%
21%

■ Paid Search   ■ Display   ■ Other

Paid search drove the most HCP visitors to the HCP brand website

Display media drove the largest percentage of NPP Universe and primary list HCPs

2 Audience Quality: Patients of HCPs Who Visited brandHCP.com by Referral Channel

	Display	Paid Search	Social
Audience Quality Index	2.9x	2.8x	1.8x
# Patients	31,142	28,338	1,794

■ # Patients ● Audience Quality Index

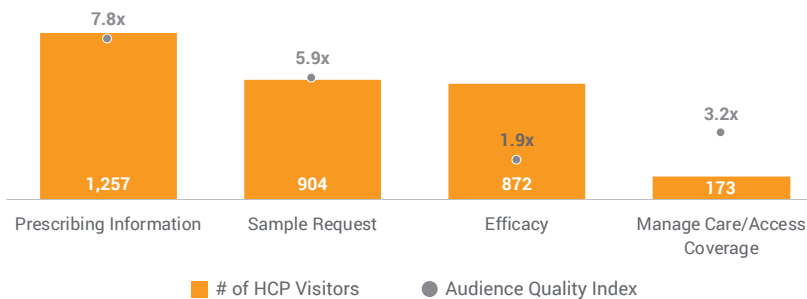HCPs that visited the brand's HCP website via display media had the largest number of qualified patients

Their patients were **2.9x** more likely to be diagnosed with and treating the condition than the general U.S. population

3 HCP Brand Rx Writing Post-Website Visits by Referral Channel

	Display	Paid Search
Rate of Rx Written by HCPs	0.10%	0.07%
# Rx	2,677	2,178

■ # Rx ● Rate of Rx Written by HCPs
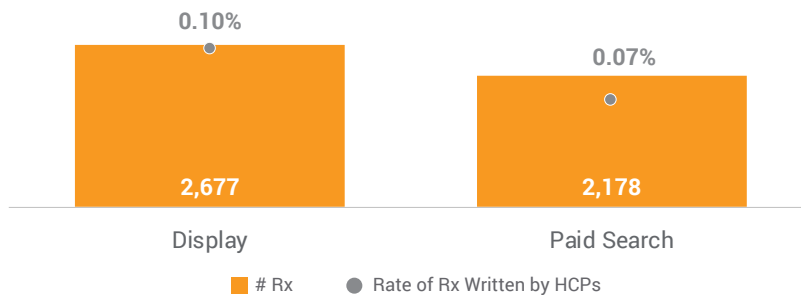
HCPs who visited the brand's HCP website via display media wrote more prescriptions at a higher rate and volume than paid search, validating the brand's strategy

4 Content Viewed by HCP Site Visitors

	Prescribing Information	Sample Request	Efficacy	Manage Care/Access Coverage
Audience Quality Index	7.8x	5.9x	1.9x	3.2x
# of HCP Visitors	1,257	904	872	173

■ # of HCP Visitors ● Audience Quality Index

HCPs with the most highly qualified patients (those who are diagnosed with and treating the condition) interacted significantly more with prescribing information and sample requests

Conclusion

By using Veeva Crossix, the brand was able to understand what media tactics drove NPP Universe HCPs to their website, whether those HCPs were treating qualified patients, if they were writing more prescriptions, and what information they engaged with on the HCP site. With these insights, the brand was able to validate their investment strategy to reach their priority HCPs.

About Veeva Crossix

A pioneer in patient data, privacy, and analytics, Veeva Crossix leverages the industry's most advanced technology to connect comprehensive health and non-health data, covering more than 300 million lives –all in a privacy-safe way. It delivers data and insights to over 200 brands from top 20 pharma companies as well as leading health systems, pharmacies, and wellness brands. For more information, visit **veeva.com/crossix**.