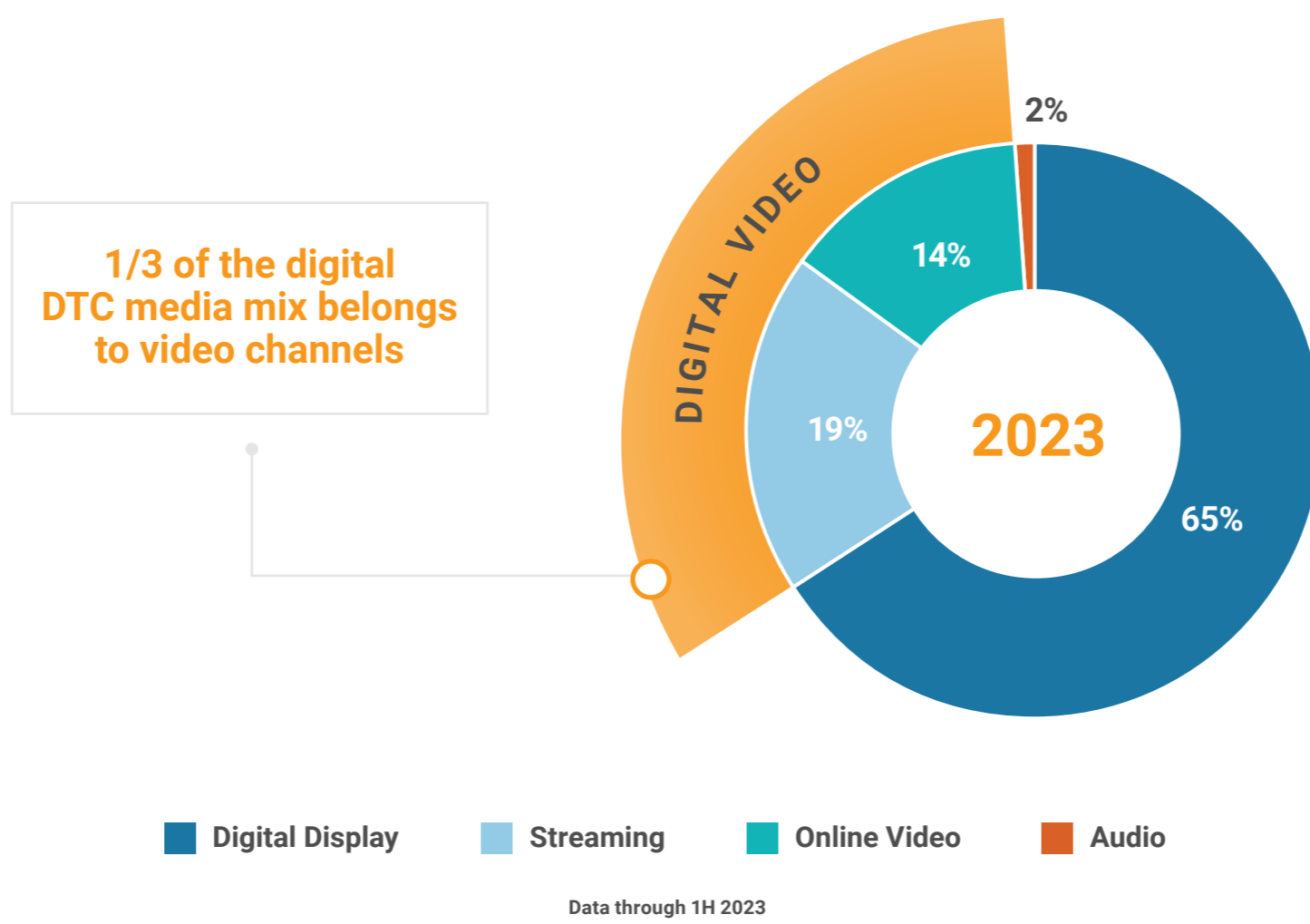


# Trends in HCP and DTC Marketing

September 2023

Veeva Crossix data dives into the latest trends in the HCP and DTC media landscape.

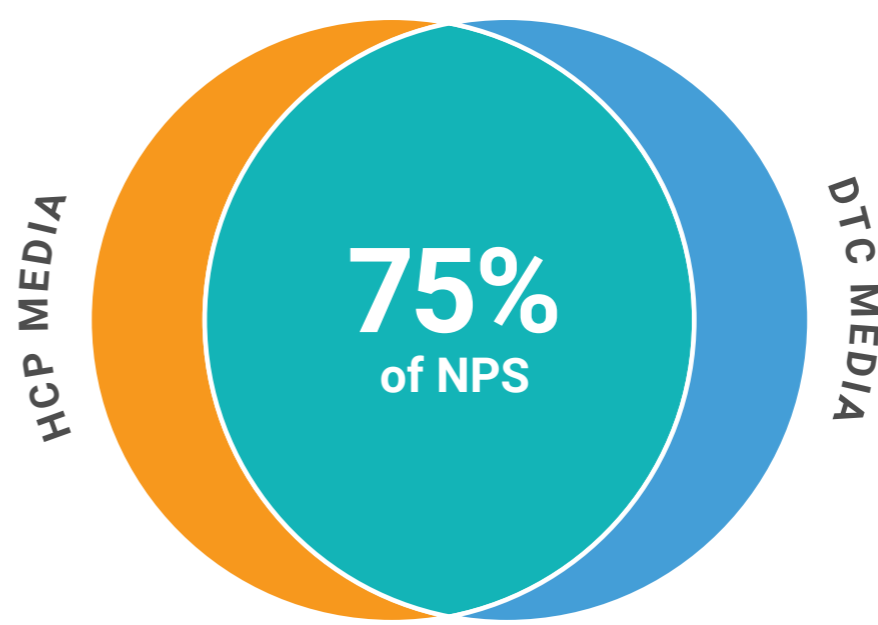
## Marketers Invest in Digital Video



## 3 out of 4 Conversions are Driven by Marketing to Both HCPs and Consumers

### Media Exposure Prior to New Patient Starts (NPS)

Brands whose DTC campaigns drove patients to brand-engaged HCPs were more successful.



To learn about how focused field force and marketing synchronization can improve marketing effectiveness, read the [2023 Trends in HCP Omnichannel Engagement Report](#)