

## BALANCING PRECISION AND REACH IN OMNICHANNEL PHYSICIAN AUDIENCE BUILDING



Omnichannel strategies for HCP engagement are increasingly drawing on the data-rich environment of the EHR to determine when and to whom brand messaging should be delivered across the full omnichannel ecosystem. However, life science brands need to find the right balance between precision and share-of-voice, in order to avoid unintentionally limiting audience size and impression volumes.

This short guide explores three common, data-driven methodologies for HCP audience definition and targeting, quantifying their impact along with strengths, limitations, and best strategic fits, so your brand can determine the best approach.

### METHODOLOGY ONE: TRIGGER-BASED TARGETING

Trigger-based targeting draws on local EMR data to identify specific patients whose charts contain certain diagnoses, medications, test results, etc., then delivers brand information to their HCP when the patient's chart is being reviewed. The most common data points used are NDC and ICD10, sometimes in conjunction with a pre-defined NPI list.

This approach allows brand communications to be deployed within highly defined circumstances, but as a result tends to deliver fewer impressions and share of voice – especially if more than two criteria are being used.

#### IDEAL FIT FOR BRANDS THAT:

- Have simple, straightforward eligibility criteria or can prioritize 1-2 key criteria
- Are trying to communicate formulary, access, and / or affordability content directly in the EHR to physicians seeing a high volume of eligible patients

#### BENEFITS:

- High degree of control, messages only delivered when all criteria fulfilled
- Brand information is clinically-relevant and actionable for HCPs
- Contextual content delivery within the patient chart

#### LIMITATIONS:

- Fewer total messages delivered, leading to reduced share of voice
- Does not account for longitudinal patient data, sequential data, or any complex eligibility scenarios
- Potential for false positives / negatives based on incomplete or inconsistent local EMR data
- Difficult to export for omnichannel campaign integration and alignment



High Precision



Low Share of Voice



Limited Impact on Script Lift

## METHODOLOGY TWO: NPI HISTORIC BEHAVIOR ANALYSIS

This approach to HCP audience development and targeting uses a historic analysis of real-world data (RWD) from the EHR and beyond to identify all NPIs with a demonstrable record of treating brand-eligible patients, then delivers continual brand information to them throughout the campaign.

In addition to allowing brands to consistently reach a larger group of HCPs at the point of care, developing a robust NPI list also allows for increased coordination and alignment across additional tactical channels – such as online display and social media – or via field team outreach.

### IDEAL FIT FOR BRANDS THAT:

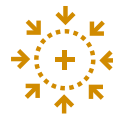
- Are seeking to grow share of voice and / or create net new prescribers
- Have more nuanced patient profiles without easily-defined or singular data triggers
- Are working with limited program budgets or other resource restrictions

### BENEFITS:

- Analysis and inclusion of RWD from additional sources, outside of the local EMR
- NPIs are determined based on universal patient visibility, even in “non-triggerable” situations
- Most brands see an increase in share of voice by >50%, when moving from trigger-based targeting
- Contextual content delivery within the patient chart
- Easily exportable for omnichannel campaign integration and alignment

### LIMITATIONS:

- Static list may not reflect physicians’ evolving patient panels
- NPIs are not prioritized based on their likelihood of treating an eligible patient in the near future
- No guidance provided on the best tactic / channel to reach each identified NPI



Low Precision



High Share of Voice



Limited Impact on Script Lift

## METHODOLOGY THREE: PREDICTIVE PATIENT DISCOVERY

This methodology leverages artificial intelligence (AI) to guide HCP audience prioritization and activation in a fully omnichannel environment. Messages are delivered only during “active patient windows,” when physicians are treating brand-eligible patients. Audience cohorts are activated on a weekly basis, and considered by the AI model to be active if a patient is predicted to be seen within the following weeks.

As a result, it allows brands to reach the largest number of physicians who are seeing brand-eligible patients, with greater precision, relevance, and reinforcement than other targeting methods. In addition to predicting patient eligibility windows, the AI model also translates physicians’ longitudinal engagement preferences and behaviors to predict the next-best action for each identified HCP.



High Precision



High Share of Voice



High Impact on Script Lift

### BENEFITS:

- AI-guided HCP audience identification and omnichannel messaging deployment can accommodate unlimited patient triggers / data points / characteristics, plus NPI behaviors and attitudes
- Dynamic targeting prioritizes NPIs during and before periods of maximum eligible-patient inflow
- Reduces brand fatigue by scaling back on messages to NPIs when they are not expected to see eligible patients
- Increases brand share of voice by another 20-50% over static targeting via NPI historic behavior analysis
- More cost-efficient budget and resource allocation

### LIMITATIONS:

- Longer set-up timeline than trigger-based targeting

### IDEAL FIT FOR BRANDS THAT:

- Have hard-to-identify patient populations, limited initiation window, or complex eligibility criteria
- Are facing significant market competition from branded, generic or biosimilar products
- Have complex formulary placements or health utilization management requirements
- Need to reach a large audience with maximum efficiency

## READ TO FIND THE IDEAL BALANCE OF PRECISION AND REACH FOR YOUR BRAND?

We’re here to help! **Connect with our team** to learn how OptimizeRx’s data scientists and clinicians translate your patient eligibility guidelines into HCP audience and targeting profiles, so your brand benefits from impactful, cost-efficient omnichannel programs.