

DIGITAL SIGNAGE AT THE POINT OF CARE: A HIGH-IMPACT, MEASURABLE MODEL FOR OUT OF HOME (OOH) MEDIA

Point of Care (“POC”) advertising, particularly in the form of digital signage (“Digital POC”), has emerged as a leading channel for pharmaceutical, healthcare, and consumer product companies. Digital POC advertising stands out by providing measurable outcomes, making it an exceptional advertising channel. By leveraging prescription lift and patient engagement, advertisers can directly tie campaigns to tangible results.

Digital POC Advertising Is an Ideal Version of OOH Media

	OOH Attribute	Digital POC Advertising Advantage
Advertising Revenue	Steady growth	Stronger growth, real line item of pharma budgets, strong YOY retention
Visibility	Steadily booked throughout the year	Significant portion of revenue is booked in advance
Measurement	Evolving / Refining	Highly measurable channel with industry-wide standardization in progress
Unit Economics	Revenue shares or fixed rent payments	No revenue shares or fixed rent payments to hospitals, clinics, etc.
Audience	Consumer-focused	Patient-focused / Healthcare Provider-focused

Digital POC Advertising Reaches Patients at Key Moments

Digital POC advertising leverages captive audiences at a moment of heightened health awareness and decision-making. Digital POC advertising can be found in hospitals, pharmacies, clinics and other locations where a patient interacts with healthcare providers. Patients in waiting rooms are primed to absorb educational and product-related content through digital signage, creating a one-to-many messaging opportunity to influence behavior. Patients also have one-on-one interactions through digital signage in exam rooms, allowing advertisers to have unique messaging techniques using patient-specific information. Digital POC advertising can provide real-time feedback and actionable insights through patient interactions and responses.

POC Advertising Beyond Digital Signage

POC advertising also encompasses traditional print formats (e.g., magazines, brochures, etc.) and digital online formats (e.g., medical research platforms, EHR systems, etc.). The broader POC advertising channel is highly trusted, with 82% of patients valuing health information at their doctor’s office or hospital.¹ Gen Z is especially trusting, noting POC as their #1 valued type of media channel.¹ Despite accounting for a smaller share of total media investment, POC advertising can drive outsized impact. In one case study for a specialty Rx brand in the Rheumatology category, POC attributed 35% of new patient starts with just 14% of the media spend.²

1. M3 MI. (2024). 2024 MARS Consumer Health Study

2. Veeva Crossix. 2023 Case Study

Select POC Advertising Benefits

- 1**

Education

91% of patients said POC advertising provided general support on how to become more active in their care¹

90% of patients find value in POC information on specific health problems they might be at risk for, and how to lower that risk¹

- 2**

Behavior Change

58% of patients who notice in-office ads are willing to ask their doctor about advertised treatments²

34% of patients received a prescription for a new drug based on seeing an ad at the doctor's office²

- 3**

Measurement

68% of patients requested a pharma brand they had been exposed to in POC marketing³

65% of patients indicated a willingness to switch brands after seeing POC messaging³

Quantifying Success Through Prescription Lift

One of the most compelling ways to evaluate the impact of POC advertising is through prescription lift, which quantifies the increase in prescription volumes linked to specific campaigns. Measurement can become even more in-depth when you isolate for a specific kind of script lift such as NRx (new prescriptions), NBRx (new brand prescriptions), and TRx (total prescriptions; TRx = NRx + Refills). For example, a new product launch would focus on lift in NRx and NBRx, whereas late-stage lifecycle (nearing patent expiration and generics entering the market) brand lift would focus on TRx.

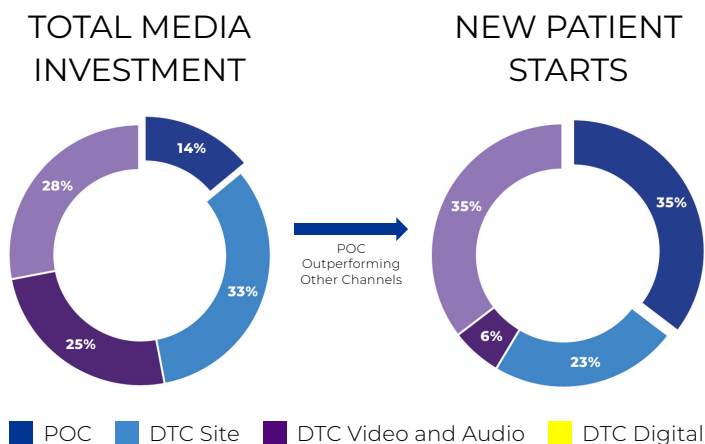
Measurement is achieved by collecting prescription volumes for the advertised product before the campaign begins, tracking campaign exposure through digital signage, then comparing the prescription data over the same demographic and time frame after the campaign ends. Another common methodology involves comparing regions or offices where ads were shown (test) with areas where they were not (control). This isolates the effect of advertising from other factors influencing prescription rates.

1. Emarketer
 2. M3 MI. (2024). 2024 MARS Consumer Health Study

Digital POC Drives Better Healthcare Outcomes

In conclusion, Digital POC advertising impacts how advertisers engage with healthcare consumers and physicians across multiple touchpoints. By leveraging POC tactics, such as wallboards, that place treatment options directly within the healthcare conversations patients are already having, brands can not only improve engagement and influence behavior, but also more effectively measure impact and track campaign success.

POC Advertising Is One of the Most Efficient Channels⁴



3. Kantar Media. 2015/2016 MARS Consumer Health Study
 4. Veeva Crossix. 2023 Case Study

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