

Biggest Growth Influencers In the Point of Care Space

Point of care is that all-important time where patients are most interested in and aware of their healthcare. But with the proliferation of information at the empowered patient's fingertips up against shorter times with healthcare professionals, it is at a tipping point.

Patients are increasingly armed with information to engage in better discussions with their healthcare providers. However, the strain on the healthcare system – which will only be exacerbated as more individuals secure health insurance under the Affordable Care Act – means doctors will have less time to have the wanted, in-depth conversations. Point of care, the part of the patient journey appropriately dubbed “the moment of truth,” is facing an evolutionary upsurge. But do you know what forces will be pushing these changes forward? To help you know what transformations are afoot, we proposed the following to a few select players in the point of care space:

There will be several key drivers fueling the growth of the point of care space. What do you believe will be one of the biggest influencers?



Terence Finn
Chief Technology Officer
Remedy Health Media

There are two major catalysts that will have a large impact on the point of care space in the near future. First is simply the increase in audience – the number of people insured is projected

to increase by 30 million* in 2014 due to the Affordable Care Act. Second is how point of care will come to be defined given the increase in healthcare provider to patient electronic interactions, and the expanded access and use of pharmacy retail space. Besides audience growth, the demographics of the point of care consumer will change considerably. The additional newly insured will more likely be single and older, and less likely to speak English or have a college degree*, providing a great opportunity for advertisers to reach a new market segment.

Equally important is the evolution of the point of care space. As the future unfolds we may see the point of care, the point of learning, and the point of dispensing all

consolidating. With our busy and active lifestyle, it will be more efficient to go to our local pharmacy for screenings and prescriptions, as well as to ask questions and obtain health information materials. The same thing is true online, with the expansion of patient portals**, tele-health, and disease management** and behavioral change solutions. Pharma marketers will need to be prepared for these changes in order to reach this growing audience at all aspects of the new point of care landscape.

* Of the 30 million newly insured Americans under the Affordable Care Act, 32% will gain coverage from Medicaid, 45% from the individual exchanges, and 23% from their employers. Source: PwC's Health Research Institute, (HRI).

** In the next 5 years, patient portals will grow over 200% (Frost & Sullivan); tele-health over 230% (Kalamita); disease management will grow at a CAGR of 19.9% (TechNavio).



Dan Stone
CEO of AccentHealth,
Co-Chair of PoC³

The doctor's office has always been a very valuable place to communicate with and educate patients – right before they talk to their doctor about

their condition and treatment options. In fact, AccentHealth research has shown that patients believe that after healthcare professionals themselves, waiting room media is the most credible source of health information. As access to the doctor's office has become increasingly challenging for detail reps, the demand for non-personal promotion has increased and the need for patient education has expanded. As the key parts of the Affordable Care Act are implemented in 2014 and beyond, and millions of new patients enter the healthcare system, the importance of the point of care channel as a communication tool becomes even more essential and relevant.

From a brand marketer's standpoint, the ability of point of care media to directly measure campaign performance means that the benefit of those increased expenditures can be quantified. Another important trend increasing demand for point of care media is the continued shift in promotional spend to smaller, specialty drugs. The ability of point of care media to offer a vast array of targeting criteria – including specialty, prescribing behavior, demographics, geography – makes targeted communications to smaller patient populations that much more effective and efficient.



Tom McGuinness
CEO of PatientPoint,
Co-Chair of PoC³

The point of care (POC) channel is already starting to accelerate – and for good reason. Marketing investments at the POC are driving significant incremental growth for brands and

provide a return on investment that is roughly twice that of more traditional DTC channels such as TV, radio, and print. These superior returns are driven by five important reasons. First, new brands continue to be more specialized and require marketing strategies that can efficiently reach more targeted patient populations. The POC channel is well positioned to meet this challenge, without all of the marketing “overspray” that is inevitable in traditional channels. And depending on the POC specialty channel, targeting gets even better. For example, reaching atrial fibrillation patients at their cardiologist office is an ideal time to educate about them about new anti-arrhythmic therapies for the patient and their doctor to consider.

Second, the POC is a unique setting when consumers are highly engaged and thinking about their health. No other channel can reach the consumer at such an important moment of truth. Reaching the patient right before they talk

with their healthcare provider is an important opportunity to help the patient prepare for that very important physician-patient dialogue. Clearly, no other channel can deliver a brand's message right before the script is actually being written. Third, programs delivered at the POC channel are highly measurable, and can be directly tied to the impact of those investments. The POC industry continues to use rigorous, fact-based approaches that track incremental scripts driven by the programs delivered. Given the ability to track the success of programs, brand leaders are well equipped to ensure they reach indicated patients in the most efficient and effective manner. Traditional DTC investments face a much more difficult challenge linking investment to impact.

Fourth, providers are increasingly receptive to programs anchored at the POC. Given the economic pressures facing physicians including consolidation of practices, and risk sharing payment models, providers are increasingly interested in POC programs that drive the right therapies for the right patients, which leads to better outcomes and reduced costs. Finally, investments in POC amplify marketing investments in other channels. Given the importance of reaching consumers at multiple points along their care lifecycle, most marketers employ a multi-channel strategy that leverages various channels to reach the consumer. And increasingly, investing in the “last mile” at the point of care serves to ensure that maximum impact is achieved from the broader set of investments. DTC television ads may serve to create early awareness for a brand, but often need to be enhanced by a message at the point of care. Overall, given these superior returns, most brands are already increasing the allocation of their marketing budgets to better leverage this important point of care channel. What may represent about 5% of DTC spend today is likely to be closer to 10% to 20% in 2014 and beyond. **DTC**

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