

CAN DISRUPTING YOUR DATA PRACTICE

STRENGTHEN YOUR OUTCOMES?





TURNING DATA INTO REAL GROWTH FOR YOUR BRAND

Data impacts everything we do as marketers—especially in the healthcare industry. It allows us to reach the right people and help them find the best treatment solutions when they need it most. As brands aggressively push to put data at the core of their businesses, they are bound to encounter challenges such as drawing actionable insight from mountains of data.

Healthcare organizations have access to more information about patient and HCP behavior than ever before, but this data is often fragmented across different silos. This eventually leads to disjointed insights and strategies that waste valuable time and marketing dollars. The ultimate challenge is not only honing in on the right data for your business, but it's also figuring out how to activate those insights through marketing and media to measurably and materially impact growth.

That's where Publicis Health can make all the difference. With ARIS—that's Activation-Ready Insights—you can uncover the most valuable insights within your data and more strategically activate against them to drive real growth for your business.

PUTTING THE POWER OF



BEHIND YOUR BRAND

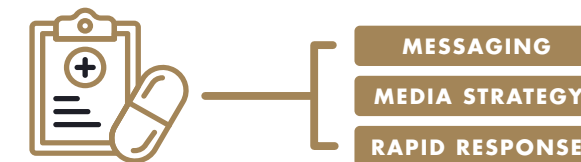
No other company can bring together real-world healthcare data and the vast amount of consumer data at Epsilon—in a compliant way—to develop insights that are activated across content, media and CRM to drive growth for your business.

STRENGTHEN YOUR BRAND WITH ACTIVATION-READY INSIGHTS

ARIS is a team of data scientists, statisticians, analysts, consultants, media professionals, creative minds, creative optimizers and technology experts who are ready to deliver activation-ready insights and outcomes-based optimization that drive growth for your brand. We offer end-to-end solutions—from data integration to strategic and creative capabilities.



At the core of ARIS is HealthLabs, our proprietary, HIPAA-compliant data flow and architecture, which allow us to take in real-world healthcare data and match it with the vast amount of consumer data from Epsilon, client first-party data and other data sources.



By combining unique data sets that give you better insight into your audiences, **ARIS can help you develop hyper-relevant messaging and media strategies**—and give your team the ability to rapidly respond to market changes.

SOLVING REAL-WORLD PROBLEMS WITH REAL-WORLD APPLICATIONS

With ARIS, you can efficiently and effectively optimize data to strengthen your content creation, media planning and CRM strategies. We'll focus on the data that actually matters to help you reach your audience, grow your brand and ultimately meet real-world needs.



The ARIS team will work with your existing data and technology stack to drive insights and inform dynamic engagement with customers across channels for your brand. And, we'll work with you to build scalable, repeatable solutions that ultimately track to your desired KPIs.



The HealthLabs architecture is flexible enough to support a variety of businesses within the healthcare industry—from pharmacies to clinical trial recruitment, labs, pharmaceutical brands, healthcare systems, providers and beyond.

As data-led disruptions continue in healthcare marketing, **we are creating products and services that put data at the center of marketing** in a way that connects strategies across healthcare organizations, **and puts the focus back on the most important thing**—the people we are hoping to help.





WITH ARIS, YOU CAN EFFICIENTLY AND EFFECTIVELY USE DATA TO:

1 Create and prioritize statistically derived activatable segments born from the combination of real-world healthcare data and the most comprehensive consumer lifestyle data

2 Leverage distinct segments to create testable content, engagement strategies and intervention streams

3 Measure and optimize content, media and CRM investment based on segment performance defined as a financial KPI (tied to health outcomes)

4 Connect audience and performance insights across acquisition, adherence and patient support programs

5 Optimize future marketing communications based on results to make a bigger impact moving forward



WHO WE ARE

At Publicis Health, we are united around one purpose: to create a world where people are equipped and motivated to take control of their health.

We understand lifestyle choices and social factors impact patient behaviors and health outcomes more than a pill alone. We use data, intelligence, insights and creativity to achieve the total treatment effect. Because we believe healthcare marketing is healthcare.



WHY PUBLICIS HEALTH?

The ARIS data community at Publicis Health turns healthcare engagement into healthcare intervention. With our global Publicis Groupe network and unparalleled expertise in how to use real-world healthcare data to drive patient outcomes, we are the ultimate partner with the right experience to help your brand thrive.

We won't just give you 80-page monthly data reports. Through deep analysis of your data, audiences and marketing initiatives, we deliver activation-ready insights that drive business growth for your brand.



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