



CAN DATA BE THE ANSWER TO A

RAPIDLY CHANGING WORLD?



TURNING A CHALLENGE INTO A CATALYST FOR INNOVATION

In today's environment, patients are facing increasing roadblocks to their traditional path to treatment. They are dealing with major life disruptions such as mass layoffs, shelter-in-place orders, new models of care, weather catastrophes, social crises and more due to the COVID-19 Pandemic—and every situation varies regionally. That not only makes it difficult for patients to find direct paths to treatment, but it also makes it hard for us to reach consumers and help them from a marketing perspective.

As marketers, we recognize that today's patient journey is much more complicated than ever before. Every state and every doctor's office is addressing the current situation in a relatively unique fashion and as a result, our audiences are harder to reach because their patterns are far less predictable.

In addition to these new challenges, healthcare brands have not historically been equipped to respond agilely to dramatic shifts in the market like their consumer counterparts—which only increases the need to adapt.



RETHINKING THE WAY WE USE AND LEVERAGE DATA

A patient's ability to seek medical treatment is directly related to their mobility or access to care. In a recent analysis of consumer mobility data during the COVID-19 outbreak, we made three critical observations regarding consumer behavior as it relates to mobility:

1 People did not wait for shelter-in-place restrictions to stay home

2 People did not rush to leave their homes when states lifted restrictions

3 Restrictions were made at the state and local level

This shift in consumer behavior meant that healthcare company data practices had to adapt.

INTRODUCING

roam

Factors, such as housing density and socioeconomic status combined with the varying degrees of regional mobility restrictions, halted many patients' progression through the treatment journey. These regional barriers are now in flux, which require a new data-driven strategy with maximum agility to deliver relevant marketing content to our customers wherever they are.

We looked at patient mobility patterns in relation to their ability to seek care to develop a more holistic picture of the specific barriers a brand must address to reach the patient.

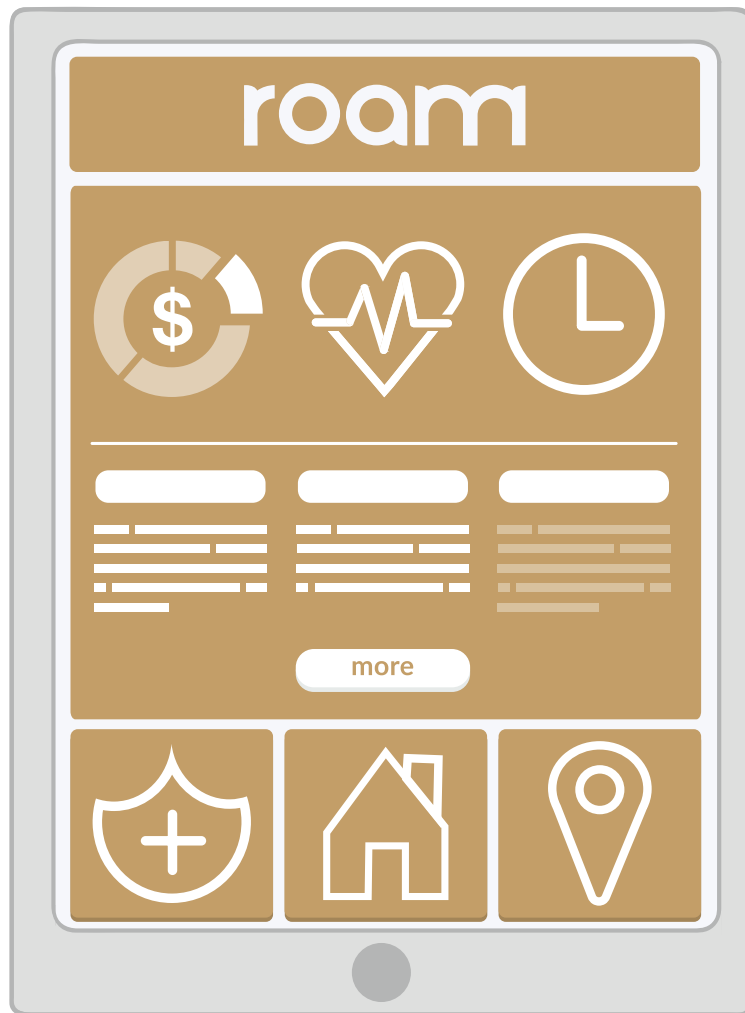
ROAM—our Regionally Optimized Accelerated Messaging system—merges health with mobility data to reinvent the way we think about data and when, where and how we deliver content.

ROAM uses a variety of data sets to help our clients navigate ongoing instability in their markets. By looking at the dynamic landscape of regional patient barriers and leveraging health and mobility data, we can help marketers overcome challenges in reaching their audiences agilely and effectively in an ever-changing landscape.

With ROAM, we monitor predefined data signals to identify any nuanced shift in our Ability-Mobility framework to dynamically optimize and quickly deploy preapproved marketing messages in regional markets as soon as conditions change. This allows us to better predict and prepare for the potential impact of consumer behavior shifts without the risk of marketing disruption.



**BECOME
MORE AGILE
MARKETER
WITH REGIONAL
OPTIMIZATION**



Our solution drives 1:1 messaging that's hyper-relevant to each audience while cutting down the response time as new regional barriers arise. We understand the critical need to equip people with the information and motivation to move forward in the treatment process—no matter what challenges are ahead. Ultimately, better engagement will deliver better outcomes for all.

ROAM was made specifically to help brands optimize resources and spend regionally in the most efficient way possible, helping you gain a higher level of confidence in your brand marketing strategies during times of uncertainty. The future requires a more dynamic approach to data, and Publicis Health is ready to propel your business 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 determinants impact patient behaviors and health outcomes more than a pill alone. We use data, intelligence, insights and creativity to achieve the total treatment effect. We believe that healthcare marketing is healthcare.



WHY PUBLICIS HEALTH?

As a truly global network of data scientists, analysts, consultants, media experts and creative optimizers, we are the only organization able to deliver activation-ready insights and outcomes-based optimization that drive growth for our clients. We are forward-thinkers. We keep track of the latest healthcare-data trends to ensure we provide the products and service offerings relevant to the challenges today—we won't just give you 80-page monthly data reports. Our focus is to ensure we provide an in-depth analysis of your campaigns that includes a plan for optimizing media and creative so that we can maximize engagement with your brands.



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