



DRIVING MEASURABLE OUTCOMES:



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Executive Summary

POCN drives measurable impact across multiple therapeutic areas by engaging the key decision-makers in patient care: Nurse Practitioners (NPs) and Physician Assistants/Associates (PAs). Through its proprietary data, tailored strategic initiatives, and Orchestrated Customer Engagement (OCE) programs, POCN consistently delivers prescription lift, market share growth, and improved profitability for pharmaceutical brands.

By understanding the critical role NPs and PAs play in prescribing decisions—particularly in managing chronic and complex conditions—POCN helps brands go beyond traditional marketing tactics. POCN's data-driven approach uncovers high-value prescribers not typically included on target lists, while its peer-led, multichannel engagement programs build confidence and drive adoption of treatments.

Across therapeutic areas such as ADHD, oncology, gastroenterology, and more, POCN has proven its ability to overcome industry challenges, deliver strong ROI, and create meaningful, lasting engagement with NP/PA prescribers. This white paper explores case studies and insights that demonstrate how POCN's comprehensive approach has consistently generated results.

Introduction

In today's evolving healthcare landscape, Nurse Practitioners (NPs) and Physician Assistants/Associates (PAs) are increasingly pivotal in shaping patient care and prescribing decisions. As first-line providers, they are often responsible for diagnosing and managing chronic and complex conditions, making them key influencers in treatment decisions.

For pharmaceutical brands, reaching and engaging this critical audience requires a strategic approach that goes beyond traditional marketing tactics. NPs and PAs demand content that is not only clinically relevant but also peer-driven and practical to their day-to-day roles. This presents both a challenge and an opportunity for brands to create lasting relationships with these clinicians.

POCN's approach is designed to address this unique dynamic. By leveraging proprietary data to uncover high-value prescribers, building strategic, multichannel campaigns, and implementing its Orchestrated Customer Engagement (OCE) model, POCN ensures that pharmaceutical brands can connect with NPs and PAs in ways that resonate and drive measurable outcomes.

This white paper will delve into how POCN has successfully partnered with brands to engage NPs and PAs across multiple therapeutic areas, highlighting the data-driven strategies and peer-led engagement tactics that have consistently delivered results.

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Section 1: POCN Capabilities

Data Capabilities

POCN's proprietary data enables brands to precisely target high-value NP/PA prescribers, but data alone isn't enough. POCN combines this data with deep strategic insights, working closely with its ~5,000 NP/PA ambassadors—key opinion leaders in their fields. These ambassadors help ensure that the content and messaging resonate with the audience, influencing treatment decisions in meaningful ways.

For example, in the migraine case study, POCN identified 39,268 NPs and PAs, representing 24% of the total prescriber base for migraine treatments. This data was essential in ensuring that the brand's messaging reached the right clinicians.

Strategy

Data alone isn't enough—strategic insight is critical for turning data into action. POCN's team uses deep industry knowledge and a close partnership with NP/PA ambassadors to develop strategies tailored to each brand's goals. Whether the aim is to increase awareness, boost prescribing confidence, or improve patient adherence, POCN's strategic approach ensures that every campaign delivers results.

In the ADHD case study, POCN used its strategic capabilities to identify high-value NPs and PAs who were not initially on the client's target list. By expanding the target audience and crafting a tailored engagement plan, POCN helped the brand increase awareness and confidence in prescribing its non-stimulant treatment.

Orchestrated Customer Engagement (OCE)

POCN's OCE model takes engagement to the next level. By delivering personalized, peer-led content through multiple channels—emails, social media, programmatic ads—POCN ensures that its messages resonate with NP/PA prescribers. This approach not only boosts engagement but also drives measurable changes in prescribing behavior.

The ovarian cancer case study demonstrates the power of OCE. POCN executed a tailored PeerCast™ campaign, engaging 24% of the targeted NP/PA audience and driving a significant incremental prescription value of \$1.43M.

Section 2: Case Studies by Therapeutic Area

ADHD Case Study: Driving Awareness of a Non-Stimulant Treatment

- **Data:** POCN used its proprietary data to identify high-value NPs and PAs who were not initially included in the client's target list, expanding the audience and increasing engagement.
- **Strategy:** Understanding that NPs and PAs are often at the frontlines of patient care, particularly for ADHD where they play a significant role in managing long-term care plans, POCN crafted a multichannel engagement program that was tailored to the specific needs of these clinicians. The campaign leveraged PeerCast™ to deliver educational content from KOLs, focusing on non-stimulant treatment options that align with NPs' and PAs' emphasis on patient safety and preference for alternatives to traditional therapies. By addressing concerns directly through trusted peers, POCN was able to build confidence in prescribing these treatments.
- **OCE:** Through a targeted omnichannel approach, the campaign achieved a 28% unique email open rate and generated 6,968 brand exposures across email and digital channels. The result was a 7:1 ROI, with a script lift of 12%.

Ovarian Cancer Case Study: Increasing Prescription Lift in Oncology

- **Data:** POCN identified 7,805 NP/PA prescribers in oncology, focusing on those most likely to engage with the brand's messaging.
- **Strategy:** NPs and PAs in oncology are key decision-makers for complex treatment plans, often acting as the gatekeepers for patient education and follow-up care. POCN recognized the need to provide these clinicians with clear, concise information on how the ovarian cancer treatment fit within existing treatment protocols. By leveraging KOLs in the field, POCN crafted educational content that aligned with the clinical questions these prescribers are most likely to encounter, such as the efficacy, safety profile, and patient management strategies for the new treatment. The content was distributed via a PeerCast™ campaign, ensuring that it reached prescribers in a trusted, peer-led format.
- **OCE:** This personalized engagement approach resulted in a 24% engagement rate and a 6:1 ROI, generating \$1.43M in incremental prescriptions.

Migraine Case Study: Engaging Key Prescribers to Drive Treatment Adoption

- **Data:** POCN identified 39,268 NPs and PAs who were actively treating migraine patients, representing 24% of the prescriber base.
- **Strategy:** Given that NPs and PAs play a crucial role in managing chronic conditions like migraines, POCN's strategy was to equip these clinicians with educational tools that addressed both the clinical and practical aspects of treatment adoption. NPs and PAs tend to prioritize treatments that offer sustained efficacy with manageable side effects, as they are directly responsible for ongoing patient management. The year-long PeerCast™ and e-Newsletter campaign was designed to provide data on the new treatment's long-term benefits while also emphasizing ease of integration into daily practice. By building confidence in both the efficacy and the real-world application of the treatment, POCN helped drive a more substantial adoption rate.
- **OCE:** This comprehensive approach delivered a 17.5% email open rate, 11,000 unique engagements, and led to an increase in treatment adoption.

Gastroenterology Case Study: Re-engaging Clinicians After a Label Update

- **Data:** POCN targeted 5,000 NP/PA prescribers for IBS-D and Overt HE, ensuring a comprehensive reach within the gastroenterology prescriber community.
- **Strategy:** After a label update, it was essential to re-educate NPs and PAs about the changes, as they are typically responsible for interpreting and explaining treatment updates to patients. POCN's strategy was to provide these clinicians with in-depth, peer-led content that addressed how the label update would impact patient outcomes and prescribing decisions. By focusing on real-world clinical scenarios and case studies that demonstrated the updated treatment's benefits, POCN positioned NPs and PAs to confidently recommend the treatment as part of their holistic patient care plans. The use of KOLs in gastroenterology further ensured that the content resonated with the audience.
- **OCE:** The campaign achieved a 27% ROI, resulting in 8,000 additional prescriptions written post-engagement.

Section 3: Key Insights Across Therapeutic Areas

Across multiple therapeutic areas, several strategic insights have consistently emerged from POCN's collaborations with pharmaceutical brands:

1. NPs and PAs Are Critical Decision-Makers in Prescribing

NPs and PAs are not merely participants in patient care—they are often the primary decision-makers at the “moment of truth,” where treatment plans are formed and medications prescribed. Their influence is particularly pronounced in managing chronic conditions, which makes them an essential audience for pharmaceutical brands seeking to drive product adoption and long-term engagement.

For example, in the gastroenterology space, NPs and PAs account for nearly 30% of all prescribers for IBS-D, playing a significant role in shaping treatment protocols. In ADHD, NPs and PAs write 36–47% of total prescriptions across treatment options. Brands that fail to actively engage this audience risk overlooking a key segment of healthcare influencers and missing significant market opportunities.

2. Data-Driven Targeting Yields Superior Results

Precise targeting of NP/PA prescribers is crucial to driving successful outcomes, and POCN's proprietary data capabilities ensure that campaigns reach not only the right audience but also uncover high-value prescribers who might otherwise go unnoticed. This focus on precision in targeting translates into more effective, meaningful engagement and ultimately greater impact on prescribing behavior.

For instance, in the ADHD case study, POCN expanded the brand's reach by identifying previously untargeted NPs and PAs, leading to stronger engagement and heightened prescribing confidence. Similarly, in the migraine campaign, POCN leveraged data to identify over 39,000 prescribers, ensuring that the messaging resonated with clinicians responsible for long-term patient care. This data-driven targeting allows brands to more effectively penetrate their markets by addressing the right prescribers with the most relevant content.

3. A Strategic, Multichannel Approach Drives Deep Engagement

NPs and PAs are highly responsive to peer-led education and tailored, multichannel campaigns that speak directly to their clinical needs and challenges. POCN's strategic use of multiple touchpoints ensures that educational content is delivered in a format that not only informs but also motivates NPs and PAs to take action.

In the multiple myeloma case study, POCN created continuous learning opportunities for NPs and PAs through personalized care tools, leading to improved patient

adherence and greater prescriber engagement. Similarly, in the GI campaign, prescribers were engaged across an average of 3.5 touchpoints, which significantly increased the likelihood of behavior change. This multichannel strategy leverages peer trust and repeated, relevant exposure to reinforce key messages.

4. Orchestrated Customer Engagement Produces Measurable Impact

POCN's Orchestrated Customer Engagement (OCE) model consistently drives measurable outcomes, with campaigns delivering strong ROI and meaningful prescription lift. The OCE model is more than a tactical execution—it is a comprehensive, strategic approach that aligns with brand objectives and clinical realities, driving impact where it matters most.

For example, in the GI case study, POCN's campaign achieved a remarkable 27:1 ROI, while the ADHD campaign delivered a 7:1 ROI, demonstrating the tangible value of POCN's multichannel, peer-led approach. These results underscore the importance of a tailored engagement model that resonates with NPs and PAs, ultimately influencing their prescribing behaviors and driving brand success.

Conclusion

As the healthcare landscape continues to evolve, pharmaceutical brands must go beyond traditional marketing tactics to effectively engage the key decision-makers in patient care. NPs and PAs play a critical role at the "moment of truth" with patients, shaping treatment plans, prescribing medications, and guiding long-term care. To influence their decisions, brands need a comprehensive, data-driven strategy that addresses the unique challenges and needs of these clinicians.

POCN is uniquely positioned to provide this level of engagement. Through its proprietary data on NP/PA prescribers, deep strategic insights, and Orchestrated Customer Engagement (OCE) model, POCN delivers measurable impact across therapeutic areas. Whether expanding reach to untapped prescribers, building confidence in treatment adoption, or delivering peer-led educational content, POCN's tailored approach ensures that brands connect meaningfully with NPs and PAs.

From delivering measurable prescription lift and ROI to driving awareness and education, POCN has consistently proven its value as a trusted partner for pharmaceutical brands. By partnering with POCN, companies can ensure they are strategically positioned to engage NPs and PAs, drive product adoption, and ultimately improve patient outcomes—creating a lasting competitive advantage in the marketplace.