



Driving Measurable Outcomes:

The Strategic Value of Partnering with
POCN Across Therapeutic Areas

EXECUTIVE SUMMARY

Nurse Practitioners (NPs) and Physician Assistants/ Associates (PAs) are essential in today's healthcare landscape, driving patient care and prescribing decisions in chronic and complex conditions.

POCN Group understands the unique needs of this influential audience, enabling brands to identify, understand, and engage NPs and PAs through data-driven insights and tailored, peer-led strategies.



In today's evolving healthcare landscape, engaging NPs and PAs requires a strategic approach that goes beyond traditional marketing tactics. These clinicians expect clinically relevant, peer-supported information that fits into their daily practice, making it essential for brands to connect with them meaningfully. POCN Group bridges this gap, equipping brands to reach NPs and PAs through insights, targeted engagement, and content that resonates with their professional priorities.

This white paper demonstrates the measurable impact of partnering with POCN Group, offering case studies and insights across therapeutic areas that showcase the advantages of an NP/PA-focused engagement strategy. By aligning brand goals with the values and needs of these essential clinicians, POCN Group provides a strategic pathway to increased engagement, improved patient outcomes, and sustained results.

Table of Content

Driving Measurable Outcomes

Section 1: POCN Capabilities **4**

Data Capabilities

Strategy

Orchestrated Customer Engagement (OCE)

Section 2: Case Studies by Therapeutic Area **5-6**

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

Ovarian Cancer Case Study: Increasing Prescription Lift in Oncology

Migraine Case Study: Engaging Key Prescribers to Drive Treatment Adoption

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

Section 3: Key Insights Across Therapeutic Areas **7-8**

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

2. Data-Driven Targeting Yields Superior Results

3. A Strategic, Multichannel Approach Drives Deep Engagement

4. Orchestrated Customer Engagement Produces Measurable Impact

Conclusion **9**

Section 1

POCN CAPABILITIES



Data Capabilities

Enhanced Targeting Precision: POCN's proprietary data delivers unparalleled insights into NP and PA prescribers, revealing high-value clinicians often overlooked in traditional targeting. Our dataset, developed exclusively around NPs and PAs, includes rich elements like prescription patterns, treatment settings, and patient demographics. With solutions like TrueRx, mapping prescriptions back to the true decision-maker, and Total Office, identifying high-value clinicians alongside target prescribers, brands gain precision in targeting that drives engagement and measurable ROI.

Strategy

Strategic Guidance for Clinical Impact: POCN Group combines deep industry knowledge, proprietary data, and close relationships with NPs and PAs to deliver tailored insights and strategic guidance that align with brand goals. Our offerings—consulting, targeted market research, advisory boards, and educational summits—provide brands with a genuine understanding of NP and PA roles and the clinical challenges they face across therapeutic areas. By integrating data from POCN with real-world clinician perspectives, POCN Group helps brands navigate complex market dynamics and develop targeted engagement plans that drive results and enhance patient care.

Orchestrated Customer Engagement (OCE)

Multichannel Engagement for Measurable Outcomes: POCN Group's OCE model drives impactful engagement through personalized, peer-led content delivered across multiple channels—emails, social media, programmatic ads, and more. This multichannel approach is designed to resonate with NP and PA prescribers, fostering meaningful connections and measurable shifts in prescribing behavior. The OCE model provides pharmaceutical brands with a scalable, strategic platform to engage with NPs and PAs, building trusted relationships that support long-term brand success.

Practical Application Across Therapeutic Areas

ADHD Case Study: Expanding Target Reach

- **Data:** Using POCN Group's in-house data, we expanded the client's reach by identifying high-value NPs and PAs crucial to ADHD care, strategically enhancing the target list with prescribers aligned to the client's goals.
- **Strategy:** Recognizing the key role NPs and PAs play in long-term ADHD management, POCN Group crafted a multichannel program tailored to their specific needs. Using PeerCast™, the campaign delivered KOL-driven content focused on non-stimulant options that align with clinician priorities for safety and alternative therapies, building confidence through trusted peer channels.
- **OCE:** Through personalized, peer-led channels like PeerCast™, POCN Group delivered content that resonated deeply with NPs' and PAs' clinical focus on non-stimulant treatments. The campaign achieved a 28% unique email open rate, 6,968 brand exposures, a 7:1 ROI, and a 12% script lift.

Ovarian Cancer Case Study: Precision in Oncology Engagement

- **Data:** Through in-house data insights, POCN Group pinpointed 7,805 oncology-focused NPs and PAs, creating a precise, high-impact audience for complex treatment engagement.
- **Strategy:** With oncology NPs and PAs as essential partners in complex treatment plans, POCN Group crafted messaging tailored to their clinical needs, focusing on efficacy, safety, and patient management. KOL insights ensured the content addressed key treatment questions, making it both relevant and actionable.
- **OCE:** Using the OCE model, POCN Group deployed a PeerCast™ campaign to deliver trusted, peer-led education. This targeted engagement achieved a 24% engagement rate, a 6:1 ROI, and drove \$1.43M in incremental prescriptions by aligning with clinicians' core treatment considerations.

Case Studies by Therapeutic Area

Migraine Case Study: Engaging Key Prescribers to Drive Treatment Adoption

- **Data:** POCN Group's in-house data identified 39,268 NPs and PAs actively treating migraine patients, representing 24% of the prescriber base and optimizing the reach for targeted engagement.
- **Strategy:** Given that NPs and PAs play a crucial role in managing chronic conditions like migraines, POCN Group's strategy equipped these clinicians with tools addressing both clinical and practical aspects of treatment adoption. Prioritizing sustained efficacy and manageable side effects, the year-long PeerCast™ and e-Newsletter campaign delivered insights on the treatment's long-term benefits and ease of integration, building confidence in real-world application.
- **OCE:** Through this peer-led campaign, POCN Group achieved a 17.5% email open rate, 11,000 unique engagements, and a notable increase in treatment adoption.

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

- **Data:** Targeting 5,000 NP and PA prescribers in gastroenterology, POCN Group's data ensured comprehensive reach within the community managing conditions like IBS-D and Overt HE.
- **Strategy:** Recognizing that NPs and PAs often lead patient management, POCN Group designed peer-driven content to clarify recent label updates and their impact on outcomes. This targeted approach built confidence, helping clinicians integrate the latest treatment guidelines into their patient care..
- **OCE:** Using a multichannel approach, the campaign drove 8,000 additional prescriptions, achieving a 27% ROI through increased engagement and prescription lift.

Section 3

Key Insights Across Therapeutic Areas

Through collaborations across multiple therapeutic areas, POCN Group has uncovered key strategic insights that consistently drive meaningful engagement and measurable outcomes for pharmaceutical brands:

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

NPs and PAs often act as primary decision-makers, especially in the management of chronic and complex conditions. Positioned at the frontline of patient care, these clinicians make pivotal prescribing decisions that influence long-term outcomes.

Recognizing their crucial role, POCN Group crafts targeted strategies that speak directly to NPs' and PAs' clinical needs, ensuring engagement efforts are meaningful and resonate with their priorities. By aligning brand goals with the unique perspectives of NPs and PAs, POCN Group facilitates genuine connections that support prescribing confidence and drive brand loyalty.

“

"When we receive peer-supported, clinically relevant information, it empowers us to make informed, evidence-based decisions that ultimately improve patient outcomes. This kind of engagement keeps us connected and confident in our treatment choices."

2. Data-Driven Targeting Yields Superior Results

Effective engagement relies on precision, and POCN Group's in-house data capabilities provide that exact level of accuracy, uncovering high-value NP and PA prescribers who may be overlooked by traditional targeting. With insights on prescriber behavior, treatment settings, and patient demographics, POCN Group enables brands to engage the clinicians who make the most impact in each therapeutic area.

This data-driven approach enhances campaign relevance and effectiveness, resulting in improved prescribing behaviors and increased brand visibility among key prescribers.

Section 3

Key Insights Across Therapeutic Areas

3. A Strategic, Multichannel Approach Drives Deep Engagement

NPs and PAs are highly responsive to peer-led, multichannel campaigns that are both educational and relevant to their clinical responsibilities. POCN Group's approach uses a carefully orchestrated mix of channels, including emails, social media, and programmatic ads, to deliver content that resonates with their practice needs. Each touchpoint reinforces educational messaging, motivating prescribers to engage and take action.

By strategically combining channels to reach NPs and PAs where they already seek clinical knowledge, POCN Group creates a sustained, layered engagement that builds familiarity and drives long-term behavior change.

"Targeted, multichannel education that's accessible and practical strengthens our ability to integrate new treatments. It's the type of support that builds trust and helps us better serve our patients."

4. Orchestrated Customer Engagement Produces Measurable Impact

POCN Group's Orchestrated Customer Engagement (OCE) model is designed to go beyond traditional engagement tactics, achieving measurable impact through strategic alignment with brand objectives. By integrating peer-led, multichannel content that aligns with the clinical interests of NPs and PAs, the OCE model delivers a level of trust and relevance that drives prescription lift and generates strong ROI.

This comprehensive approach does more than connect brands with prescribers; it creates a meaningful relationship built on shared goals for patient care, ultimately fostering brand loyalty and consistent engagement over time.

Conclusion

POCN Group's tailored approach to NP and PA engagement consistently drives measurable outcomes for brands across therapeutic areas. Our proven strategies, built on data-driven insights and peer-led education, uniquely position us to support pharmaceutical brands in achieving meaningful impact.

POCN Group's tailored strategies empower brands to connect meaningfully with clinicians who are shaping today's patient care standards, establishing trust and sustainable partnerships.

By focusing on the unique roles of NPs and PAs in patient management, POCN Group aligns its strategies with the clinical and educational needs of these influential prescribers. Our in-house data capabilities reveal high-value prescribers often overlooked by traditional targeting, while our strategic approach ensures that engagement resonates and delivers sustained results.

Beyond data, POCN Group leverages insights from NP/PA ambassadors to refine messaging and outreach that are both relevant and practical for clinicians. These efforts are supported through the Orchestrated Customer Engagement (OCE) model, which uses multiple channels to create repeated, peer-led touchpoints that drive deeper engagement.

From increased prescription lift to strong ROI, POCN Group consistently demonstrates the impact of connecting with NPs and PAs in a way that respects their critical role in patient care. Partnering with POCN Group ensures that your brand not only reaches but resonates with these essential clinicians, creating a foundation for continued growth and lasting impact.

Connect with us today to learn how POCN Group can help your brand drive engagement, elevate visibility, and achieve measurable outcomes in today's evolving healthcare landscape.

For information or questions please contact:

1-800-POCN-173 or support@pocn.com