



# The Essential Guide to Engaging NPs and PAs in Pharma Marketing



Why NPs and PAs Matter in Pharma Marketing

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## Executive Summary

Advanced Practice Providers—Nurse Practitioners (NPs) and Physician Associates/Assistants (PAs)—are redefining healthcare. These fast-growing prescriber groups manage nearly half of all patient care in the U.S., influencing over a third of prescriptions and driving outcomes in critical disease areas.

For pharmaceutical companies, engaging NPs and PAs is no longer optional—it's essential. However, identifying, understanding, and engaging this unique audience requires a nuanced approach. That's where POCN Group comes in.

As the largest NP/PA network in the U.S., POCN Group offers unmatched proprietary data, deep community relationships, and proven engagement strategies. Our solutions empower pharma brands to connect with NPs and PAs meaningfully, driving behavior change and measurable results.

In this guide, we'll explore:

- The influence of NPs and PAs in today's healthcare landscape.
- Why POCN Group is the ideal partner to unlock this audience's potential.
- Success stories that showcase the measurable impact of our strategies.

## The Growing Influence of NPs and PAs

Healthcare is evolving, and at the heart of this transformation are Nurse Practitioners (NPs) and Physician Associates/Assistants (PAs). These Advanced Practice Providers (APPs) are reshaping how care is delivered, expanding access, and driving meaningful patient outcomes.

### By the Numbers

- **545,131** NPs and **194,003** PAs are practicing in the U.S., making APPs one of the fastest-growing prescriber groups in healthcare.
- Over **557,616** APPs are active prescribers, contributing to 36% of all U.S. prescriptions.
- APPs manage **47.7%** of patients nationwide, bridging critical healthcare gaps.

### Broad Reach Across Specialties

- **Primary Care:** Addressing acute and chronic conditions with a patient-first approach.
- **Specialty Care:** Influencing care in cardiology, endocrinology, oncology, and more.
- **Underserved Communities:** Often the first—and sometimes only—point of contact in rural areas.

### Empowered Decision-Makers

- 91% of surveyed APPs report full autonomy in diagnosing and treating patients.

## A Rising Force in Prescribing

The prescribing power of APPs is reshaping the pharmaceutical landscape:

- NPs and PAs together write or influence over a billion prescriptions annually.
- Claims data shows APPs lead in managing high-impact conditions like Type 2 Diabetes, COPD, and Ulcerative Colitis.

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## The Future of Healthcare: NPs and PAs Leading the Way

As healthcare systems face mounting pressures—aging populations, rising chronic disease rates, and physician shortages—APPs have stepped in to fill the gaps. Looking ahead:

- **Rapid Growth:** The U.S. Bureau of Labor Statistics projects a 45% increase in NP roles by 2030, outpacing other healthcare professions (U.S. Bureau of Labor Statistics, 2024).
- **Legislative Advancements:** State-level changes are expanding NP and PA autonomy, allowing them to practice and prescribe independently in more regions.
- **Specialty Expertise:** NPs and PAs are increasingly moving into complex specialties like oncology and emergency medicine, addressing care gaps across diverse populations.
- **Technology Integration:** APPs are leading in telehealth adoption and advanced diagnostic tools, ensuring patients receive cutting-edge care regardless of location.
- **Value-Based Care:** With a focus on prevention and patient education, APPs are central to the healthcare industry's shift toward value-based models that prioritize outcomes over volume (American Association of Nurse Practitioners, 2024).

NPs and PAs are not just a part of the healthcare system—they are its future. Their influence, autonomy, and ability to adapt to evolving care models position them as indispensable contributors to the next era of healthcare innovation.

## Why Advanced Practice Providers (APPs)?

As healthcare continues to evolve, Advanced Practice Providers (APPs) have emerged as key players in meeting the rising demand for quality, accessible, and patient-centered care. Nurse Practitioners (NPs) and Physician Associates/Assistants (PAs) are uniquely equipped to address challenges in healthcare delivery while driving meaningful outcomes for patients and the pharmaceutical industry alike.

### A Holistic Approach to Patient Care

APPs are known for their patient-first approach, which prioritizes the physical, emotional, and social well-being of individuals. This holistic perspective not only improves patient outcomes but also aligns with the healthcare industry's shift toward value-based care.

- **Trust and Empathy:** APPs often spend more time with patients, building relationships that foster trust and adherence to treatment plans.
- **Preventive Focus:** From lifestyle counseling to early detection of chronic conditions, APPs emphasize prevention as a cornerstone of care.
- **Autonomy and Leadership**

APPs are not only caregivers but also leaders in clinical decision-making, particularly in underserved areas where physician access is limited.

- **Autonomy:** With **91%** of NPs and PAs practicing with full autonomy, these providers are empowered to make independent decisions that align with patient needs.
- **Community Impact:** In rural and underserved areas, APPs often serve as the primary point of care, ensuring that no patient is left behind.
- Versatility Across Specialties

APPs bring diverse experience to the table, often practicing in multiple specialties throughout their careers.

- **Multispecialty Expertise:** **78%** of surveyed APPs have worked in two or more specialties, adapting to the needs of evolving patient populations.
- **Key Roles in Specialty Care:** From managing complex cases in oncology to performing procedures in cardiology, APPs contribute significantly across therapeutic areas.
- Critical to Pharma Engagement



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Pharma companies benefit from engaging APPs not only because of their prescribing power but also their influence on healthcare teams.

- **Prescribing Power:** NPs and PAs write or influence over **1 billion prescriptions annually**, making them a vital audience for pharmaceutical outreach.
- **Influence Beyond the Exam Room:** Over **60%** of surveyed APPs report sharing treatment and product information with other clinicians, amplifying their impact on prescribing decisions.
- **Champions of Patient Advocacy**

APPs are strong advocates for their patients, focusing on accessibility, affordability, and education.

- **Cost-Conscious Decisions:** APPs prioritize treatments that are effective and economically viable, ensuring patients receive optimal care without unnecessary financial burden.
- **Patient Education:** By simplifying complex medical information, APPs empower patients to take an active role in their healthcare journeys.



## Why This Matters for Pharma

Engaging APPs is not just about reaching a new audience—it's about tapping into a growing, versatile, and trusted group of healthcare leaders who are essential to patient care. Their holistic approach, autonomy, and influence make them indispensable allies in advancing healthcare outcomes and driving pharmaceutical success.

## Why POCN Group?

For over a decade, POCN Group has been the trusted partner for pharmaceutical companies seeking to identify, understand, and engage Nurse Practitioners (NPs) and Physician Associates/Assistants (PAs). As the largest NP/PA network in the U.S., POCN Group combines proprietary data, strategic expertise, and peer-driven engagement to deliver measurable results that redefine how brands connect with this vital healthcare audience.



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## Identify: Data-Driven Precision

POCN Group's proprietary data and algorithms empower pharma brands to pinpoint high-value NP and PA prescribers with unparalleled accuracy.

- **Comprehensive Network Access:** With over 83% of U.S. NPs and PAs engaged in the network, POCN Group offers unmatched reach.
- **Proprietary Inferred Specialty Data:** Unlike CMS taxonomy, POCN Group's proprietary algorithms identify NP and PA specialties across 14+ categories, ensuring precision in targeting.
- **Integrated Insights:** Our datasets go beyond prescribing behaviors, incorporating demographics, practice dynamics, and patient coverage to optimize outreach strategies.
- **Understand: Community-Centric Expertise**



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What sets POCN Group apart is our deep relationship with the NP and PA community, built on trust, collaboration, and a shared mission.

- **Ambassador Programs:** POCN Group leverages a network of respected NP and PA ambassadors to gain real-world insights and deliver peer-driven content that resonates.
- **Peer-Driven Influence:** APPs trust their peers. By integrating **key opinion leaders (KOLs)** into engagement strategies, POCN Group fosters authentic connections that drive confidence and trust.
- **Strategic Insights:** With over a decade of exclusive focus on NPs and PAs, POCN Group provides a nuanced understanding of their challenges, preferences, and priorities, helping pharma brands deliver impactful messaging.
- **Engage: Value-Based Orchestrated Customer Engagement (OCE)**

POCN Group's engagement strategies go beyond traditional metrics to drive meaningful behavior change and measurable outcomes.

- **Value-Based Engagement:** The OCE approach prioritizes education, empowerment, and peer-driven influence, creating lasting connections between brands and APPs.
- **Driving Script Lift:** By combining digital tools, programmatic advertising, and ambassador programs, POCN Group delivers measurable script lift while maintaining authenticity.
- **Empowering APPs:** POCN Group helps NPs and PAs practice at the top of their license by providing resources that enhance clinical decision-making and patient care.

What Sets POCN Group Apart

Key Feature	POCN Group	Competitors
Largest NP/PA Network	Engages over 83% of U.S. NPs and PAs	Limited to broader HCP datasets
Proprietary Data	Unique algorithms to identify NP and PA specialties with precision	Standard CMS-based specialty codes
Peer-Driven Strategies	Leverages ambassadors and KOLs to build trust and credibility	Minimal focus on peer influence
Value-Based OCE	Holistic approach to engagement, driving behavior change and script lift	Focused on clicks and impressions

## The POCN Promise

By partnering with POCN Group, pharmaceutical companies can:

- Identify: Target the right NP/PA prescribers with data-driven precision.
- Understand: Leverage insights from a trusted, community-centric partner.
- Engage: Drive measurable outcomes through tailored, value-based strategies.

POCN Group isn't just a resource—it's a strategic partner that bridges the gap between pharma and the NP/PA community to create lasting impact.

“POCN did an excellent job in ensuring we remained on track for our program. The team was consistently proactive and kept us informed every step of the way.”

Januvia, Merck

## Case Studies: Real-World Results That Matter

POCN Group has a proven track record of helping pharmaceutical companies successfully engage Nurse Practitioners (NPs) and Physician Associates/Assistants (PAs) to drive measurable outcomes. Below are examples of how we've delivered value across various therapeutic areas:

- Psychiatry: Driving Awareness for Long-Acting Injectables
- Challenge: An established psychiatric brand needed to re-engage NPs and PAs around its long-acting injectable (LAI) formulation for schizophrenia, overcoming confidence and access barriers.
- Solution: POCN executed a PeerCast™ campaign, leveraging trusted KOLs and multichannel outreach, including targeted emails, social media, and programmatic ads. The campaign also identified 2,988 additional high-value prescribers using proprietary data.

“Very valuable services to an equally valuable audience! We hope to continue and expand our partnership with PCN in the future .”

Prolastin-C, Grifolis

## Results:

- 39% expansion in prescriber reach.
- 24.8% unique open rate, exceeding benchmarks.
- Increased confidence in transitioning patients to LAIs.
- ADHD: Boosting Confidence in Non-Stimulant Treatment
- Challenge: A new ADHD treatment brand sought to increase awareness and confidence among NPs and PAs about its non-stimulant therapy.
- Solution: PeerCast™ provided educational content featuring a KOL in ADHD, supported by programmatic ads and targeted emails, reaching high-value prescribers identified through advanced data scoring.

## Results:

- 40% engagement among the target audience.
- \$915K incremental prescription value.
- 7:1 ROI, demonstrating significant campaign impact.
- Gastroenterology: Raising Awareness for IBS-D and Overt HE Treatments
- Challenge: The client needed to educate NPs and PAs about a recent label update while driving behavior change to boost confidence in prescribing for IBS-D and Overt HE.
- Solution: A multichannel PeerCast™ campaign targeted 5,000 NP/PA prescribers with educational content and social media engagement.



## Results:

- 16,000 brand exposures across multiple channels.
- \$13.4M incremental revenue, with a 2745:1 ROI.
- 33% email open rate, well above industry benchmarks.
- Oncology: Increasing Adoption of Ovarian Cancer Treatment
- Challenge: A new ovarian cancer treatment faced slow adoption. The client needed to engage oncology-focused NPs and PAs to build awareness and drive prescribing.
- Solution: A targeted PeerCast™ campaign reached 7,805 high-value prescribers, delivering trusted content from oncology KOLs via email, social media, and programmatic ads.

## Results:

- \$1.43M incremental prescription value.
- 6:1 ROI.
- 24% engagement rate, surpassing benchmarks.
- Migraine: Supporting Adoption of a Novel Preventive Treatment
- Challenge: The client struggled to engage NPs and PAs for their newly launched migraine treatment and needed a sustained digital engagement strategy.
- Solution: POCN identified 39,268 NP/PA migraine prescribers and implemented a multichannel campaign, including PeerCast™ and e-Newsletters.

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## Results:

- Over 11,000 unique NP/PA engagements.
- 17.5% email open rate and 2.7% CTR on newsletters.
- Increased awareness and prescribing behavior among key audiences.

## Success in Every Specialty

From psychiatry to gastroenterology and oncology, POCN Group's tailored strategies consistently deliver measurable outcomes. By leveraging proprietary data, peer-driven engagement, and multichannel outreach, we empower pharma brands to connect with the vital NP and PA audience effectively.



## Looking Ahead: The Future of APP Engagement

The healthcare industry is on the brink of transformation, and Nurse Practitioners (NPs) and Physician Associates/Assistants (PAs) are at the center of this change. As healthcare systems adapt to new challenges and opportunities, engaging this vital audience will be more critical—and rewarding—than ever.

- Expanding Roles and Responsibilities
- Increased Autonomy: Legislative changes are granting APPs greater independence, enabling them to manage patient care and prescribe treatments autonomously in more states.
- Specialization Growth: NPs and PAs are taking on expanded roles in specialties like oncology, endocrinology, and behavioral health, addressing critical gaps in care delivery.
- Technological Integration
- Telehealth Leadership: NPs and PAs are leading the adoption of telemedicine, expanding patient access to care in rural and underserved areas.
- Advanced Diagnostics: Equipped with cutting-edge tools, APPs are leveraging technology to enhance decision-making and streamline patient care.
- Shifting to Value-Based Care
- APPs are champions of value-based care, focusing on prevention, patient education, and outcomes-based treatment plans. Their holistic approach aligns with the healthcare industry's goal of delivering quality care while managing costs.

## **POCN Group: Guiding the Future of Engagement**

As the largest NP/PA network in the U.S., POCN Group is uniquely positioned to help pharma companies navigate this dynamic landscape. Our approach combines proprietary data, peer-driven insights, and value-based engagement strategies to ensure our partners remain ahead of the curve.

## **Building the Future Together**

Engaging NPs and PAs isn't just about adapting to the present; it's about preparing for what's next. With POCN Group, pharmaceutical companies gain a partner that not only understands the NP/PA audience but also empowers them to thrive in the ever-changing healthcare ecosystem.

**“POCN is a pleasure to work with. Always thorough, knowledgeable, and proactive!”**

Spiriva COPD, BI

## Partner with POCN Group: Unlock the Full Potential of APP Engagement

The future of healthcare depends on the ability to connect with those who are driving patient outcomes. Nurse Practitioners (NPs) and Physician Associates/Assistants (PAs) represent an unparalleled opportunity for pharmaceutical brands to influence treatment decisions, improve patient care, and achieve measurable success.

With over a decade of experience, unmatched proprietary data, and a peer-driven approach, POCN Group is the trusted partner that empowers pharma companies to identify, understand, and engage this vital audience effectively.

Let's Build the Future Together

Ready to redefine how you engage with NPs and PAs? Partner with POCN Group to:

- Identify high-value prescribers with precision using proprietary data.
- Understand the needs, challenges, and opportunities within the NP/PA community through strategic insights.
- Engage in meaningful, value-based ways that drive behavior change and measurable results.

**Find out how our tailored solutions can help your brand thrive in the NP/PA space.**

More information can be found at:

**[POCNGroup.com](https://POCNGroup.com)**

**Call (978) 618-7987**

**[Click Here to Schedule An Appointment](#)**

**Let's get the conversation started.**