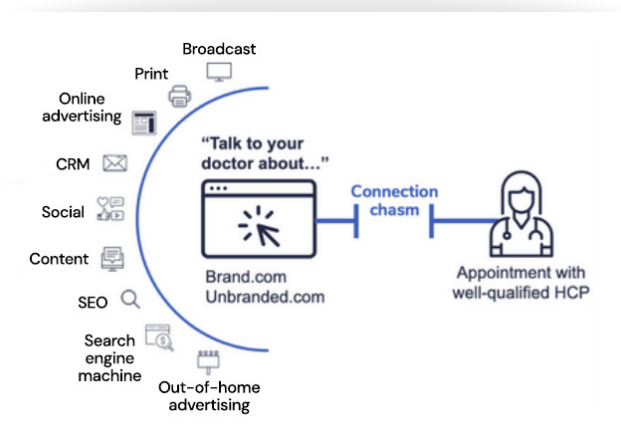


How a leading pharmaceutical brand increased lifetime value by accelerating connection to quality care

The pharma industry spends nearly [\\$7 billion each year](#) on direct-to-consumer engagements. Consumers are used to the familiar call to action of "talk to your doctor." But this ubiquitous phrase glosses over the complexity required for a consumer to move forward with their care, disguising friction in the funnel that leads to abandonment and inefficiency, driving up customer acquisition costs (CAC) and driving down lifetime value (LTV).

This call to action assumes consumers already have a doctor who is both open to patient input and sufficiently up to date on the health condition at issue. Consumers without a provider are left to navigate the healthcare system themselves, often facing a range of obstacles from insurance coverage to scheduling challenges that delays their care.



ACCELERATING CONNECTION TO CARE

Beginning in 2022, MediFind partnered with a top brand at a leading pharmaceutical company to accelerate patient connection to quality care and reduce time to appropriate treatment. By incorporating MediFind's third-party **doctor locator** into their digital ecosystem, the brand is able to help consumers by providing a concrete next step in their care journey, beyond simply instructing them to "talk to your doctor."

The brand audience can now find not only a specialist, but one with real-world experience in their specific health condition (an important factor that continues to [drive provider choice](#)). This solution was implemented across both branded and unbranded properties, which act as the hub for cross-channel messaging efforts.

As an infusion product, it is also important to the brand team to help patients find convenient care centers that stock the product and have staff trained in administration. MediFind powers a companion **infusion center locator** enabling patients to determine where to receive ongoing care, which leverages native platform data capabilities as well as real-time input from the field.

RESULTS

Based on brand list price, the reduction in time to treatment enabled by integrating our Doctor Finder is valued at:

+ \$4K revenue per patient for every 30 days saved

+ \$1K revenue per patient for every 7 days saved

Assuming an acceleration to care by 30 days for each consumer using the Doctor Finder via the brand's websites, this equates to incremental annual revenue potential of \$42.6M. Even if care is only accelerated by one week, the resulting additional revenue is \$10.4M per year.

By increasing speed and efficiency of connection to quality care, MediFind is reducing time to appropriate treatment, directly resulting in **higher patient lifetime value (LTV) and return on spend** across the full DTC ecosystem for the brand.

WHY MEDIFIND

MediFind powers a turnkey, independent solution that both media and med-legal teams love.

Objective: Uses cutting-edge technology to independently assess the expertise of every physician based on real-world data, not opinions

Comprehensive: Covers 3,500+ conditions—including rare diseases—and over 2.5 million global physicians, with the cleanest data in the business

Compliant: An independent third-party tool that can map directly to your brand indications

Flexible: Integrate directly into your unbranded and branded websites, or create a dedicated experience post-Interstitial. Plus, the ability to share with partner advocacy group websites

Customizable: Choose which attributes you'd like to display (or not) in search results, and constrain results to the specific specialties and indications that best suit your brand

Accelerate patients' connection to care with Doctor Finder.

Get started at www.phreesia.com/doctor-finder-launch

\$42.6M
incremental annual
revenue potential

