

INDUSTRIES IN FLUX

# STATE OF PHARMA AND HEALTHCARE

## OUR EXPERTS



**April Weeks**

EVP, Media Services  
& Operations



**Lindsey Freed**

National Programmatic  
Solutions Director

# WHAT WE'LL COVER TODAY

- + COVID-19 Impact
- + Consumer Attitudes Towards Advertising
- + Advertising Opportunities & Best Practices
- + Open Q+A



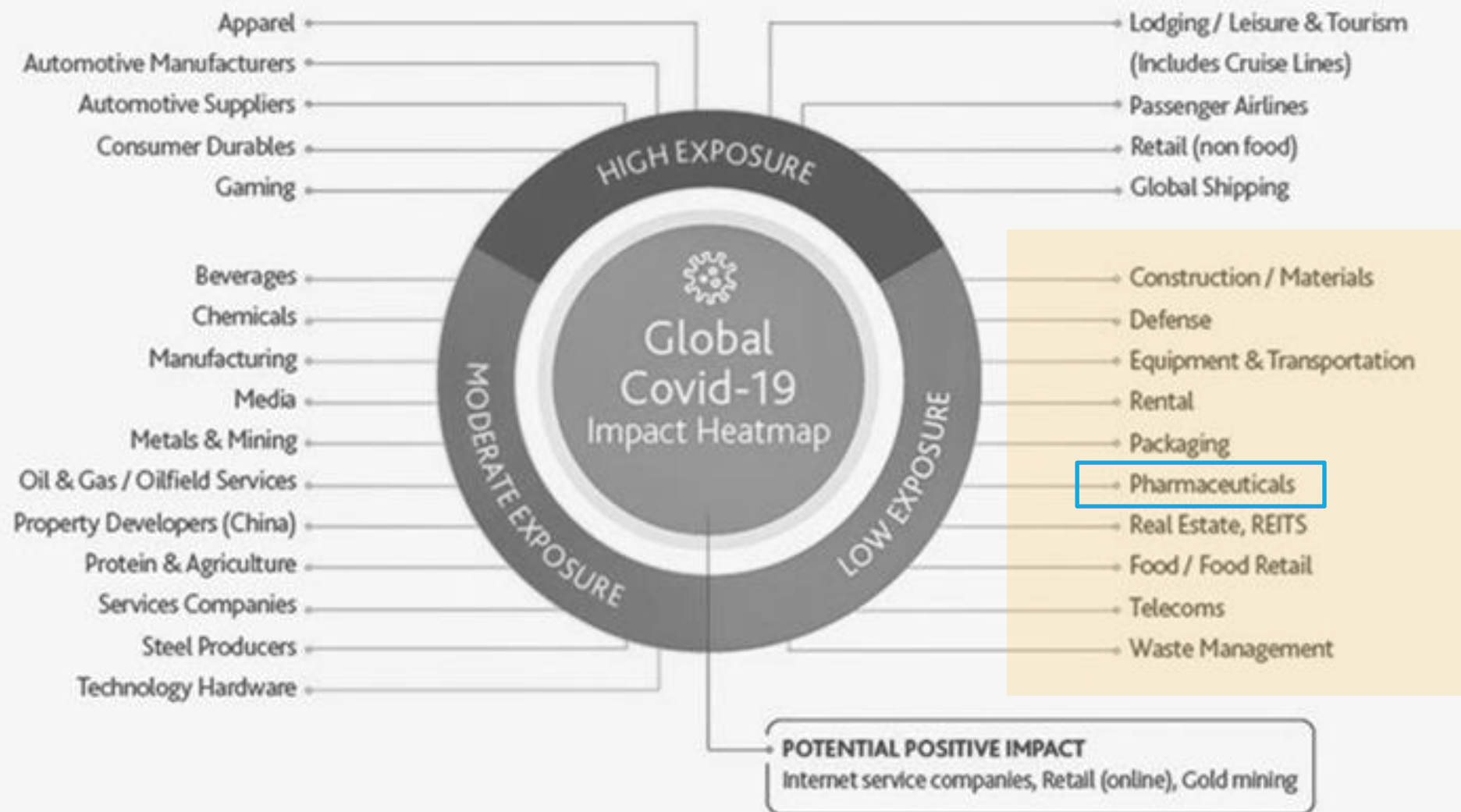
# COVID-19 IMPACT



# COVID-19

## Low Exposure for Pharma Brands

COVID-19 could hurt as many as 45% of American companies although pharmaceuticals are categorized as low exposure impact





A 3D rendering of three white darts with white flights and barrels, all of which have hit the bullseye of a white target. The target has several concentric circles. The background is a light gray with a subtle gradient.

# AREAS OF IMPACT FOR PHARMA COMPANIES

- 1** Resources
- 2** Travel Restrictions
- 3** Technology Usage

Source: Yale Insights, GlobalData

A photograph of a woman with dark hair in a bun, wearing a black shirt, holding a young child with brown hair in an orange shirt. They are standing by a large window, looking out at a bright, hazy outdoor scene. The image is positioned on the left side of the slide.

# IMPACT TO HEALTH/HEALTHCARE

**44%**

Plan to delay medical or dental procedures

**56%**

Patients/caregivers worry about disruption to medication regimen

**66%**

Healthcare patients/caregivers are very concerned about COVID-19



# SHIFT TO TELEMEDICINE

## Health clients to shift messaging

US Adults' Experience with Telemedicine (% of respondents)

### EXPERIENCE INCREASED

In March

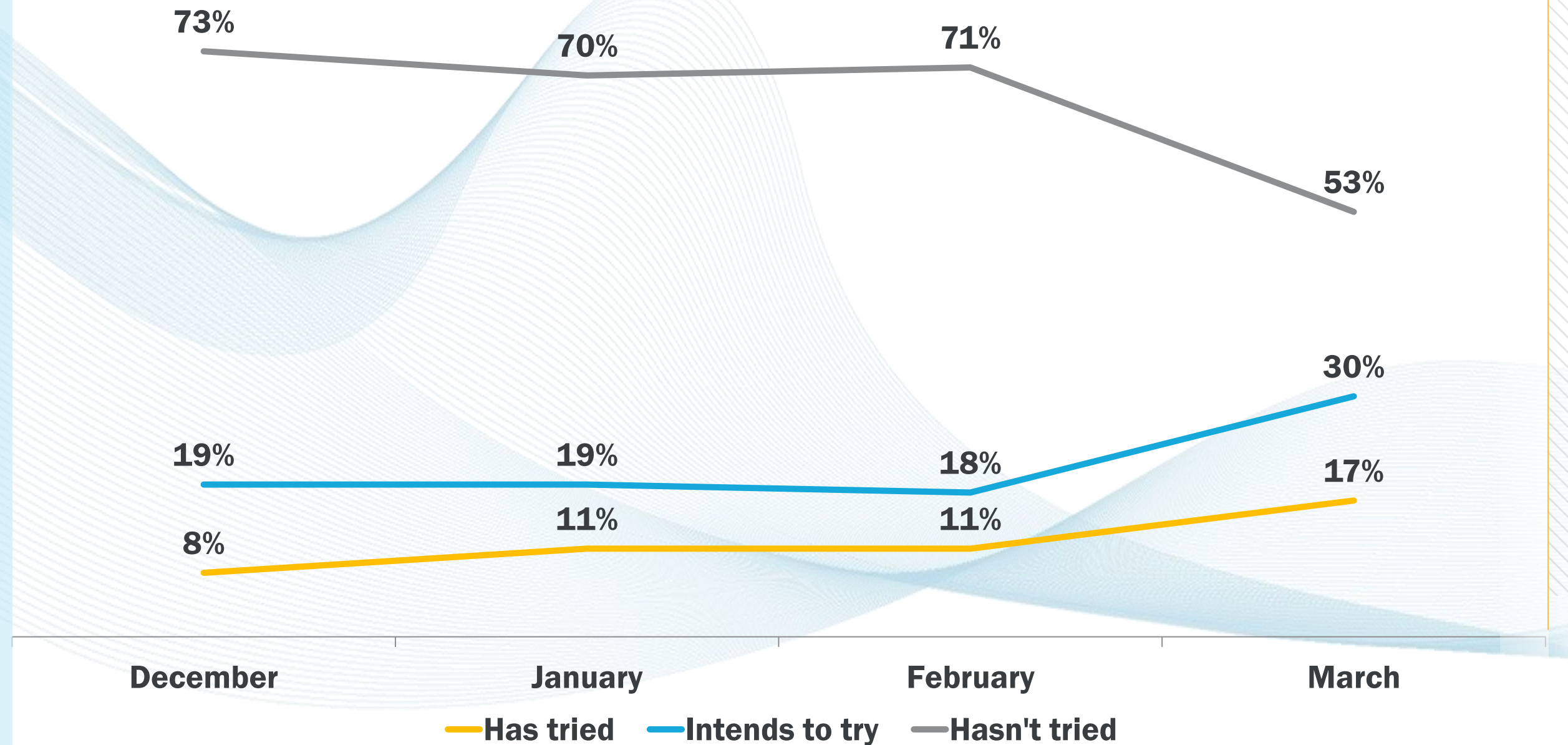
**47%**

Adults Tried /  
Intend to Try

Compared to  
December

**27%**

Adults Tried /  
Intend to Try







# THE CORONAVIRUS IMPACT:

## CONSUMER FOCUS ON PERSONAL HEALTH & WELLNESS

**344%**

Increase in **interest** for home fitness equipment



**55%**

Boost in **online orders** for fitness equipment after gyms started closing



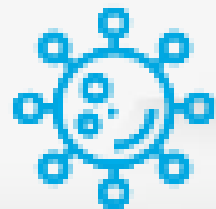
**Brands Respond Well**

Brands are creating **community and connection virtually** to support good health and wellness

# CONSUMER ATTITUDES







# THE CORONAVIRUS IMPACT:

## CONSUMER ATTITUDES TOWARDS ADVERTISING

74%

Consumers believe **it is ok** for pharma brands **to advertise** during the pandemic



55%

Consumers feel health and pharma ads **should appear near** COVID-19 content



### Pharma and Healthcare Advertising

Has not dropped significantly  
Brands are using this time to **educate** and **promote awareness** messages

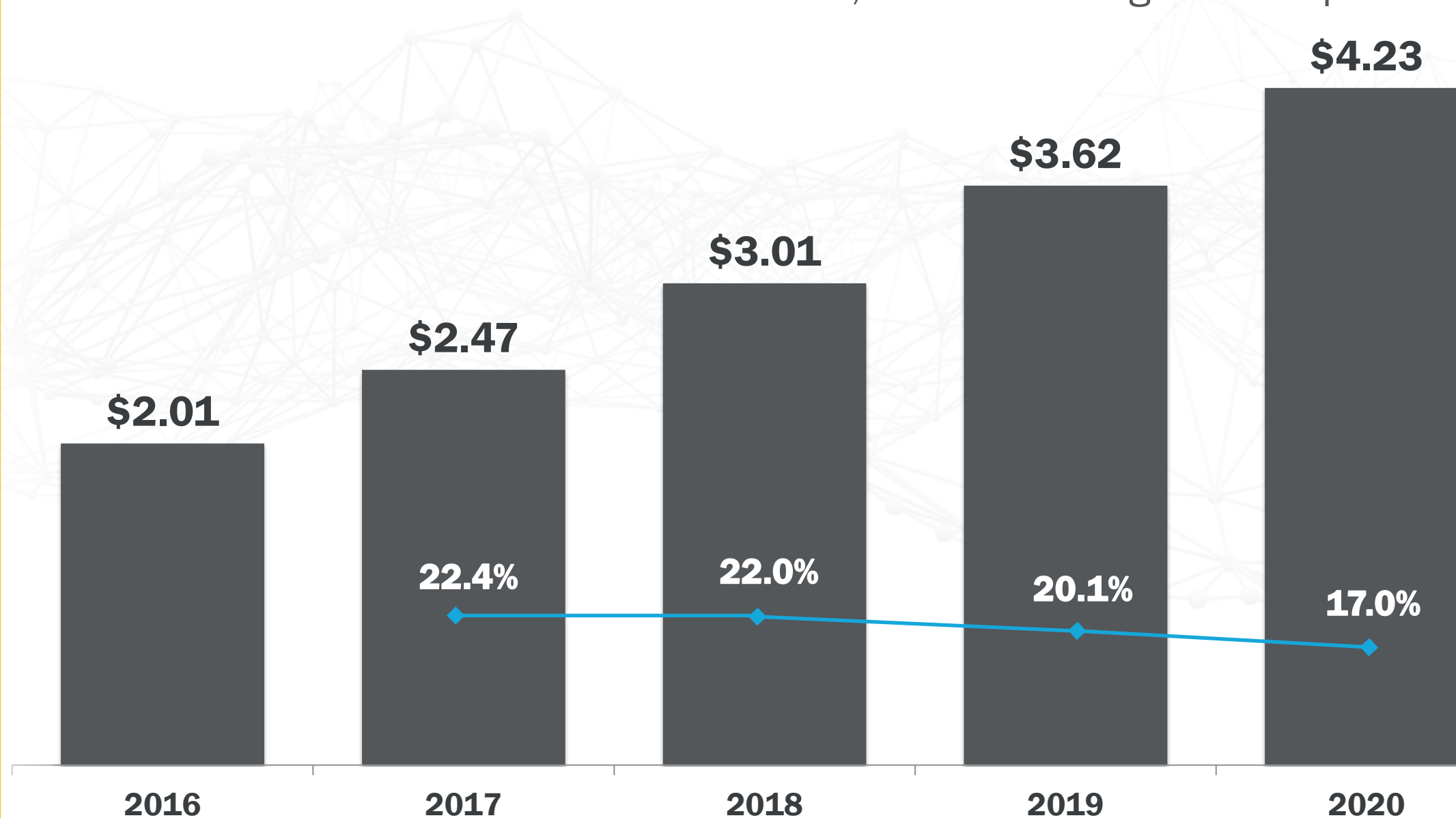


# **ADVERTISING OPPORTUNITIES**



# HEALTHCARE AND PHARMA SPEND HISTORY

Healthcare & Pharma Industry Digital Ad Spending, US  
billions, % of total digital ad spending



**17%**

Increase YOY  
2019-2020

Slower Growth Due to:

- + FDA advertising regulations
- + Data privacy compliance laws

# PHARMA VS. HEALTHCARE REGULATIONS

## VARIANCES BY CATEGORY

### PHARMA



- + Audiences cannot be directly targeted based on known medical conditions
- + Use de-identified or modeled data to stay HIPAA-compliant
- + Exchanges each have their own regulations

### HEALTHCARE



- + Regulations evolving – not consistent across US
- + Known condition targeting is not permitted
- + Targeting patients vs. healthcare professionals = different targeting strategies



# REACHING YOUR AUDIENCE

## CHANGING MEDIA HABITS AND STRATEGY DURING THE COVID-19 PANDEMIC



Connected TV  
inventory increased



Traffic to trusted digital  
publishers increase across  
desktop and mobile





# BUYING STRATEGY / BEST PRACTICES

These are opportunities and best practices that Centro utilizes for Pharma through **Basis**:

- Native
- Custom Site Lists
- Email Ads / LiveIntent
- Contextual: Custom keywords
- Custom Search Retargeting
- Data Partners:
  - MD+
  - Health Professionals
  - Diagnosis
  - Health Insurance
  - B2B
  - Conditions/Prescriptions- Look-a-like Modeled
  - Geo behavioral
- Brand Safety: Pre-bid to avoid serving ads on questionable content, like negative COVID-19 news



A collage of three screenshots illustrating different advertising strategies. The top-left screenshot shows a native ad on a medical website featuring a family (mother, young girl, and baby) looking at a laptop. The top-right screenshot shows a contextual ad on The New York Times website, featuring a hiker on a mountain trail and a Claritin advertisement. The bottom screenshot shows a search retargeting ad for Invega Trinza, which includes the text 'Ask your doctor about INVEGA TRINZA', '3 MONTH SYMPTOM CONTROL', and a 'LEARN MORE' button. Below this, there is a question: 'What is the most important information I should know about INVEGA TRINZA® and INVEGA SUSTENNA®?' and a link to 'Important Safety Information'.



**centro**  
WEBINAR

Type in your  
questions  
for our Q&A

*Thank You!*





# INDUSTRIES IN FLUX:

## A WEBINAR MINISERIES *FROM THE HOME OFFICE*



PART 1: April 9<sup>TH</sup> // Advertising Through Crisis



PART 2: April 16<sup>TH</sup> // State of QSR



PART 3: April 23<sup>RD</sup> // State of Pharma and Health



**PART 4: April 30<sup>TH</sup> // State of CPG**



**PART 5: May 7<sup>TH</sup> // State of Education**