INDUSTRIES IN FLUX
STATE OF PHARMA AND HEALTHCARE
OUR EXPERTS

April Weeks
EVP, Media Services & Operations

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WHAT WE’LL COVER TODAY

+ COVID-19 Impact
+ Consumer Attitudes Towards Advertising
+ Advertising Opportunities & Best Practices
+ Open Q+A
COVID-19 IMPACT
COVID-19 could hurt as many as 45% of American companies although pharmaceuticals are categorized as low exposure impact. 

Source: Moody’s
AREAS OF IMPACT FOR PHARMA COMPANIES

1. Resources
2. Travel Restrictions
3. Technology Usage

Source: Yale Insights, GlobalData
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

Source: Medisafe Survey
SHIFT TO TELEMEDICINE

Health clients to shift messaging
US Adults’ Experience with Telemedicine (% of respondents)

In March
47% Adults Tried / Intend to Try

Compared to December
27% Adults Tried / Intend to Try

Source: CivicScience, March 2020
THE CORONAVIRUS IMPACT:
CONSUMER FOCUS ON PERSONAL HEALTH & WELLNESS

Increase in interest for home fitness equipment

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

Source: Yelp, USA Today
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

Source: Full Media, IAS, MediaPost
ADVERTISING OPPORTUNITIES
HEALTHCARE AND PHARMA SPEND HISTORY

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

Source: eMarketer

Slower Growth Due to:
+ FDA advertising regulations
+ Data privacy compliance laws

17% Increase YOY 2019-2020

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

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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
Type in your questions for our Q&A

Thank You!
INDUSTRIES IN FLUX: A WEBINAR MINISERIES FROM THE HOME OFFICE

PART 1: April 9TH // Advertising Through Crisis

PART 2: April 16TH // State of QSR

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

PART 4: April 30TH // State of CPG

PART 5: May 7TH // State of Education