

MedData Point Shares How Physicians Interact with Online Advertising

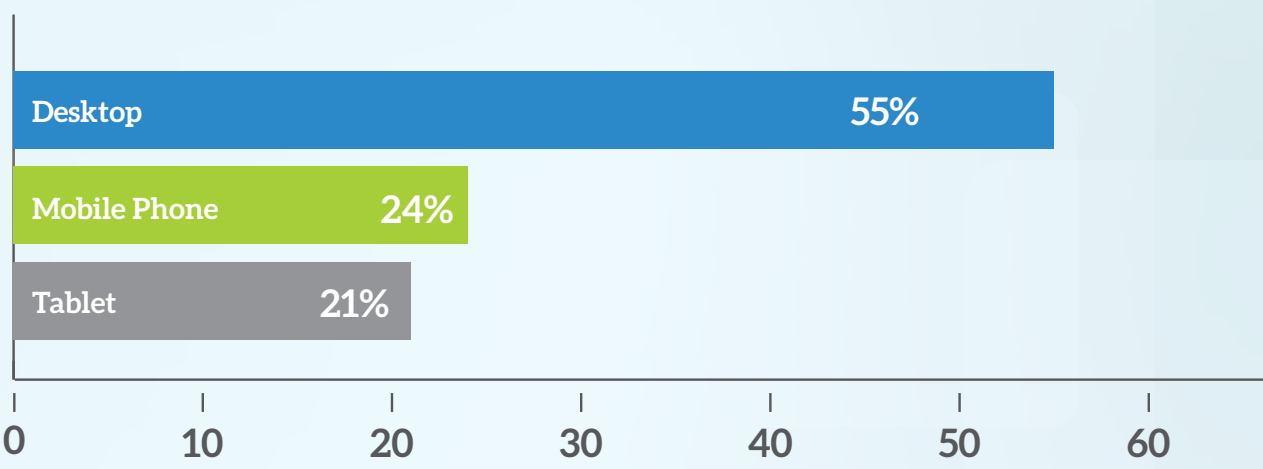
MedData Point is a market research program powered by MedData Group that collects and analyzes data to provide healthcare marketers with insights into the latest trends, technologies and perceptions in healthcare among physicians and other healthcare professionals and across a variety of specialties and practice sizes. The following survey data is reflective of 272 U.S. physicians.

Physician Interaction with Online Advertising

Programmatic advertising is the automation of the decision-making process of digital media buying combined with targeting highly specific audiences and demographics. This form of ad buying, while mainstream in consumer advertising, is now rapidly being adopted in the professional healthcare market. HCP programmatic is creating a valuable opportunity for many healthcare and pharma companies to advertise their products and services to a highly targeted audience of healthcare professionals on a wide range of websites, mobile devices, social networks and even addressable TV. In this survey, we asked physicians how they interact with professional healthcare content that is presented via online advertising.

Respondents were first asked, **“On which device do you spend most of your time browsing the web?”**

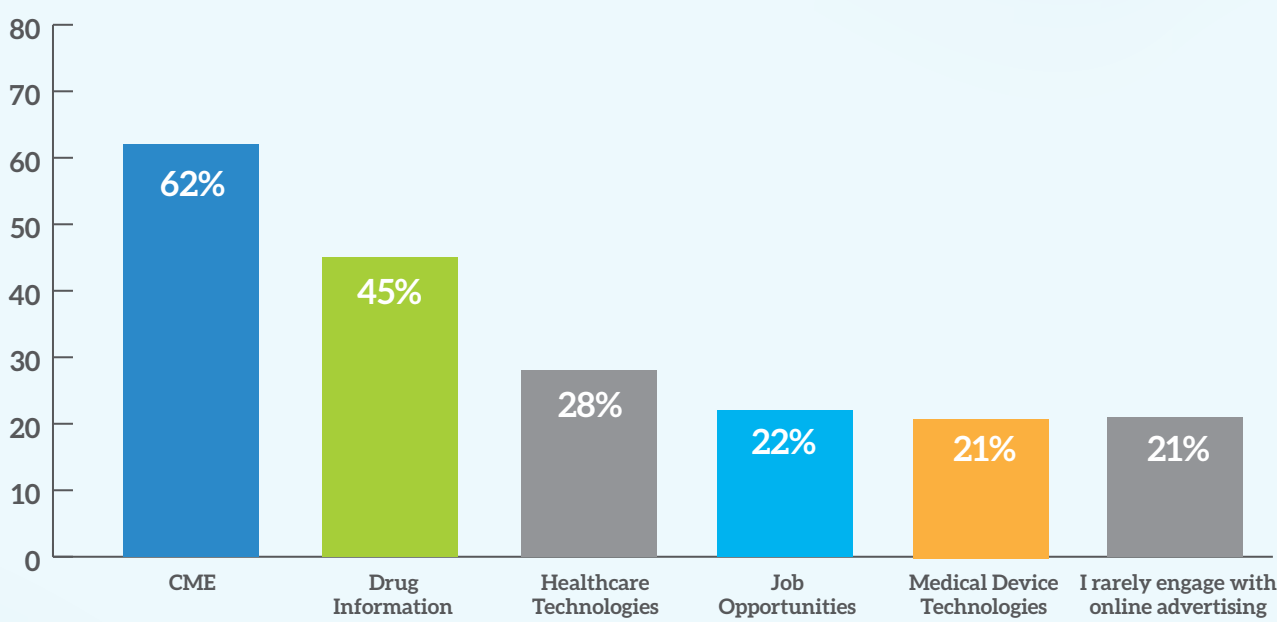
Responses were as follows:



While recent statistics indicate that time spent using mobile media has surpassed that of desktop, **desktop continues to be the most popular device used to search the web***.

Next, when asked, **“If you were to see an online ad for professional medical content, which type of content would you be most likely to engage with?”**

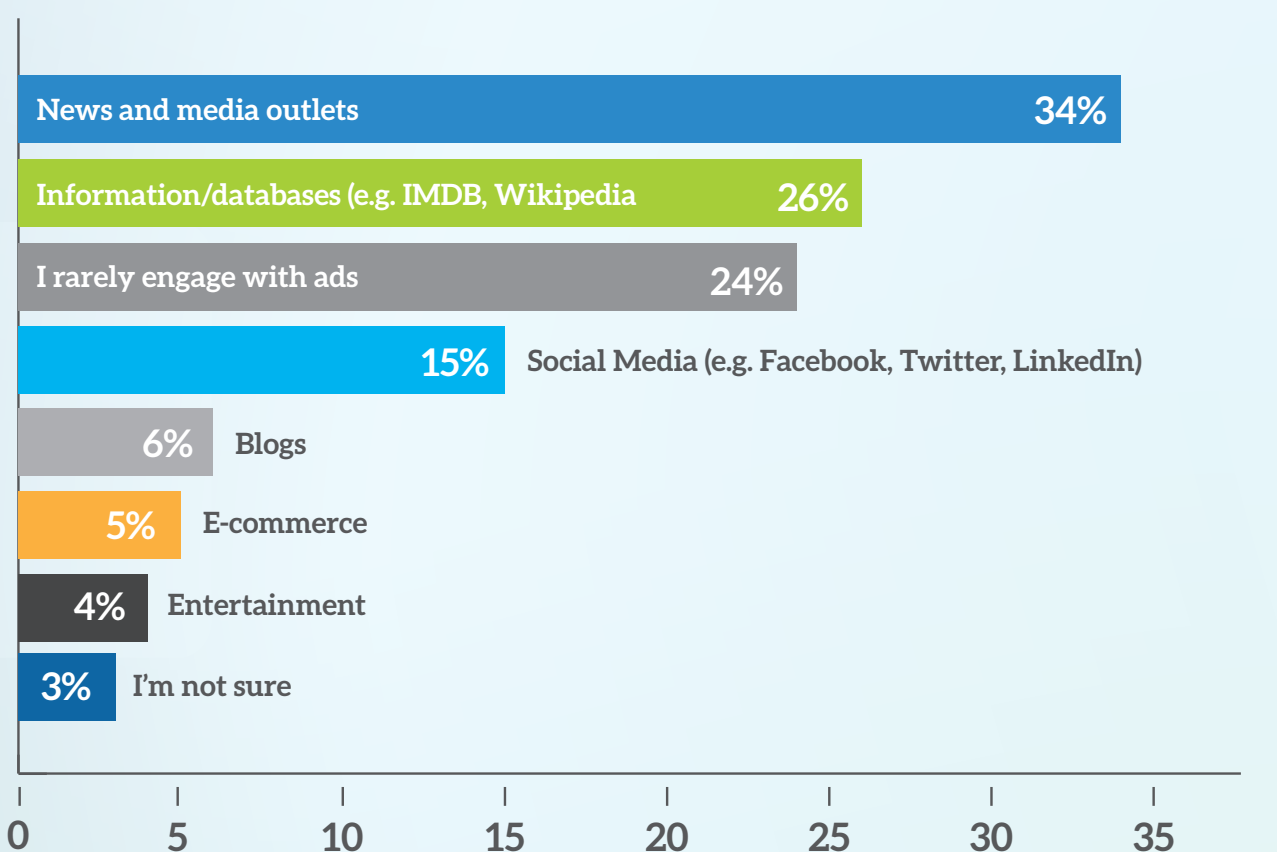
Responses were as follows:



Interestingly, **drug information** was the second highest response, indicating that physicians will stop to read pharmaceutical information while browsing online. Only 21% of this important group of HCPs indicate they rarely engage with online advertising.

And lastly, when asked **“Other than professional healthcare sites, on which types of websites would you engage with professional healthcare advertisements?”**

Responses were as follows:



News and media outlets were the top type of non-professional website where physicians reported interacting with healthcare advertisements the most.

THE KEY TAKEAWAY

By employing a programmatic ad buying strategy, combined with the right targeting data, healthcare and pharma marketers gain the ability to target highly specific healthcare audiences across multiple websites, networks and social channels, extending their reach in a highly cost-effective way.

MedData Group's HCP Digital ID program provides the data to fuel your programmatic advertising campaign, guaranteeing that your ads are being displayed only to the specific HCPs that you want and need to target. Irrespective of the type of websites your ad campaign is displayed on, MedData Group can ensure you are reaching the exact HCPs that you are looking to target.

Contact us today to learn more about how HCP Digital ID can fuel your programmatic ad buying strategy.