

Media attribution

Use case: **Media data link**

Challenge

A top 20 pharma company must **validate the return on its marketing spend**. While much of the budget is spent on TV and digital media ads, measuring the impact on healthcare outcomes is a challenge due to HIPAA and similar privacy regulations.

The company is interested in understanding whether patients exposed to media are taking the actions it hopes to drive, such as seeing a doctor or filling the advertised prescription.

The marketing team has worked with healthcare measurement vendors in the past, but insights were only available after the campaign concluded, preventing any **real-time optimization**. They also **lacked visibility** into how the analytics were run and noticed inconsistencies with their own data.



Solution

To power their **in-house attribution platform**, the pharma company leveraged HealthVerity's **media data link** to resolve online ad exposures to HealthVerity's HIPAA-compliant patient-level identifiers, or HVIDs. This link revealed the many actions patients take after interacting with a campaign and how they were influenced along the way.

Now, after campaigns are live, the marketing team can license interoperable healthcare data for 330+ million de-identified patients in HealthVerity Marketplace to track patient interactions over time. They also have the flexibility to run their own analytics and develop predictive models, which help to prioritize marketing channels, optimize tactics that yield the highest lift and redirect marketing spend to where it has the greatest impact.

About the media data link

HealthVerity's media data link provides healthcare marketers direct access to the underlying transaction-level healthcare data and media exposure data for patients of interest. This allows marketers the freedom to run their analytics of choice rather than relying on a third-party platform to answer a pre-set list of questions.

Healthcare data + digital touch points

Connecting online and offline patient activity to better understand the journey to treatment.

Link to major data types

- ✓ Your internal data
- ✓ EMR data
- ✓ Hospital chargemaster data
- ✓ Lab results
- ✓ Closed payer claims
- ✓ Pharmacy claims
- ✓ Medical claims
- ✓ Grocery and consumer data
- ✓ Imaging
- ✓ Biospecimens