



# NBCUniversal

WORKING TOGETHER TO ENCOURAGE DOCTOR  
VISITS & PRESCRIPTION ADHERENCE

MAY 2021

# Purpose

- Discuss the issues of prescription adherence and getting people to see Doctors, during a time where Covid is still top-of-mind.
- Share research on the relationship between prescription adherence and media.
- Highlight NBCU recommendations to drive prescription adherence and review “The Adherence Package” from NBCU.



# Prescription adherence was an issue before COVID-19

**<40%**

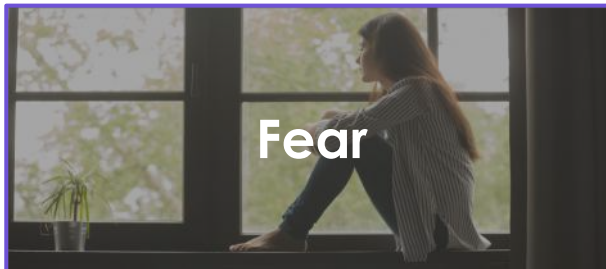
patients around the world fully adhere  
to their treatment

**125,000**

Deaths per year due to poor  
adherence



# COVID-19 is worsening issues with doctor visits & adherence



## Doctor Visits

“We now have data that shows that **many people haven’t been going to their primary care appointments**, which likely means they are **not speaking to their doctors about the symptoms** that may be related to **potentially serious conditions**”

*Michelle Calope, vice president and U.S. head of cardiovascular and established brands at Bristol Myers Squibb*

## Adherence

“I get worried that with all the media and information focusing on staying away from the hospital, we’ll end up in a situation in **a couple of months from now that chronic diseases are poorly managed**”

*Dr. Tania Elliott, co-chair of the virtual health clinical task force at NYU Langone*





# Many don't realize that advertising is a proven lever for increasing adherence

- **Advertising increases adherence**
  - A Wharton study found exposure to advertising led to improved adherence to therapy
  - The research found that a 10% increase in advertising would increase the rate of drug adherence by 1-2%
  - It also noted that non-elderly, living in high elderly share areas, were exposed to more pharma advertising, leading to substantial increases in chronic drugs purchased
  - Crossix found that when a pharma product goes dark on linear TV, refills fall 8%. A clear indication of the influence TV advertising has on adherence



We have the opportunity to work together **to ensure people continue seeing their doctor and taking their medicine** during this time.



# NBCU partnered with the AdCouncil to slow the spread of COVID-19



NBCUniversal was tapped by the Ad Council to develop creative to get the CDC's message out to the American people as quickly as possible to help slow the spread of COVID-19.

In partnership with the White House, CDC, and HHS, NBCUniversal created a series of videos and graphics, available in both English and Spanish, to inform the public about the steps they can take to protect themselves and to inform the public how to help slow of the spread of coronavirus.



The PSAs direct audiences to visit [www.coronavirus.gov](https://www.coronavirus.gov), a centralized resource that includes up-to-date information on the crisis.

# We recommend a broad and targeted approach to ensure people are going to the doctor

## Targeted Approach

Audience Scale- LOW

- **Pros:**
  - Reach your customers
- **Cons:**
  - Targets smaller segments of consumers
- Typically **LOWER FUNNEL**

## Broad Approach

Audience Scale- HIGH

- **Pros:**
  - Targets relevant market audiences at scale
  - Reaches everyone
- **Cons**
  - Less personalization
- Typically **UPPER FUNNEL**

## Dual Approach

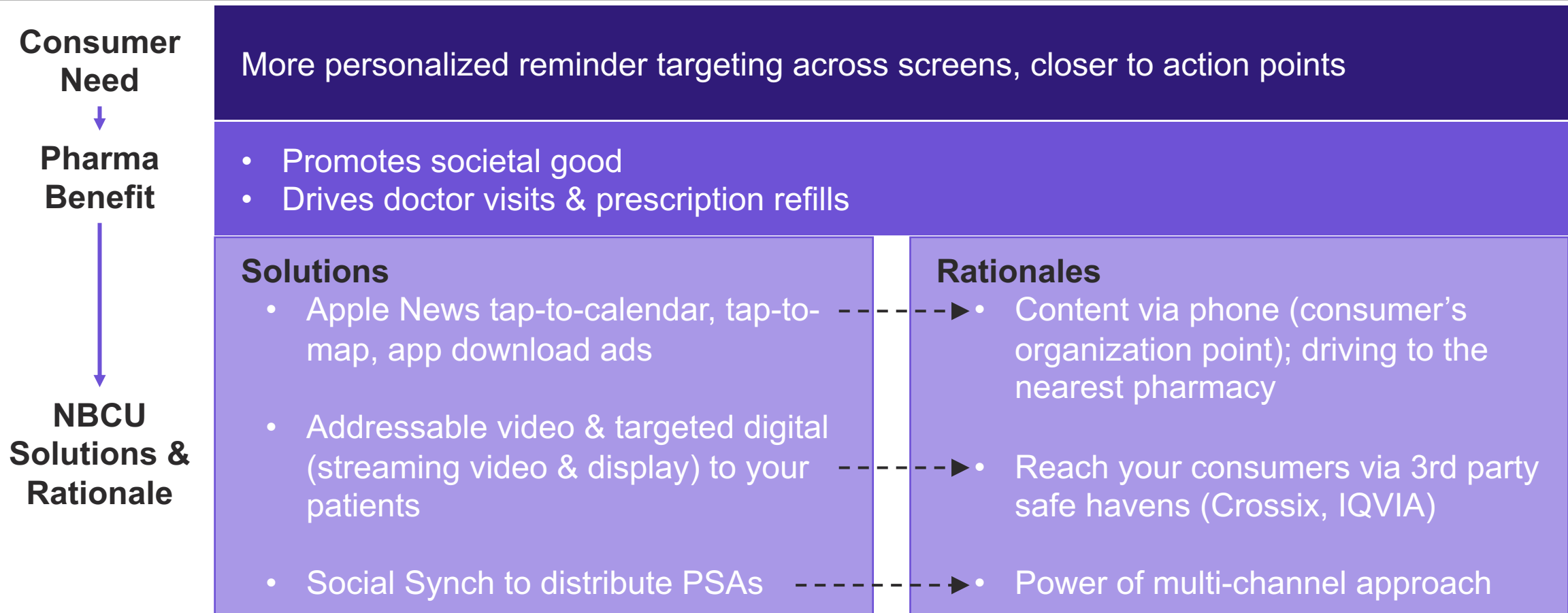
Ideal State-  
Balanced Scale

- Balances scale based on goals/objectives
- Integrated across the **FULL FUNNEL**



# With a targeted approach, a Pharma can focus in on brand customers to increase doctor visits & adherence

## Targeted Approach (Reach your customers)



# With a broad approach, a Pharma can share key doctor visit & adherence messaging with a wide audience

## Broad Approach (Reach everyone)

**Consumer Need**  
↓  
**Pharma Benefit**  
↓  
**NBCU Solutions & Rationale**

Reminder as part of their daily routine media consumption

- Promotes better well-being
- Drives doctor visits & prescription refills
- Gives advertisers a brand halo effect

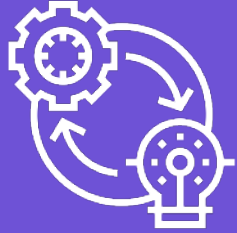
### Solutions

- Broad optimized linear & streaming campaign
- Memorable PSAs
- Reminder commercial innovation (Custom BBs, prime pods, etc.)

### Rationales

- Targeted scale
- Grab attention to share knowledge with consumers
- Shorter reminder-generating bursts

# The creative spectrum for developing mass reach PSAs together



## Low Lift: Strategic Alignment

- Associate with NBCU pharma doctor visit & adherence PSA content – created by NBCU storytelling experts
- Little/no brand input – brought to you by messaging and commercial adjacency
- Brand involvement is “brought to you by” language and logo approval
- For (:30) PSA, the estimated production costs would be \$100K (assuming remote production). Any talent fees would be incremental to production costs
- **Production Timeline:** 12-16 weeks



## Highly Customized: Content Collaboration

- Develop custom created PSAs in partnership with brand partner
- 100% brand input & approval process – from topic(s) to scripting to creative execution to talent ambassadors
- Opportunity to spotlight brand ambassadors/doctors, key messaging, creative tone, etc.

# Key Timing Suggestions

As a heavy-up or complement to existing plan

JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
6 weeks				6 weeks						6 weeks	

## New Year

- Remind users and family members after they spend time together during the holidays
- Retirees travel more heavily in January
- New Year resolutions

## Ahead of Summer Travel

- Retirees travel often in summer, and often for longer than other age groups
- Users are often recommended to fill up on prescriptions ahead of travel

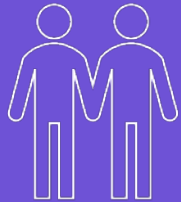
## Holidays

- Increased time spent with family and older relatives
- In-person is a good time to discuss prescriptions and treatments

# Audiences that we can target to increase adherence

TARGETED

BROAD



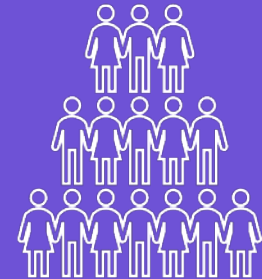
## Takes your drug\*

- Description: Crossix targets on branded RX takers
- Size: by drug



## Have a particular Disease

- Description: Crossix targets on disease states
- Size: by disease state



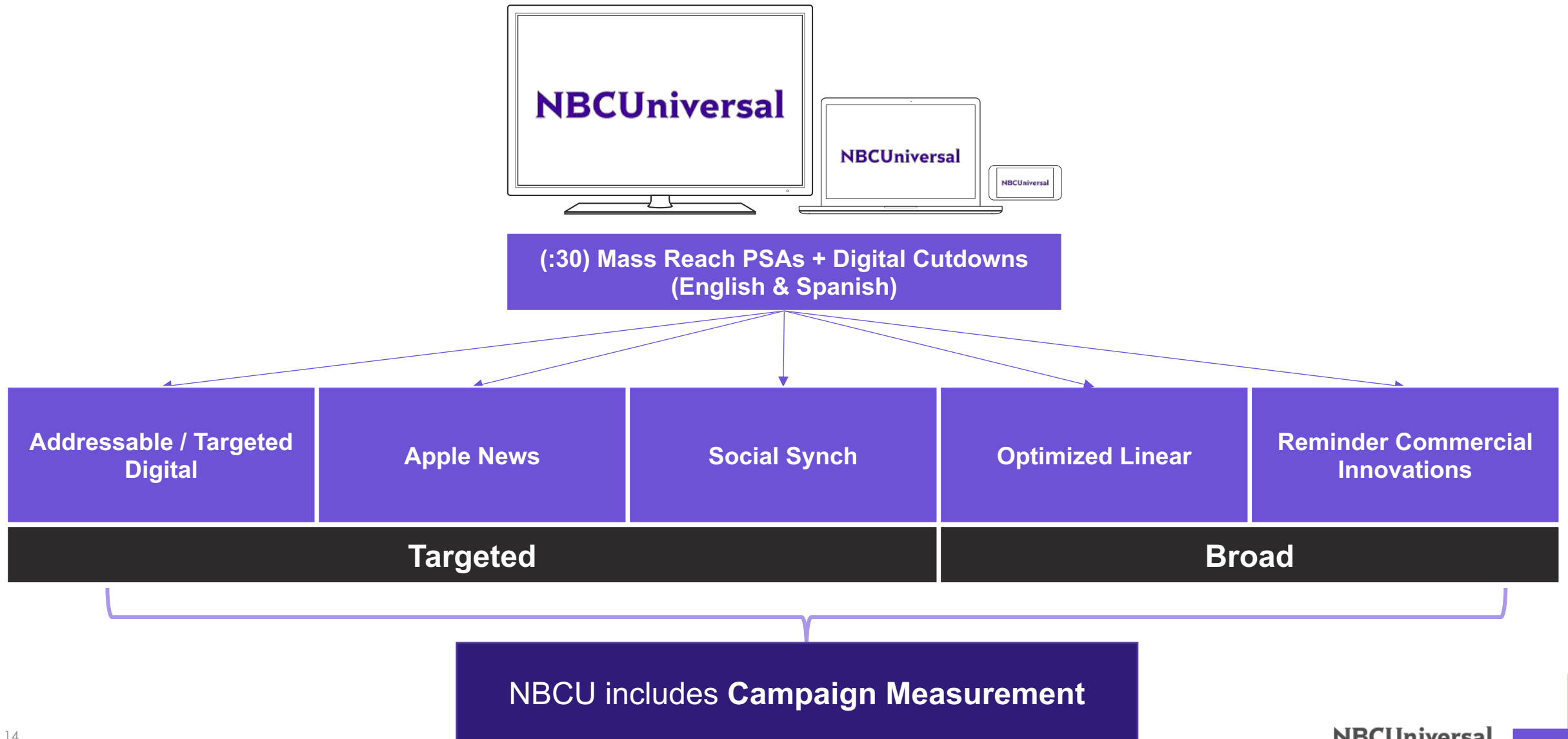
## Takes Rx Medicine

- Description: Broad U.S. prescription medicine takers
- Size: 151M\*\*





# The Adherence Package: Doing good together



# Thank You