

# IPSOS MMA & HEALTHVERITY PARTNERSHIP

Reinventing Omnichannel Patient & HCP  
Attribution in the Pharma Industry







## THE IPSOS MMA SOLUTION: LEVERAGING PATIENT & PHYSICIAN JOURNEY ANALYTICS TO INCREASE SALES AND BOOST OMNICHANNEL MARKETING ROI

With the evolving data landscape and advancements in marketing analytics and technology, Pharmaceutical marketers are using Unified Measurement to plan and execute their DTC and HCP marketing campaigns in an omnichannel manner, significantly improving conversion and sales while improving the effectiveness and efficiency of their commercial investments.

The synergistic effects of all investments need to be measured and accounted for to optimize the true impact of commercial marketing spend, including external conditions and sales force activities. Unified Patient and HCP Attribution enables this accurate assessment by identifying which specific interactions across each HCP and Patient journey drive the most value and how, when, and where to optimize them.

Ipsos MMA's Unified Measurement approach, combined with HealthVerity's data management, enables marketers and agencies to collaborate on which campaigns will meet critical objectives and identify how to optimize their highest-value audiences. It allows marketers to build and measure plans that ensure each touchpoint generates the greatest impact on business outcomes. The same holds throughout the activation process - Ipsos MMA works collaboratively with clients and their agency partners to optimize spend while in market across partners, audiences, and creatives.

## BENEFITS & VALUE DELIVERED TO PHARMA BRANDS

-  | **Holistic Measurement and Campaign Management:** Omnichannel impact of Patient and Physician journeys to increase patient visitation, NBRx, and adherence
-  | **Multi-channel Optimization:** Optimize campaigns across audiences, targeting tactics, partners, creative measures and reach & frequency – while in-flight
-  | **Sequencing:** Identify which Next Best Actions need to be taken across both Patient and Physician journeys to drive maximum conversion lift and ROI
-  | **Campaign Performance Management:** Ensure optimal audience quality and cost per qualified audience while meeting targeting benchmarks and downstream end actions
-  | **Interoperable Data Ecosystem:** With over 150 billion de-identified transactions from over 75 unique data sources and 330 million patients, HealthVerity provides access to the largest healthcare and consumer data ecosystem available today
-  | **HIPAA-Compliant Data Clean Rooms:** Securely combines data with a HIPAA-compliant data clean room for audience selection and media measurement for back-end analytics from HealthVerity. The complete solution enables a full closed-loop process to help target and optimize campaigns while ensuring clients get the desired outcomes.

# HEALTHVERITY: MARKET-LEADING TECHNOLOGY AND REAL-WORLD DATA INFRASTRUCTURE



*Through this partnership, Ipsos MMA's Unified Patient & HCP Attribution model uses HealthVerity's IPGE, the industry's leading infrastructure for patient identity resolution, privacy, governance, and broadscale healthcare and consumer data exchange.*

The HealthVerity IPGE platform enables organizations to connect and directly access the nation's most extensive real-world data (RWD) ecosystem in a fully interoperable, HIPAA-compliant manner. Its game-changing patient identity resolution technology links and matches records with ten times greater accuracy than industry alternatives while managing identity centrally. HealthVerity partners with more than 75 unique data providers, including medical claims, Electronic Health Records (EHR), hospital chargemaster data, pharmacy data, lab data, and social determinants of health data.



**HealthVerity IPGE Platform**

HealthVerity offers a modern approach to healthcare media attribution and optimization that uniquely connects your digital media ad and TV exposure data to individual patient journeys in a highly actionable yet completely HIPAA-compliant manner. Say goodbye to traditional media measurement solutions that rely on closed data ecosystems that produce nothing but patient-level scoring. HealthVerity Media Data Link enables precise targeting, self-directed analytics, and real-time campaign optimization.

*"We are excited to combine the market-leading technology and real-world data infrastructure of HealthVerity IPGE with Ipsos MMA's analytics services to deliver a best-in-class analytics solution to the market," said Ben Walker, General Manager of Media and Consumer Data for HealthVerity. "The combined approach fills a long-awaited market need for a new way to bridge the gap between different HIPAA-compliant datasets, allowing for closed-loop media measurement and optimization."*



## ABOUT IPSOS MMA

Ipsos MMA is a global leader in Unified Marketing Measurement, Planning & Optimization. The company has successfully completed brand and business building analyses in almost every industry sector, on thousands of brands spanning 30+ countries. Ipsos MMA is renowned for the billions of dollars in incremental value it has created with Fortune 500 Companies through its holistic data management platform, predictive analytics, speed-to-insight, dynamic software and consulting

## CONTACT MMA TO LEARN MORE

Doug Brooks, EVP Strategic Client Relationships • [Douglas.Brooks@ipsos.com](mailto:Douglas.Brooks@ipsos.com)  
Lisa Foster, VP Marketing & New Client Engagement • [Lisa.Foster@ipsos.com](mailto:Lisa.Foster@ipsos.com)

New York, NY • Norwalk, CT  
• Chicago, IL • Bangalore, India • London, UK

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