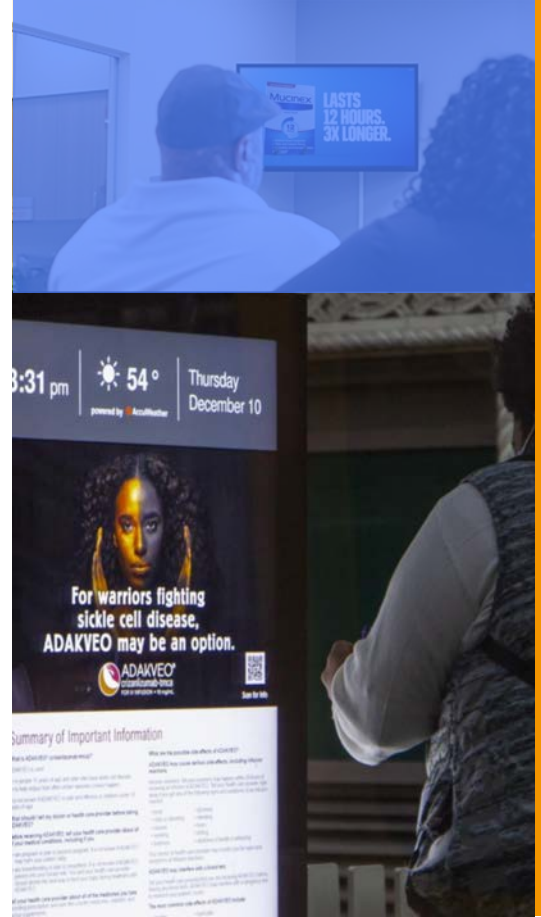


# Healthcare & Pharma Brands Find a New Prescription: OOH

With the declining reach of linear TV, the diminishing scale of print, and trust in social media below 20%<sup>1</sup>, healthcare and pharma advertisers are more challenged than ever to reach audiences through traditional channels. In recent years, OOH has emerged as a powerful medium for healthcare and pharma messaging - offering massive reach, engaging creative formats, higher levels of consumer trust than any other channel<sup>2</sup>, and sophisticated targeting and measurement capabilities.

Source: <sup>1</sup> Statista, 2021; <sup>2</sup> Vistar/MFour study 2021



## Why health & pharma brands work with Place Exchange

- Ability to leverage first and third party health and wellness data in aggregate for planning and buying
- Granular location targeting, including inside and around **point-of-care facilities, pharmacies,** and other key points of interest
- Support for video and display formats, with seamless integration of legible ISI (important safety information) as well as QR codes for user interactivity
- Dynamic creative capabilities that can trigger against data such as weather, pollen counts, epidemiological data, and more
- Ability to measure desired outcomes, including script lift and other key metrics

## Drive engagement across our health media partners



Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more.

# Leverage Advanced Targeting Capabilities

## Audience Targeting

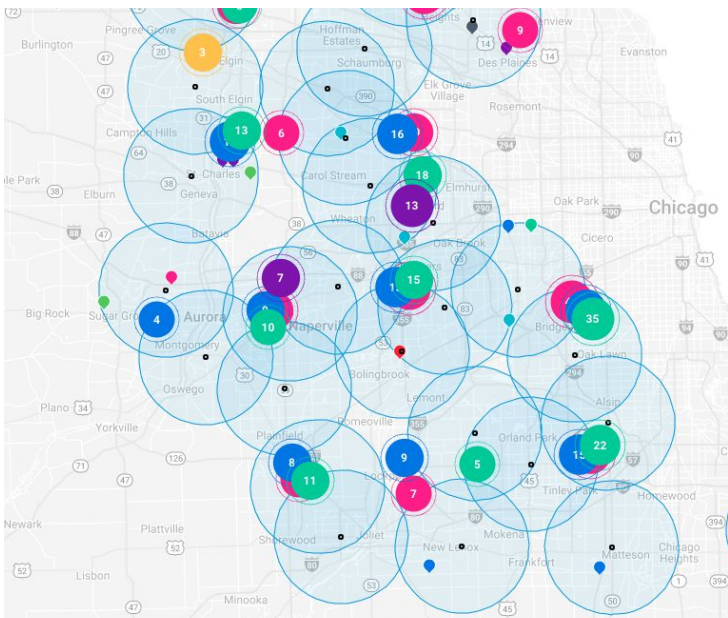
Place Exchange can match **1st and 3rd party audiences** to locations, delivering ads to the places where those audiences index highest.

- Seasonal healthcare data (e.g., allergy, cough-cold)
- Prescribing behavior (NPI) - TRX (total RX - total coverage of an area)
- Demographic segments (e.g., age, gender)
- Psychographic and behavioral segments

## Location Targeting








Place Exchange enables location targeting at any level of granularity, from distinct points of care, to custom geofences, zips, or DMAs.

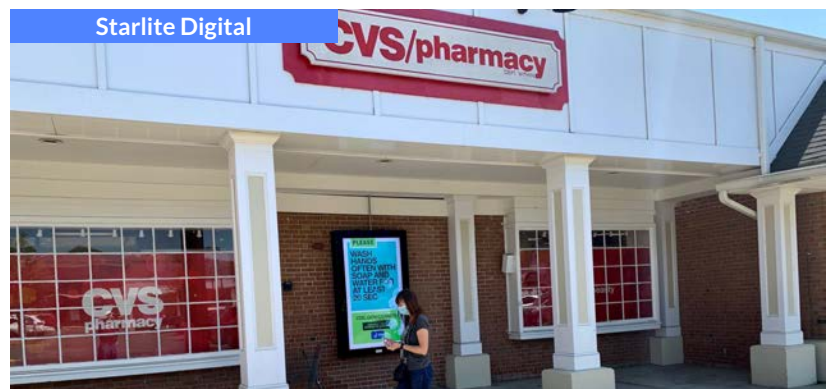
**Target by city & geofence:** Sample map showing inventory in Chicago within a 5 mile radius around urgent cares



- Total Screens: 354
- Impressions (4-week): 61.8M

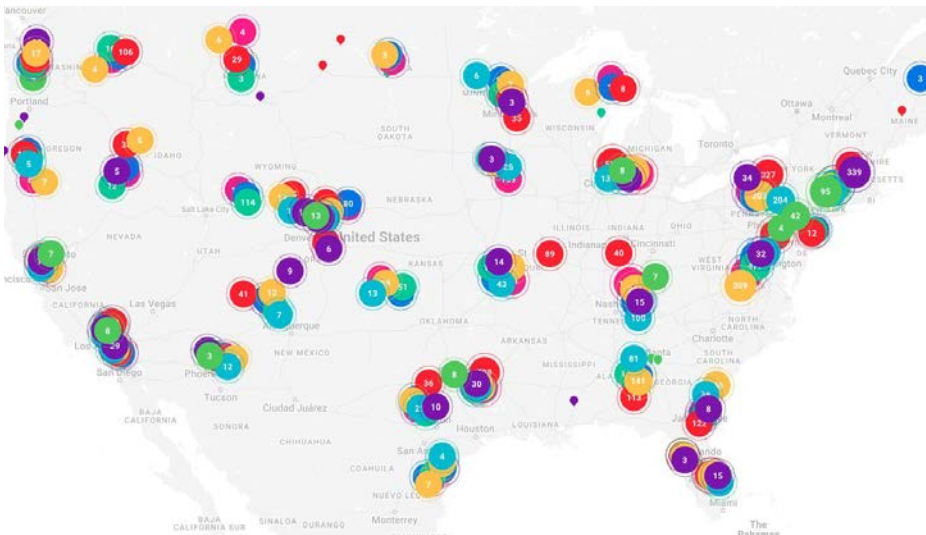
### Publisher screens

PatientPoint	
Screenverse Health	
Pursuant Health	
InStore Audio	
Health Media Network	
Vengo	
AdStash	



## Contextually Relevant Locations

Engage consumers in the physical world with targeting based on the right physical context for any health or pharma message in health clubs & gyms, medical campuses, retail locations, and more.



- Total Screens: 41,368
- Impressions (4-week): 5.79B

### Publisher screens

Point of Care	
Retail	
Health & Beauty	
Entertainment	
Education	
Office Building	
Residential	



## Place Exchange is integrated with Pulsepoint



In addition to our supply partners, our unique integration with **PulsePoint** uses real-world data in real-time to optimize pharmaceutical and healthcare marketing performance, offering advertisers a way to target healthcare professionals and patients with an unprecedented level of accuracy.

Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more.

## PX Health Network

- Total Screens: **Over 47,605**
- 4-week Impressions: **1.7 Billion**



The AdStash network gives brands access to a wide range of businesses and audiences of all sizes, including Pharmacies.

### Coverage

Digital Screens	<b>360</b>
4-Week Impressions	<b>2M</b>
Markets Reached	<b>71</b>



HEALTH Media NETWORK

Health Media Network's (HMN) premier in-office communication tools and premium video content educate, entertain, prepare and inspire people to embrace healthy living every day. HMN has over 6,000 screens at point of care locations, such as medical, vet, and lab waiting room screens located nationally, across the top 200 DMAs.

### Coverage

Digital Screens	<b>+6,000</b>
4-Week Impressions	<b>+30M</b>
Markets Reached	<b>200</b>



The largest Audio Out-of-Home network in the U.S., InStore Audio Network delivers audio messages over the sound system in 16,000+ grocery stores and pharmacies. Your brand's :15 or :30 digital audio message will reach every shopper in every aisle of the store when and where they make buying decisions.

### Coverage

Store locations	<b>+16,000</b>
4-Week Impressions	<b>100M</b>
Markets Reached	<b>148</b>



PatientPoint pioneered the point-of-care marketing industry, revolutionizing patient education, offering innovative, customized and targeted solutions to reach patients and providers. Access digital screens positioned in waiting rooms at doctor's offices, providing a unique opportunity to connect with patients.

### Coverage

Digital Screens	<b>16,600</b>
4-Week Impressions	<b>140M</b>
Markets Reached	<b>207</b>

### Pursuant Health

Pursuant Health engages consumers at scale while they are shopping at America’s largest retailer - pharmacy, Walmart. The health kiosks feature digital screens that Walmart shoppers see while filling prescriptions, browsing for health products, or just walking by the pharmacy area.

#### Coverage

Digital Screens	4,604
4-Week Impressions	1.3B
Markets Reached	209

### screenverse

A leading network of state-of-the-art digital screens in pharmacies and doctors’ offices delivering a customized approach to connecting clients with consumers. Engaging the consumer along the path to purchase with health-conscious consumers within the high-traffic areas of doctors’ offices and pharmacies.

#### Coverage

Digital Screens	2,235
4-Week Impressions	22.3M
Markets Reached	165

### STARLITE

Starlite specializes in premium large-format, high-impact video displays, located in grocery stores and outdoor retail centers. The 4k portrait displays are strategically placed in high-profile locations and are designed to engage consumers as they enter grocery stores, pharmacies, and retailers in environments free of in-store clutter.

#### Coverage

Digital Screens	142
4-Week Impressions	43M
Markets Reached	11

### Vengo

Vengo is a large portfolio of digital screens that enable buyers to execute with speed, scale, and trust. Vengo’s place-based networks provide the context to connect brands with consumers on their path to purchase. Vengo screens are located in Pharmacies, Colleges, Gyms, Residential Luxury Apartment Lobbies, Hotels, Offices, Grocery stores, and more, in high traffic areas with high dwell time and maximum visibility.

#### Coverage

Digital Screens	1,664
4-Week Impressions	68M
Markets Reached	135

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