WHITEPAPER

EHR Media Without the Blind Spots: Why Transparency Matters in Point-of-Care Marketing

Point-of-care (POC) marketing is one of the most effective ways to reach healthcare professionals (HCPs) during clinical decision-making. The promise is compelling: deliver brand messaging directly within the electronic health record (EHR) workflow, where prescribers are actively engaged in patient care.

But as "EHR media" grows as a category, so do the risks. Many campaigns run through aggregators or programmatic platforms that offer scale but hide the details. Marketers often don't know which EHRs are running their media, who's seeing it, or where in the workflow it appears.

As pharma brands face mounting pressure to demonstrate ROI and stay compliant, the need for clarity in campaign execution has never been more urgent.

This lack of transparency is inconvenient and costly. It can lead to wasted spend, ineffective placements, and missed campaign goals. And in a regulated industry like pharma, it can also introduce compliance risk.

Veradigm Digital Health Media (DHM) was built to solve this problem. As both the EHR provider and media platform, Veradigm DHM offers a transparent, accountable, and scalable solution for point-of-care marketing. Veradigm is also the first and only EHR media platform to achieve POCMA certification, validating our commitment to transparency and compliance.

The risk of opaque EHR media campaigns

Some EHR media platforms don't require physician opt-in and instead superimpose messaging over the clinical workflow, without providing transparency into when, where, or how the message is delivered. This lack of visibility makes it difficult to verify whether your campaign reached the right audience at the right moment in their workflow.

Or that your messaging appeared in parts of the workflow where it was unlikely to be seen. Or worse, you can't verify who saw it.

These are not hypothetical concerns. They are common outcomes when marketers rely on media aggregators or programmatic partners who treat "EHR media" as a broad category, without offering visibility into execution.

These risks fall into four key categories:

WASTED SPEND

Ads shown in irrelevant environments or to non-prescribing staff dilute impact. In 2024 alone, pharma companies spent over $30 billion on advertising and promotion. Without clarity, a portion of that spend may never reach the intended audience.
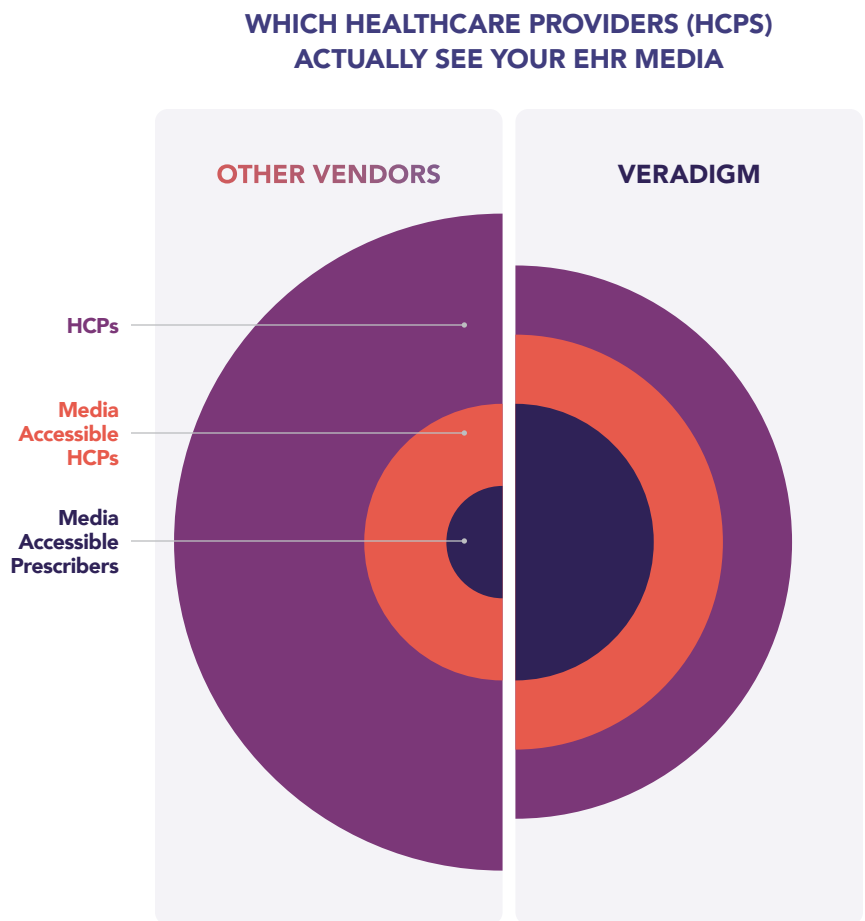
OFF-TARGET PLACEMENTS

Without control over ad placement, messaging may surface in non-clinical contexts, during sensitive workflow moments, or in app contexts outside of the workflow completely. This reduces effectiveness and can raise compliance flags.

MISSED GOALS

When targeting lacks specificity or is not truly targeted as you intended, key metrics like reach and engagement suffer. A recent Veradigm case study showed that higher ad frequency within transparent EHR workflows correlated with increased prescribing behavior across four therapeutic areas.

LIMITED DATA

Marketers often can't confirm delivery, segment performance, or adjust campaigns in real time. Without first-party data or deterministic directly from the platform, reporting is predictive rather than reliable.

WHICH HEALTHCARE PROVIDERS (HCPS) ACTUALLY SEE YOUR EHR MEDIA

OTHER VENDORS — VERADIGM

HCPs
Media Accessible HCPs
Media Accessible Prescribers

For illustration purposes only, not intended to convey quantification of media-accessible HCPs for Veradigm vs. any one specific competitor.

Unlike "black box" solutions, Veradigm provides full transparency into data ownership, ad exposure, compliant impressions, and campaign performance.

The trade-off between scale and clarity

It's easy to chase reach. Aggregators and programmatic platforms offer access to large networks of EHRs and providers. But visibility often gets lost in the process.

When buying "EHR media" as a category, you may not know:

- Which EHR systems are running your ads
- Whether your messaging is reaching prescribers or support staff
- Where in the workflow your content appears
- If your campaign complies with state and national regulations, and whether the physicians seeing the messaging have appropriately consented to receive it

Without transparency, scale alone can't deliver meaningful results.

Clarity without compromise

Beyond reach, marketers need to know where their campaigns are running and who they're reaching. That's where Veradigm DHM stands apart. It gives direct access to one of the largest ambulatory EHR user bases in the country that has messaging built into the EHR base and that users directly opt into. You know:

- Which platforms are running your media
- Which providers are being reached, including NPI-level targeting
- Where your messaging appears in the workflow
- How long ads are viewed
- What results are being generated, with reporting pulled straight from the EHR

Veradigm uses de-identified, real-time data from the EHR to target providers during relevant patient encounters. You're reaching the right people at the right time, not relying on guesswork or third-party assumptions. This level of transparency helps marketers validate delivery, compare performance across specialties, and adjust campaigns mid-flight.

As part of our provider-first approach, ads are delivered in a separate, clearly defined space and never overlaid on clinical content. This provides a non-disruptive experience that respects the HCP-patient interaction and maintains compliance.

A proven model that works

Veradigm DHM has delivered more than 16 billion impressions and partnered with over 200 life science brands. That scale matters, but so does relevance. It's about reaching the right prescribers in a channel they use daily, with messaging that fits naturally into their workflow.

This depth of experience translates into campaigns that are more focused, better timed, and easier to measure.

Other platforms may offer limited touchpoints or vague delivery reports. Veradigm provides multi-channel messaging with full visibility into how, when, and where campaigns are delivered. That gives marketers the ability to:

- Confirm campaign delivery with direct EHR-sourced reporting
- Track performance by specialty, region, and other meaningful dimensions
- Make timely adjustments based on real-world data
- Protect brand reputation and stay aligned with compliance standards

Veradigm's experience makes a difference. As a pioneer in EHR media, the platform has evolved alongside the needs of pharma marketers. It's built for accountability, not just access.

POCMA certification validates our commitment to transparency and gives marketers independent assurance that Veradigm meets the industry's highest standards for accountability.

Choose transparency

Marketers don't need to settle for uncertainty. Veradigm DHM offers a clear path forward, one that connects scale with accountability.

Working directly with the EHR provider and media platform helps pharma brands avoid wasted spend, reach the right prescribers, and run campaigns with confidence.

> Transparency isn't a nice to have. It's the difference between hoping your campaign worked and knowing it did.

veradigm.

Start exploring today at veradigm.com