

Higher Frequency for Higher Impact: How Increased EHR Media Exposure Relates to Prescribing Behavior

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Life science marketers and their media agencies face a delicate balance: maximizing reach while optimizing spend and minimizing the potential for ad fatigue. Traditional programmatic strategies typically cap ad frequency at 1-2 impressions per day to avoid overspending and oversaturation, which can lead to abrasion and reduced returns. However, new data has revealed that effective point of care media within the healthcare provider's electronic health record (EHR) requires a different approach. Media delivered through the EHR software vendor can integrate highly targeted messaging directly into the HCP's electronic clinical workflow—where providers typically spend about six hours a day¹—in a manner that maintains high visibility without attendant abrasion, enabling increased exposure and frequency that have been shown to correlate with a higher rate of prescriptions written.

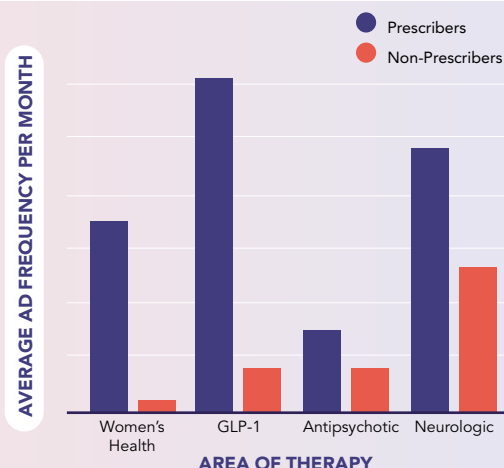
To evaluate the impact of this approach, analysis was conducted on media campaign performance across four widely prescribed medications, each with different therapeutic targets and targeting criteria for message delivery. Despite the diversity in drug class and campaign strategy, the data revealed a consistent trend: in the case of EHR media, unlike traditional programmatic marketing, providers who saw messaging more frequently were significantly more likely to prescribe the associated brand. Even further, the data revealed that the higher the frequency of exposure, the greater the change in prescribing behavior when compared to baseline prior. These findings reinforce the value of EHR media from a vendor who can leverage first party data and other proprietary information to enhance the precision and scale of provider targeting and highlight the importance of tailoring frequency caps to user behaviors within EHR rather than applying traditional display correlations to point of care campaigns.

Higher Frequency Correlates with Prescription

Across all four medications, providers who wrote prescriptions received higher ad frequencies than those who did not, indicating a strong correlation between frequency and engagement.

In 2024, providers who prescribed the leading medications consistently received more frequent campaign messaging than non-prescribers:²

Area of Therapy	Average ad frequency per month of prescribers vs non-prescribers
Women's Health	11x greater
GLP-1	7x greater
Antipsychotic	2x greater
Neurologic	2x greater



Higher Frequency Linked to Higher Prescription Rate

Providers who increased their prescribing activity from Q4 2023 to 2024 displayed a consistent pattern wherein those who wrote more prescriptions on a monthly basis were exposed to higher frequencies of ad impressions.

Campaigns that displayed the highest degree of Rx growth were analyzed to determine the degree of prescribing behavior change by the top 20% of providers whose Rxs grew, then examined these groups to determine the correlation with ad frequency.

Area of Therapy	Monthly Rx Growth %	Ratio of Ad Impressions for Prescribers with Higher Rx Growth Y/Y to Non-Prescribers
Women's Health	86-100%	26x
GLP-1	80-100%	13x
Antipsychotic	80-100%	4x
Neurologic	0-20%	5x

Why This Works: Context and Consistency

Prescribers who use EHR software that features Veradigm Digital Health Media spend an average of 6 hours per day within the EHR environment. Ad impressions, which last an average of 30 seconds, are seamlessly embedded into their daily workflow. This means:

- Ads appear when providers are highly engaged
- Visual fatigue is minimized because the ad format is familiar and consistent
- The message is delivered in a non-abrasive manner; ad exposure is native to their existing workflow³
- Many providers value the content in this channel, due in part to the high frequency of non-commercial, value-added content delivered to opted-in providers there, including news about new and updated features and best practices relating to optimizing utilization of their EHR.

For context, a typical display digital media campaign might target 30-40 monthly impressions per provider and is often reaching them when they are not within the point of care. In contrast,

campaigns through Veradigm Digital Health Media typically exceed this frequency, and does so in a channel that reaches providers during their regular clinical workflow in a manner they are accustomed to, offering higher visibility without negative provider feedback.

It is also essential to recognize that some strategies that only consider whether EHR media is part of the media mix from without consideration of the ability to trigger messages based on first-party data, ignore the unique value of aligning message delivery with a specific patient visit. For example, higher ad frequency can strengthen reinforcement of addressing affordability options with a specific class of patients, but that same message is even more likely to be effective when high ad frequency is supplemented with specific triggering based first-party data, including impression delivery that corresponds with de-identified patient data, as well as delivery of impressions across a wide range of appropriate touchpoints across the clinical workflow. The patient visit represents the very bottom of the marketing funnel, and as a result it is critically important to maximize both frequency and quality of impressions tied to it.

Higher Frequency Campaigns Display Highest Performance Potential in EHR Media

With Veradigm Digital Health Media, life science marketers should discard the standard limitations set on volume, which are commonly applied to programmatic approaches. Unlike programmatic media, higher frequency does not result in abrasion. On the contrary, it correlates with higher prescribing. This is particularly true for highly targeted campaigns with strictly defined lists of providers based on their National Provider Indicator (NPI) number, as these lists have tighter targeting parameters, which require greater impact per provider to achieve effective impact.

Contact us to explore how increasing your frequency can increase the effectiveness of your direct buy, programmatic, and programmatic guaranteed strategies.



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1. AMA, *Tethered to the EHR: Primary Care Physician Workload Assessment Using EHR Event Log Data and Time-Motion Observations*. 2017.
2. Veradigm data on file, April 2025.
3. The Practice Fusion EHR displays advertisements in an iframe window that is separate and distinguishable from the clinical and practice management workflow within the EHR. No biopharma or device advertisements appear during the prescribing workflow consistent with applicable law