

The PREMION Advantage

**Healthcare
Advertising &
The OTT Audience**





How are Healthcare advertisers effectively leveraging Streaming TV Advertising?

This guide dives into healthcare advertising, the OTT opportunity and The PREMION Advantage.

Leading the Evolution in Local OTT & CTV advertising, PREMION is an OTT advertising platform that enables advertisers to reach highly engaged streaming audiences at scale.



2020 CYNOPSIS ADTECH AWARD WINNER
OUTSTANDING LOCAL ADVERTISING SOLUTION



TAG CERTIFIED
AGAINST AD FRAUD

Market Opportunity:

The healthcare industry is undergoing a consumer-centric shift. The pandemic has heightened the focus on the patient-centric experience and accelerated the shift on the consumerization of healthcare — from the convenience of scheduling, payment, and reimbursements to the care itself

In fact, Forrester predicted that virtual care visits soared to more than 1 billion in 2020 including 900 million visits related to COVID-19.¹

Beyond convenience, today's consumers have greater health awareness and are more focused on self-care. For instance, many millennials value convenience and cost savings over continuity and are more likely to visit a local clinic instead of their primary care provider (PCP). As such, more healthcare businesses are investing in new innovations to enhance patient services—to be safer, more efficient and convenient.

To capture the hearts and minds of health-focused consumers, healthcare advertisers are rethinking their media mix and evolving their message to emphasize how they're improving the patient experience to stay relevant and drive growth. With the surging growth in streaming TV viewers, savvy healthcare marketers are increasingly vying for the attention of this highly engaged audience with OTT advertising.

In 2019, a Zenith study on healthcare advertising estimated that the U.S. spent nearly \$16B on advertising for anything from medical equipment to OTC medications and contact lenses. They estimate that spend to rise an impressive 5% from 2020 to 2021, bringing the U.S. estimate to \$17.5B.² Pre-pandemic estimates can almost certainly be modest; with the spotlight on personal and public health in recent months, you can speculate that health ad spend will surely rise.



¹Forrester/HIMSS Q1 2020 US Experiential Healthcare Benchmark Survey
²Zenith Healthcare Advertising Expenditure Forecasts, August 2019

GENERAL WELLNESS

ADULTS AGE 55+

CHILDREN IN HOUSEHOLD

WOMEN AGE 18-34

YOUR LOCAL HOSPITAL CARES ABOUT YOUR HEALTH

CONDITION: ALLERGIES

WHY OTT?:

With 105M OTT-enabled U.S households serving over 225M OTT users, OTT has become a vital piece of a healthy media mix for brands and advertisers on both a national and local level.³ Locally, OTT ad spend is forecasted to reach over \$1.2B in 2020, and nationally, that number soars to \$4.8B.⁴ Specifically, in the healthcare industry, local OTT advertising spend is forecasted to reach over \$140M in 2022,⁵ signaling that the industry is aware of the opportunities in targeting and measurement that OTT offers.

The allure of OTT is that it offers the best of the big-screen TV viewing experience with digital media's precision in targeting and measurement. OTT enables healthcare advertisers to geographically target audiences by DMA, state, or zip code. Often times, advertisers need to focus on a specific audience type, regardless of their location. The ability to target ads to viewers that have indicated an interest in health-specific topics offers the type of precision that healthcare brands need in order to be effective with their advertising spend.

With OTT, advertisers can reach the most engaged audience, as the chance of a viewer navigating away from an ad served on a self-selected show is low. And since OTT ads are non-skippable, the video completion rate typically averages 95 percent or higher. Combined with the ability to target audiences by location, as well as behaviors and interests, OTT offers a cost-effective way to extend reach and minimize waste. That's highly appealing to advertisers.

³eMarketer, Connected TV Households, August 2020, eMarketer; OTT Video Service Users, August 2020

⁴BIA Advisory Services, December 2020

⁵Magna, US Media Landscape, December 2020

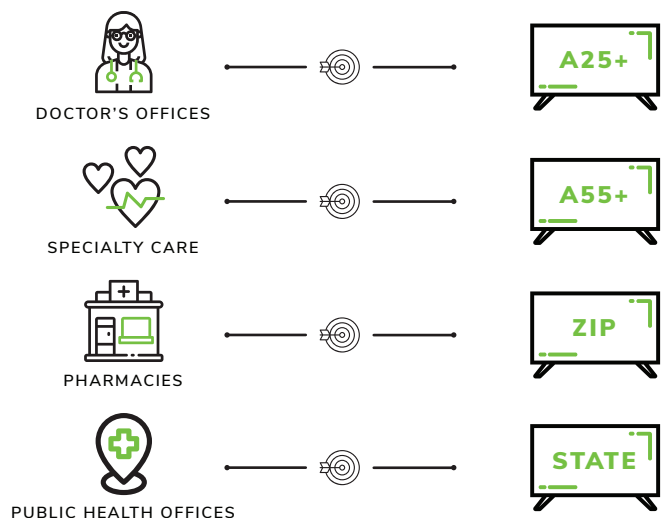
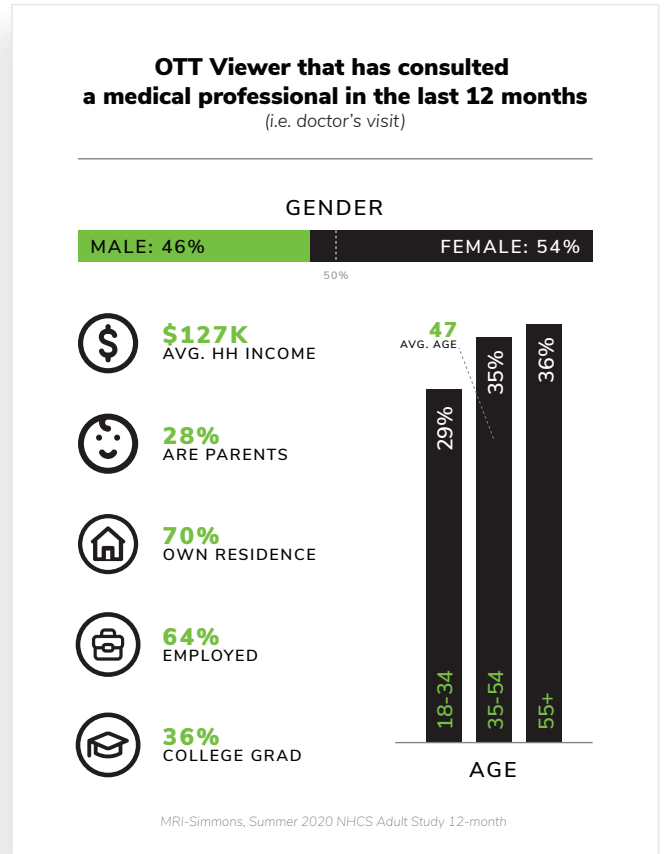
The Healthcare Audience & OTT:

Now more than ever, consumers are choosing healthcare providers and wellness brands that are establishing trust and a personal connection with them. With the accelerating growth of ad-supported OTT viewing, healthcare advertisers are primed to reach an engaged audience that's highly receptive to receiving brand messages of health, safety and care.

A recent MRI-Simmons study found that among OTT viewers, 71% have consulted a medical professional in the last 12 months and more than half (54.2%) of OTT viewers understand the importance of visiting a doctor when they feel ill. Of consumers who research information for various treatments, 84% are OTT viewers.⁶

Today, healthcare advertisers can leverage OTT campaigns to reach custom audiences based on psychographics, consumer behaviors, and interests. For instance, a doctor's office seeking to acquire new patients can target young adults in their local area, a key demographic that are opting for their own health insurance plan and likely in the market for a new primary care physician. Similarly, a drug store or pharmacy can focus on a local audience to promote seasonal OTC medications and flu shots. Furthermore, public health offices can blanket households in a specific state, DMA, or zip code with a PSA campaign.

The OTT advantage for healthcare advertisers doesn't end with audience alignment. The availability of campaign reporting and audience insights, website and location attribution, and dynamic advertising provide a plethora of options for brands to strategize and strengthen their advertising campaigns. Thus, the digital foundation of OTT is proving to be an essential piece of full-funnel marketing and advertising plans.



⁶ MRI-Simmons, Summer 2020 NHCS Adult Study 12-month

Why Choose PREMION?:

Healthcare advertisers need a trusted CTV/OTT advertising partner that can execute locally, reach the right consumers at the household-level, track conversions, and reduce wasted impressions. Premion is a proven partner in driving measurable outcomes for many healthcare brands. We've run a multitude of healthcare campaigns – from local, regional, and large national brands.

PREMION EXPERTISE:

HEALTHCARE

449

Clients

882

Campaigns

1.3B

Impressions

237%

Campaign Growth
(Jan '18 – Dec '20)

Data reflects Premion activity Jan 1, 2018 - December 31, 2020

SUB-CATEGORIES

- Chiropractors
- Doctor's Offices
- Cosmetic Surgery
- Eyecare
- Dentists
- Hospitals & Clinics

ADDITIONAL MEASUREMENT OPPORTUNITIES

- Website Attribution
- Linear Reach Extension

AUDIENCE TARGETING STRATEGIES

- **INTEREST:** Health & Fitness
- **CUSTOM SEGMENTS**
- **PREMIUM TARGETING:** Health

PREMIUM TARGETING OPTIONS: HEALTH

Geo-parameters may apply. Advertiser approval is not guaranteed. Campaign minimums apply.

 Addiction	 Allergies	 Blood Disorders
 Cold, Flu & Infectious Diseases	 Endocrinology	 Eye Care
 Gastrointestinal Health	 General Health & Wellness	 Health Insurance
 Heart Health	 Neurology	 Nutrition & Weight Management
 Oral Health	 Orthopedics & Pain Management	 Pulmonary Health
 Reproductive & Sexual Health	 Skin Care	 Sleep Disorders
 Urology		

MRI-SIMMONS DEFINITIONS

Ailments may include: Acid Reflux, Acne, ADD/ADHD, Anxiety, Arthritis, Asthma, Athlete's Foot, Backache, Cancer, Chronic Bronchitis, Chronic Kidney Disease, Chronic Pain, Cold Sores, Constipation, COPD, Depression, Diabetes, Eczema, Flu, Gas, Hearing Loss, Heart Attack (Stroke), Heart Disease, Heartburn, Hemorrhoids, Hiatal Hernia, High Cholesterol, HPV, Hypertension, Impotence, Indigestion, Insomnia, Irritable Bowel Syndrome, Migraine Headache, Nail Fungus, Nasal Allergies, Osteoporosis, Overactive Bladder, Overweight, Sensitive Teeth, Snoring / Sleep Apnea, Stomach Ulcers, UTI

*Used AILMENT LAST 12 MONTHS: ANY

Professionals consulted may include: Acupuncturist, Allergist, Alternative Health Practitioner, Cardiologist, Chiropractor, Dentist, Dermatologist, Ear, Nose, & Throat, Eye Doctor, Gastroenterologist, General/Family Practitioner, Internist, Nurse Practitioner, OB/GYN, Osteopath, Pediatrician, Pharmacist, Physical Therapist, Podiatrist, Other

*Used PROFESSIONAL CONSULTED WITH: ANY

Taking care of someone with disease may include: Alzheimer's Disease, ADD/ADHD, Cancer, Chronic Ear Infections, HIV/AIDS, Any, Any including none of the above

*Used TAKING CARE OF SOMEONE WITH DISEASE: ANY INCLUDING NONE OF THE ABOVE

PREMION

ONE SOLUTION. EVERY ADVANTAGE.

CHOOSING A QUALITY OTT PROVIDER

TOP 10 ADVERTISER CHECKLIST

10 Essential Questions Every Buyer Should Ask Before Advertising on CTV/OTT

- How do you source your inventory?
- Do you ever source inventory through Open Exchanges?
- Does your inventory reach both cable/satellite subscribers and cord-cutters?
- What are your tactics to ensure a brand-safe and fraud-free environment?
- What types of audience and geo-targeting do you offer?
- Does your reporting include measurement of reach and frequency?
- Do you provide full network-level reporting transparency?
- Will you share an comprehensive list of providers where inventory can run?
- Do you measure incremental reach against linear broadcast TV audiences?
- What types of attribution do you offer?