

A hand holding a white pen points towards a tablet displaying various data visualizations, including a donut chart and a line graph. The background is a soft-focus image of a person in a white lab coat.

**Impact Measurement & Optimization Strategy for  
Co-Pay Program Promotion & Administration:  
Elevate Your Approach**

Marketers of today know that data is "king" and that sophisticated measurement competencies have become table stakes instead of differentiators for specialized subject matter experts. Expectations are high, particularly for measurement on larger investment areas for a brand or portfolio. Co-pay program impact measurement and optimization is an area where marketers have historically been more limited - with lack of data visibility and access to real-time connected actionable data.

Mapping an effective measurement and optimization approach for co-pay program promotion and administration doesn't have to be daunting. There are several essential questions that need to be answered as part of a good thorough approach:

1. Is my promotion of the co-pay program driving Rx conversions and refills?
2. Did a certain promotional push or time period have impact on co-pay utilization over time?
3. Are certain promotional channels or media publishers/placements performing better in driving co-pay utilization?
4. How can I leverage co-pay data to prevent late refills and subsequent lost annualized Rx's?

Let's reflect on each of these key questions now to compare today's current state to a future vision for tomorrow.

## 1. **Is my promotion of the co-pay program driving Rx conversions and refills?**

### Today's Current State:

You may be addressing this question via multiple data sources pieced together with some assumptions in your analyses. Perhaps you are analyzing this through a marketing mix regression using NRx and TRx - if your data is granular and robust enough to feed the model. Or perhaps you are running a specific test and control analysis to address this question. Either way, the data readout is likely somewhat murky and not as precise as it could be. The data is also lagged, which means that there are missed optimization opportunities that could have been made faster.

### Tomorrow's Future Vision:

Imagine being able to get all data from one source in real-time. The capability to connect promotion exposure to co-pay registration through redemption and ongoing use, by unique patient and aggregated in any fashion, exists. That is what to strive for.

## **2. Did a certain promotional push or time period have impact on co-pay utilization over time?**

### Today's Current State:

It's probably safe to say that if you are leveraging either a regression analysis or a test and control method, you are getting insight around this question. You may be able to look at a specific promotional time period and see a level of impact over that same time period. But are you able to actually attribute that promotion directly to the result? And can you see what that promotional time period did in a specific time period later? Can you confidently conclude, for example, that January's big media push drove an X% increase in co-pay utilization in February – April?

### Tomorrow's Future Vision:

You can pick any co-pay promotional timeframe and determine what impact that had in co-pay utilization in that same time period and/or any desired time period in the future. You are able to directly attribute your promotion to the resulting impact.

## **3. Are certain promotional channels or media publishers/placements performing better in driving co-pay utilization?**

### Today's Current State:

Today you are probably getting a view of which promotional channels drive co-pay registrations. Sales force leave-behind materials in-office with a unique tracking code maybe? Registration tracking from each referring digital media property perhaps? And you can probably track your overall media impact on doctor visits and Rx's at a publisher level. But can you attribute each unique channel and publisher where you promote co-pay to co-pay utilization, both initial co-pay conversion and ongoing redemptions/refills?

### Tomorrow's Future Vision:

You should know which promotional initiatives drive the most co-pay conversions and refills - and by how much - at a channel, publisher and tactic/placement level. You should optimize your promotional efforts accordingly. It's as simple as that, and yes, it can be done.

## 4. How can I leverage co-pay data to prevent late refills and subsequent lost annualized Rx's?

### Today's Current State:

Are you looking at co-pay data retrospectively to predict and influence future behavior? Do you flag which patients have delayed co-pay card usage as an indicator for lagging refills? Because then, of course, you can send them refill reminders and tailor communications to help address barriers to non-adherence. What if you could have real-time coupon redemption data instead of retrospective data for this purpose?

### Tomorrow's Future Vision:

You can. And we all know that every day NOT late on a prescription impacts the topline. Earlier interventions and tailored communications based on the most current insights can make a difference.



CodeBroker Health offers a mobile-first best-in-class platform solution for co-pay program administration that can take your measurement and analytics capabilities to a new level. Think about truly advanced activity monitoring and reporting that drives the patient's next best action, all real-time and all connected. Your optimization opportunities could be amplified and your program impact could be maximized. Why settle for less?

**Contact CodeBroker today to learn more.**

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