



 ebook Series

# Paid Digital Media

for Healthcare & Biopharma

**A COMPREHENSIVE GUIDE**

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**Paid Media**

Healthcare & Biopharma

March 2023

emagine Paid Media

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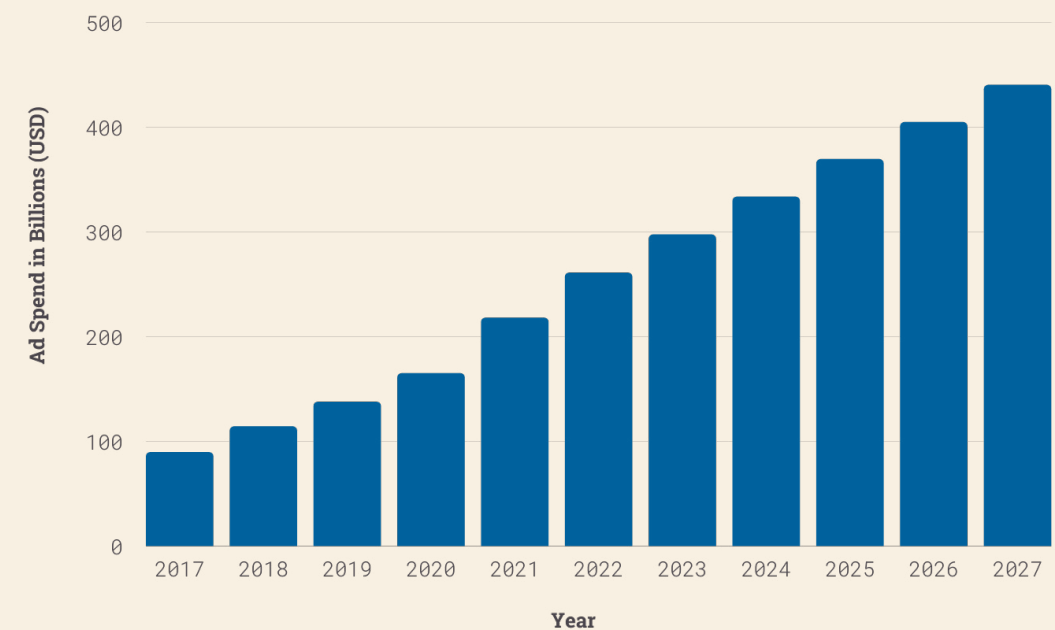
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The digital healthcare landscape is quickly becoming more fragmented and dynamic. As the amount of digital platforms continues to grow, understanding what channels you are using and why those channels work is critical for digital marketing success. This ebook will cover paid digital media to give you an overview of what ad platforms are available and how they can reach your audiences.

Digital Ad Spend in Billions (USD) vs. Year







## Understanding Paid Media

Paid digital media refers to channels that require brands to pay for placements of advertising that are shown to their target audience. This approach is powerful for its instantaneous reach, enabling connections to new, high-intent, or high-value audience members, even those unfamiliar with your brand. Paid media can be used to reach cold audiences and to retarget past customers or warm leads.

Paid media extends far beyond just pay-per-click search; it spans from mobile video to retail media. There are now many different forms of digital advertising available, giving advertisers brand new ways to connect with patients. CTV and OTT ads are replacing single TV ads worldwide. In 2000, there were 41.6 million 30-second traditional TV ads, but only 12.7 million homes had an interactive TV (ITV). Today, 119 million homes have a smart TV, and \$9.03 billion is spent on CTV ads.

When it comes to paid digital media, there is a wide variety of platforms to choose from, giving advertisers several options and allowing them to select the platforms that best align with their budget, target audience, and marketing campaign goals.





## Benefits of **Paid Media:**

When paid media is used strategically, it is a powerful marketing tool to drive your business objectives, whether you want to use paid search to bring in high-converting prospects to your website or test creative messaging with a new audience segment. Paid media allows you to be proactive instead of simply waiting for your content to be seen, enabling the acquisition of new customers at a competitive price while yielding a positive ROI.

### **Control of Your Brand's Image, Narrative & Context**

Paid media enables your brand to appear visually and contextually precisely how you want people to perceive it in front of the exact audience you want. You can create text ads, display ads, rich media, and video ads. The ad formats available to you will depend on the type of platforms you use.

For example, Google search primarily leverages text ads; they are short, direct, and focused on driving conversions with strong CTAs, lower in your patient's journey or conversion funnel. An ad exchange for publishers will offer you banner ads to drive awareness and brand recognition. There are many options to use, with best practices for each, but you'll have complete control over choosing what best suits your brand.

### **Getting in Front of Your Ideal Audience**

Are you talking to the right people? When setting up a paid campaign, you should have a clear picture of the audience that you are targeting and a clear idea about the language that your target audience speaks. What are they searching for, what terminology do they use, and how do they word their searches and questions?

Platforms like Facebook and LinkedIn target based on audience attributes, such as demographics, job titles, or interests. However, for Google Ads, targeting is based on the keywords people use to search. These keywords can then also be combined to target an actual audience by layering on demographics, location, interests, etc.

This is particularly crucial because this is what will make a connection between your campaign and your target audience. Ideally, create personas for your target audiences - patients, caregivers, HCPs, investors, etc. - to pinpoint whom you are speaking to and what their needs are.



# Targeting the Patient Journey

A patient journey is the compilation of the patient's experiences throughout the healthcare system. It details the path a patient takes, from their first symptoms to the end of their treatment. It supplies real-life stories of patients' paths, spotlighting the most significant issues they face with medications, treatments, physicians, and the entire healthcare system.

1

## Awareness & Recognition:

Symptoms, experiences, emotions, and actions taken before seeking care

2

## Presentation & Diagnosis:

Motivators to seeking care and to whom patients present (including referral patterns).

3

## Treatment Selection:

Characteristics and external forces that drive and influence physician treatment selection.

4

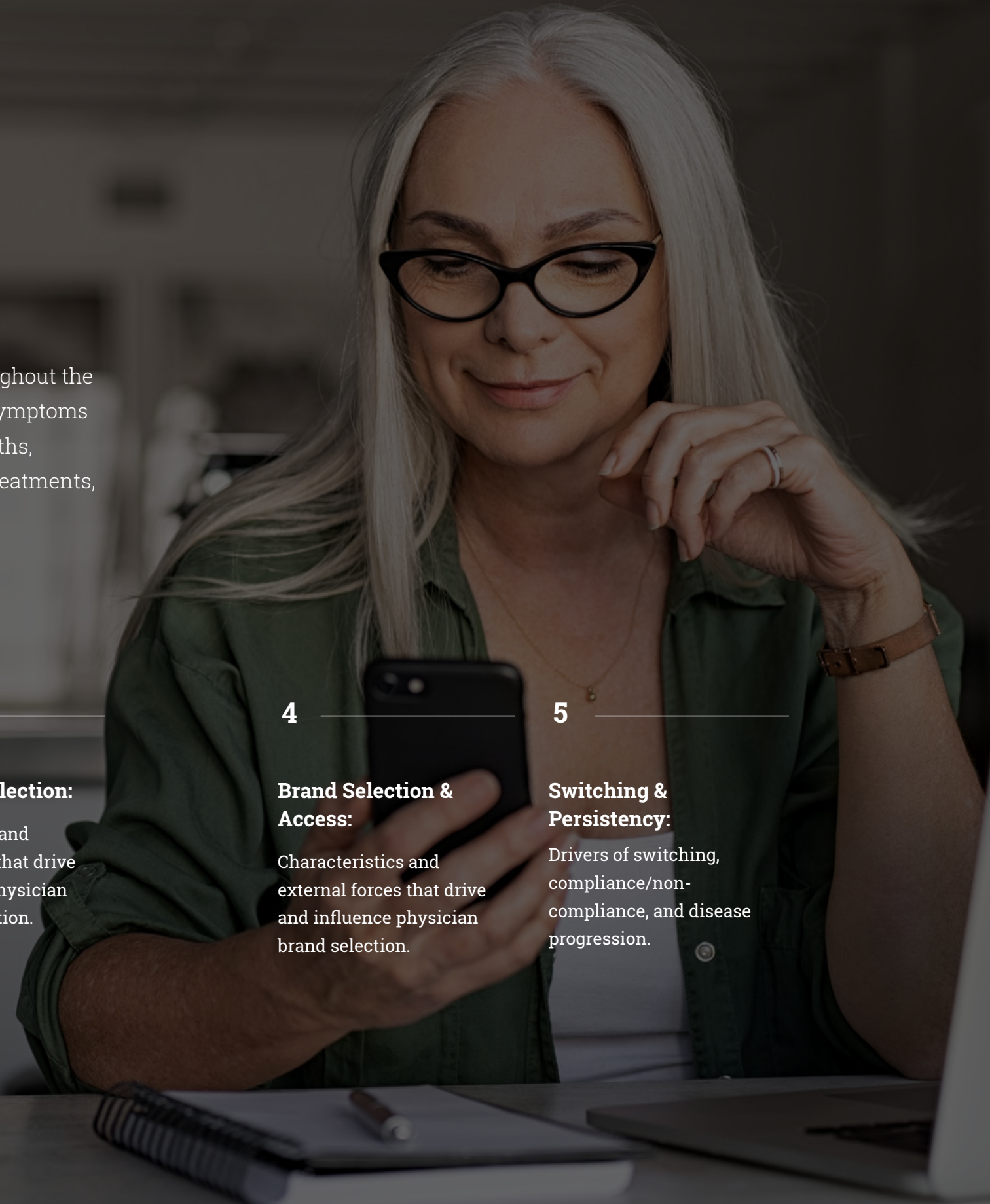
## Brand Selection & Access:

Characteristics and external forces that drive and influence physician brand selection.

5

## Switching & Persistency:

Drivers of switching, compliance/non-compliance, and disease progression.





**Understanding the patient journey can allow you to:**

- Identify the primary stakeholders and how much value their opinion has for patients.
- Learn the deciding factors that patients follow when selecting a physician.
- Find out who influences patient decisions besides the physician.
- Learn about patient preferences, from preferred treatment methods to challenges and difficulties.

Developing and understanding the patient journey allows you to target campaigns at every stage along the way. With a clear understanding of which phase of their journey your target audience is in, how they make their decisions, what influences them, and what information they are looking for at that specific phase, paid campaigns can be significantly more targeted, accurate, and ultimately successful.





# Understanding the HCP Journey

The journey of an HCP involves several steps, including education, engagement, and support to ensure that they have the resources they need to provide the best possible care for their patients. Here's a general outline of the typical journey:

## 1. Education:

The first step is to provide HCPs with information about their products. This could include providing medical literature, hosting webinars or in-person events, or providing training programs to help HCPs understand the therapeutic areas and the products.

## 2. Awareness and engagement:

Once HCPs have been educated about the products, the next step is to engage with them on an ongoing basis. This could involve providing them with scientific information, clinical data, and other resources to help them make informed decisions about prescribing the products. This could be done through various channels, including digital platforms, medical conferences, or direct outreach.

## 3. Product support:

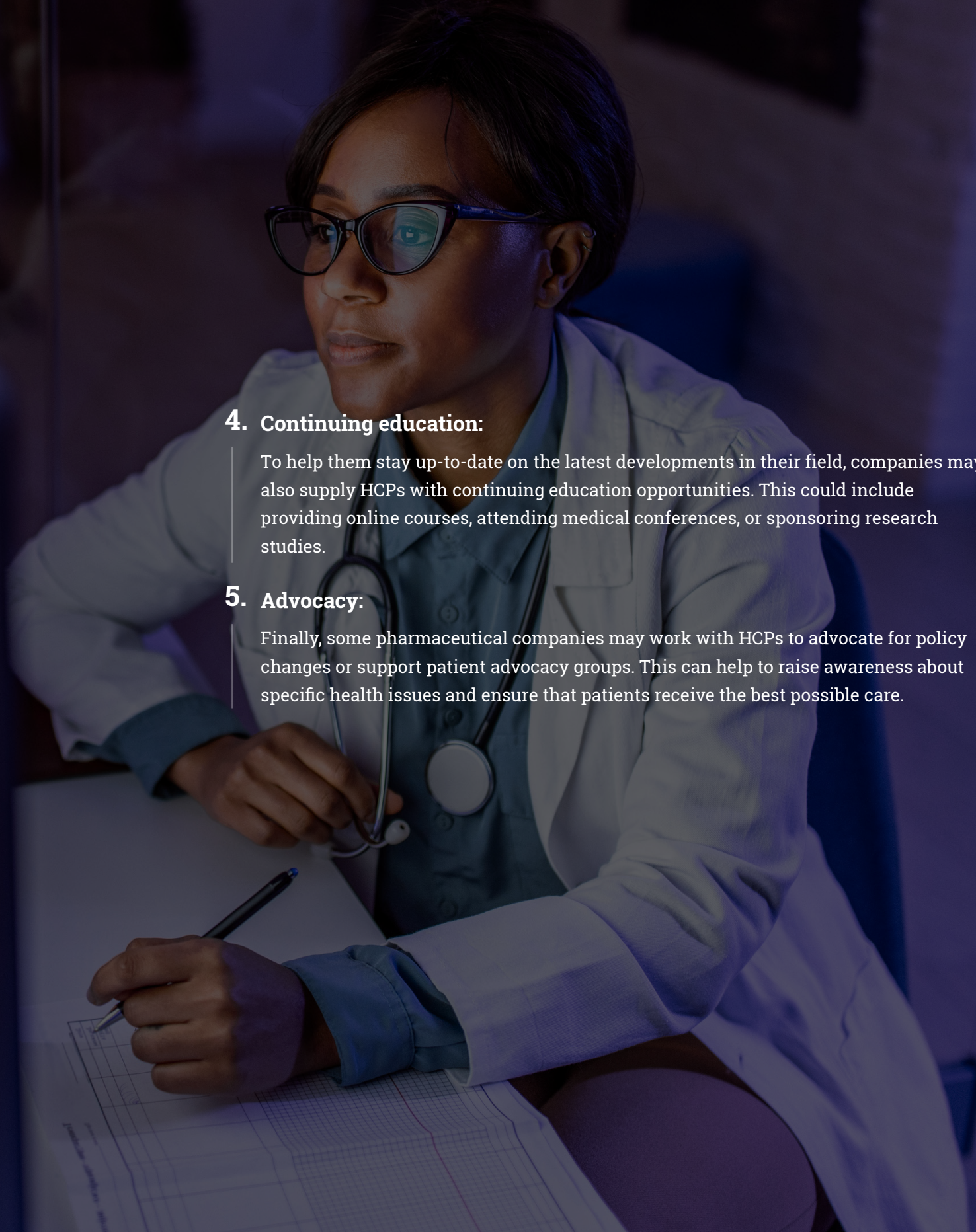
Pharmaceutical companies may also provide HCPs with ongoing support for their products. This could include patient education materials, reimbursement assistance, or access to clinical trials. These resources help HCPs provide the best possible care for their patients and ensure that they are using the products correctly.

## 4. Continuing education:

To help them stay up-to-date on the latest developments in their field, companies may also supply HCPs with continuing education opportunities. This could include providing online courses, attending medical conferences, or sponsoring research studies.

## 5. Advocacy:

Finally, some pharmaceutical companies may work with HCPs to advocate for policy changes or support patient advocacy groups. This can help to raise awareness about specific health issues and ensure that patients receive the best possible care.





Paid digital media can be an effective way to reach and engage with HCPs throughout their journey. Here's how it can be used specifically for each step of the HCP journey:

- **Education:** Paid digital media can be used to promote educational resources, such as webinars or training programs, to HCPs. For example, a pharmaceutical company could use paid search ads or display ads to promote a webinar on a particular therapeutic area or product. By targeting specific keywords or audiences, the company can reach HCPs who are most likely to be interested in the webinar.
- **Awareness and engagement:** Paid media can also be used to engage with HCPs on an ongoing basis and keep them up-to-date on the latest developments in a particular therapeutic area or product. For instance, a pharmaceutical company could use social media ads or email campaigns to share scientific information, clinical data, or other resources with HCPs.
- **Product support:** Paid media is also useful in promoting product support resources, such as patient education materials or reimbursement assistance, to HCPs. A pharmaceutical company could use search ads or social media ads to promote a mobile app that provides HCPs with easy access to these resources, and by targeting specific keywords or audiences, the company can reach HCPs who are most likely to be interested in the app.
- **Continuing education:** Promoting continuing education opportunities, such as online courses or eLearning modules, is another way paid digital media can be used. For example, search ads or display ads used to promote an online course on a particular therapeutic area or product.
- **Advocacy:** Paid digital media can additionally be used to support advocacy efforts for policy changes or patient advocacy groups. A pharmaceutical company could use social media ads or email campaigns to raise awareness about a particular health issue and encourage HCPs to take action. By targeting the right audiences, the company can ensure that the message is reaching the right people.

By using a range of digital channels and targeting specific audiences, companies can reach HCPs where they are and provide them with the resources they need to provide the best possible care for their patients.





[Source](#)

## Choosing the Right Ad Platform

It's essential to understand the ad platforms or channel mix. This decision should be based on your business objectives, target audience, budget, and creative & technical resources. Each platform plays a critical role in different stages of the patient journey. Some paid media platforms are great at driving conversions and direct response, while others increase message recall, brand lift or affinity

Each platform is different and reaches certain audiences better than others. For example, LinkedIn skews professional and older, while Instagram skews younger and more casual. More importantly, each platform can encourage specific interactions with your ideal audiences, such as clicking to buy, completing a sign-up form, or watching a video to share with a friend. As you begin to understand where your audience lives online, you then want to ensure that the platform is conducive to facilitating the action you want from that audience.



### Google Ads:

Google Ads allows your ad to show up on Google the instant someone is looking for products or services similar to yours. This will enable you to increase online sales, bookings, or mailing list sign-ups with online ads that direct people to your website, increase patient or customer calls with ads that feature your telephone number and a call button, and get more patients or customers help to find your company on a map.

# 28.6%

**of Share**

[Google](#) holds the largest US digital ad revenue share, with 28.6%.

# 8:1

**Return on investment**

The return on investment for [Google Ads](#) is 8:1, so every \$1 a business spends on advertising, it makes \$8 back in profits.

# 4x

**More Likely**

[People](#) are four times more likely to click on Google ads than any other advertisement network.

### LinkedIn:

LinkedIn is incredibly effective at reaching healthcare professionals by specialty because it offers unique targeting capabilities using third-party data, including job titles, industry degrees, and fields of study. While patients do not generally use LinkedIn to seek healthcare information, healthcare companies often feature patient stories to share their initiatives and innovations within a disease community to reach other industry and healthcare professionals. LinkedIn is invaluable for the healthcare industry to share critical information at conferences, provide data and regulatory milestones, seek industry news, and share both research and personalized perspectives.

# 28

### Million

LinkedIn members engaged with company posts from healthcare companies.

# 1.7x

### More Likely

LinkedIn users are 1.7x more likely to be receptive to advertising than on other platforms.

# 30%

### Increase

From 2021 to 2022, healthcare conversations on LinkedIn increased by nearly 30%.

### Twitter:

In the healthcare, biopharma, and biotech industries, Twitter provides companies the opportunity to guide patients to resources, share information, and create a communicative and collaborative forum for patients, industry professionals, and researchers to provide education and improve care. Tweets in the industry talk about improving patient advocacy, increasing disease awareness, advances in medical research, new treatments, clinical trials, and collaborations between colleagues and companies.

# 15%

### More Likely

People are 15% more likely to inform friends and family about new products and services on Twitter and spend 26% more time viewing ads than on other leading social platforms.

# 186

### Million

There are 186 million daily active users in the US.

# 41%

### of frequent users

41% of frequent users are 18-29 years old.





### Facebook:

Facebook is one of the most efficient digital ad platforms, particularly for reaching consumer and patient audiences. Patients and healthcare professionals use the platform to find, share, and discuss news and information in the health industry and to find supportive communities - a safe space for patients and caregivers to discuss experiences and share advice.

- Facebook is used more than any other social platform to search for health-related information.
- Facebook is the preferred platform for users 35 and older and skews female.
- Facebook has over 2 billion monthly users globally.

### Instagram:

Pharmaceutical companies use Instagram to educate patients, build credibility, and recruit employees to talent openings, while healthcare professionals often use Instagram to connect with patients, educate about their services, and use graphics to raise awareness about a particular health topic. Patients on Instagram are constantly sharing their stories and experiences with certain diseases or health issues, treatments they've tried, and challenges they go through to connect with others and build community.

# 200

**Million**

There are 200 million active business accounts globally that are visited daily.

# 1.4

**Billion**

Instagram has 1.4 billion monthly active users globally.

# 60%

**Active Users**

About 60% of active users are between 18 and 34.

# 86%

**Completion rate**

Brand stories have an 86% completion rate. The key is to make sure you're sharing captivating content that will hold their interest.

# 58%

**of people**

say they've become more interested in a brand or product after seeing it on stories.

# 50%

**of people**

have visited a website to make a purchase after seeing a product or service on stories.



### Youtube:

YouTube combines search functionality with social scroll functionality, allowing users to see and search for physical symptoms. Patients visit YouTube to share stories, experiences, diagnoses, find a sense of community, and learn more about their disease from others experiencing the same symptoms. Medical groups and communities launch channels to educate people about health topics and disease conditions. YouTube is a valuable source for HCPs to inform patients and learn from peers.

# 70%

**of People**

70% of people have bought a product after seeing it in a YouTube ad.

# 2nd

**Most Visited**

YouTube is the world's second-most visited website, following Google.

# 1.7

**Billion**

YouTube has 1.7 billion monthly visitors.

### TikTok:

Despite its more lighthearted origins and start as a Gen Z-dominated platform, other age groups, including many patients, healthcare professionals, biotech and biopharma companies are now active on TikTok, using the platform to share educational resources, patient stories, treatment options, health-related symptoms and diagnoses, and to build community.

# 2.6

**Billion**

The app has been downloaded over 2.6 billion times and receives 672 billion monthly views.

# 3.8

**Million**

As of 2021, 3.8 million HCPs are active on TikTok.

# 50%

**of frequent users**

About 50% of active users are between 13 and 24.





**Ad Exchanges:** [Source](#) [Source](#)

Ad exchanges are digital marketplaces where advertisers, agencies, demand-side platforms, publishers, and supply-side platforms can bid on video, display, and rich media inventory from various publishers using real-time bidding (RTB).

Ad exchanges create large pools of assorted Display & Contextual Publisher inventory. Access to these networks is typically purchased through programmatic bidding. Advertisers determine the price by participating in the RTB process. Additionally, with an ad exchange, advertisers have visibility regarding where their ads will appear along with the audiences they want to reach.

**\$271**

**Billion**

[US programmatic ad spend](#) is expected to reach \$271 billion in 2025 – an increase of over \$100 billion compared to 2021.

**86%**

By 2026, 86% of overall digital advertising revenue will come from [programmatic ads](#).

**91%**

In 2023, programmatic digital display will make up 91% of [all US digital display ad spend](#).

**2x**

In 2023, programmatic video advertising spend will be [more than double](#) what it was in 2020.

**OTT & CTV**

Modern, digital TV advertising produces an average of 83% ROI, the highest ROI amongst all digital advertising channels. You can reach your audience on their TVs, computers, tablets, and smartphones, as easily as running ads on social media.

**OTT** stands for “over the top” and is video content shown to viewers over a closed television system. OTT lets users watch video content without subscribing to or paying a cable or satellite company because the content is served via the internet.

**CTV** stands for “connected TV” and is any television set that streams video over the internet. These are most often videos that are streamed via apps that are downloaded. Some classified as CTV devices include Smart TVs, connected devices (Roku, Apple TV, Amazon Fire Stick, etc.), & gaming consoles. With connected TV advertising, you can reach viewers that advertisers can’t reach without traditional TV commercials.

**45%**

Advertising makes up 45% of all online video revenue and is projected to grow to almost 60% over the next ten years.

**\$11**

**Billion**

CTV and OTT ad spending reached nearly \$11 billion by the end of 2021, up from nearly \$7 billion in 2019.

**Millennials who subscribe to at least one OTT service**

watch more than twice as much OTT content as they do live TV.



**Retail Media Networks:** [Source](#) [Source](#)

Retail media is advertising on retailer websites and apps. Most of the time, this is done by brands that sell products directly with retailers, but this isn't always the case. Retail media advertising can also come from non-endemic brands in verticals like healthcare, financial services, or travel that want to reach retailer audiences but don't necessarily sell products on those retailers' websites and apps

Brands such as CVS, a leading US-based pharmacy chain, launched their own retail media network, CVS Media Exchange. This network enables their brands and vendors to promote products through sponsored listings and display ads across their sites. In a given category, for example, "pain relief," the first few listings appear "sponsored," followed by the organic search results.

With RxPass, Amazon Prime members can get about 50 generic drugs delivered to their door without using their insurance. In its January 24th announcement, [Amazon said](#) that RxPass makes medications more available, affordable, and easy to use. With retail media, brands can increase their visibility on the "digital shelf" through native and display ads, which are similar to an endcap or special in-aisle feature in a physical store. Ads can be shown on the home page, category page, search page, or product detail page to reach customers at different points on their journey.

**20%**

**Growth**

The global online pharmacy industry is expected to grow at a CAGR of over 20% from now until 2031, seeing revenues exceed \$131b in the next 3 years.

**2/3<sup>rd</sup>s**

2/3 of online product searches start on retailer sites.

**\$4.9**

**Trillion**

In 2021, retail eCommerce sales were an estimated \$4.9 trillion U.S. dollars worldwide.

**\$7.4**

**Trillion**

Over the next four years, it's predicted this number will grow by 50%, reaching approximately \$7.4 trillion by 2025.



**Mobile + App:** [Source](#) [Source](#)

Mobile app marketing enables your brand to be in touch with your potential patients from when they first hear about your app to when they start using it regularly. To do this well, you need to know who you want to reach, where to find them, and what to tell them.

In-app marketing can be aimed at freemium users, loyal users who are ready to upgrade, users who are at risk of downgrading or leaving the app, or any other target user. This is very different from push notifications or email campaigns, which are often aimed at people who don't use the app.

Also, since you can combine the user data you already have with your in-app marketing efforts, this type of targeting gives you a great chance to send highly relevant, personalized messages and engage with your user base in a meaningful way.



**\$413**

**Billion**

Mobile advertising spending will surpass \$413 billion by 2024

**51%**

**of ad spending**

will be on mobile and 49% on desktop in 2023

**89%**

**of phone time**

is devoted to using an app

**5**

**hours a day**

On average, people spend around five hours a day on their smartphones



# Data, Cookies and Privacy

As more people want more privacy online, governments worldwide are implementing new rules to make that happen.

Concerns about privacy, like GDPR and how businesses handle personal information, are putting more pressure on tech giants to protect our data and give users more control over how their data is collected and used.

A cookie is a small text file that a website makes and sends to your computer, where it stays for that session for good. When you browse the internet, each site you visit leaves a “crumb” that can be used to track you.







## Types of Cookies

First-party cookies are set by the website itself when a user visits it. Businesses can access the information collected by first-party cookies, which they can share with advertisers or ad agencies to help them target their ads. Third-party cookies are set by sites that the user doesn't directly visit.

## Cookies Are Going Away

Many companies, like Google, Apple, Mozilla, and Safari, have said they won't support third-party cookies anymore.

## Impact on Paid Media

### So, what could happen to the landscape?

Tracking is mostly used to find audiences and prospects, especially regarding keyword-based targeting in PPC campaigns, so the lack of third-party cookies will have less effect. It will, however, affect paid strategies like programmatic display.

Even though advertisers will still be able to serve PPC ads, audience-based targeting will not work because audiences will not be as accurate. Data from third-party cookies are also used to help smart bidding strategies, which may lose some effectiveness over time.

- Old-school targeting: Advertisers will likely return to targeting methods like contextual targeting used in the past.
- Direct advertising space: More businesses may buy advertising space from vendors directly.
- First-party data: It will be important to get good information about the people who visit your site. Then, first-party data can be used to create models of audiences for marketing to prospects.
- Data science: Data science can be used to leverage historical user data. This information can then be used to help make campaigns that are very specific to their target audience.

### What else could you use instead of third-party cookies?

Even though third-party cookies are going away, people can still be tracked. Personal information can't be used without the real consent of the end user. This will be true long after third-party cookies and the technologies that replace them are gone.



Source

## Common Mistakes To Avoid:



1

### Goals Not Aligned with Marketing Objectives:

It's essential to have specific, measurable goals so you can analyze your campaign's performance and decide when and where to make adjustments and updates. Determine and understand what conversions you're aiming for and want to measure. Is it a lead form? Is it a phone call? Is it scheduling an appointment?

2

### Not Setting Clear KPIs:

By only tracking impressions and clicks to your site, but not tracking conversions, you can't accurately assess your campaign performance. It's important to know exactly who contacts your business and where they came from because, without that information, you won't be able to identify if the campaign was successful.





### 3

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#### **Not Knowing the Value of Digital Interactions:**

Determine what a new lead, customer, or patient is worth to your business, and then compare that to what you spent in your paid campaign to acquire them. Was that an acceptable and effective return on your investment?

### 4

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#### **Not Optimizing the Campaign:**

Paid campaigns need to be monitored, optimized, and adjusted based on the results they yield. There are always updates and tweaks that can be made to improve the campaign's effectiveness and success. It's essential to regularly review keywords and search terms, test new ads, and try out different bid strategies.

### 5

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#### **Lack of Strategic Targeting**

It's more advantageous and helps your campaign budget go a lot further if you focus on a small group of effective keywords rather than a ton of keywords where only a few get traffic and conversions.

### 6

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#### **Poor Landing Page Experience:**

If visitors to your site don't have a good experience and don't convert, then what is the point of paying for traffic to send them there? Invest in your website to ensure it loads fast, is optimized, looks good, and brings searchers further into the funnel to ultimately convert. If you have a poorly done, slow website, your leads won't go anywhere, regardless of how well done your paid campaign is.

### 7

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#### **Lack of Patience:**

Paid campaigns require significant trial and error, trying different strategies to see what works. Even if you think you know which keywords will perform best, they could be very different from what you expect. Allow your campaign time to gather and collect the data needed to make adjustments and optimizations.

### 8

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#### **Technical Mistakes:**

Technical mistakes can lead to long-term issues. Do you know what campaign types work best? Do you know what keywords to bid on, how much to bid, where to land searchers, and how to remarket to users after they've left your site? To get the best results, consider talking to professionals who handle these campaigns daily and have the time to manage the campaigns effectively.



## Barriers in Digital Marketing for Healthcare

**Google:** Some healthcare-related content is [prohibited from being advertised entirely](#), while others can be advertised only if the advertiser is certified with Google and only targets approved countries. These restrictions change from country to country, but may include Pharmaceutical Manufacturers, Prescription Drug Sales, Unapproved Substances, Speculative & Experimental Drug Treatment (including Cell & Gene Therapies), Abortion, Birth Control, Addiction Services, etc.

**LinkedIn:** [LinkedIn restricts ads](#) related to healthcare that are promoting unrealistic or misleading claims about health improvements, including those related to diet and weight loss. In addition, promoting prescription drugs, over-the-counter drugs, medical devices, and medical treatments are restricted and require prior authorization.





**Facebook:** [Facebook doesn't allow](#) advertisers to run ads that imply or attempt to generate negative self-perception in order to promote diet, weight loss, or other health-related products. In addition, pre-approvals may be necessary for some healthcare-related advertisements including pharmaceutical manufacturers, online pharmacies, telehealth providers & addiction medicine.

Depending on the topic, available targeting may be very limited. This is due to the removal of detailed targeting options that were perceived as sensitive by referencing one's health.

**TikTok:** When it comes to advertising on TikTok, pharmaceuticals & healthcare entities [must comply](#) with the regulations of targeted regions. In addition, ads may not provide medical advice, treatment plans, and promote other behavior contrary to recommendations from local health experts, governments, or trusted authorities.

**Twitter:** Twitter [restricts the promotion of](#) health and pharmaceutical products and services. These restrictions are on a case-by-case basis depending on the product/service being promoted, as well as the country being targeted. In some cases, prior authorization can be granted to advertise.







## Building a Holistic Digital Strategy Specific to Healthcare

When it comes to your healthcare marketing strategy and paid campaign effectiveness, it is important to consider each stage of the marketing funnel to get in front of and stay relevant to your target audience.

To build your strategy, consider investing time and resources into:

[Source](#)

### **Content Marketing:**

Sharing blogs, infographics, white papers, etc., is one of the best ways to position your organization as a thought leader with key audiences.

### **Podcasting:**

Podcasts have surged in popularity, so featuring conversations with industry leaders within healthcare on trending topics can be a valuable component of a multi-faceted approach to audience engagement.

### **Social Media:**

Strategically use social media as a tool for like-minded community building and then leverage that community to help amplify critical industry-related conversations. Beyond just sharing content, engage with your established followers and community.

### **SEO:**

Paid search helps to support exposure for terms that SEO has not yet optimized content for specific audiences. The paid campaigns provide valuable data about specific search terms for which relevant audiences are searching. This guides the on-page content creation process to better align with what terms are important for targeting. Gaining a top organic spot may allow redistribution of paid budget to other terms where there isn't a brand presence. Vice versa, the organic keyword data that the SEO teams evaluate can help provide a view of blind spots that may not be visible to paid search research for campaigns.

### **UX:**

It is crucial for every visitor to your site to have the best, most effective, and most efficient experience possible (for your sake AND theirs). This becomes even more important when your paid campaign means that getting them to the site in the first place costs money. If you're paying to get them there, make sure to be extra aware of anything that could potentially slow them down or give them any reason not to take the desired action and convert.





**emagine is the Digital-First Agency  
for Healthcare and Life Sciences.**

Digital-First doesn't mean digital only. Our marketing and communications strategies are driven by data that provides actionable insights and removes the guesswork – for tactics and channels both online and off.

We're a team of 50+ individuals located across the U.S. with a passion for health. Our clients are saving, extending and improving lives – and we're connecting them to the patients, caregivers and healthcare professionals who need them. With 25+ years of experience working with 2,000+ brands, we're one of the most experienced teams in Digital-First marketing for the healthcare and life sciences sectors.

In the health sectors, advertising is about balancing what you should do with what you can do. A strategic, data-driven approach is about maximizing the return of every dollar through laser-like targeting and endless creative testing – all while adhering to strict regulatory guidelines.

Advertising in the health sectors comes with unique challenges, but emagine's strategists are armed with the knowledge and experience to navigate those nuances. Whether you want to reach patients, HCPs, investors, or career seekers – we're ready to help tell them about the impact you'll have on their lives.

**Discover how emagineHealth can assist your Paid Digital Media strategy today.**

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