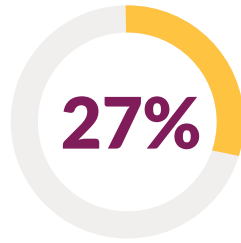




Engage the Clinicians Shaping the Future of Prescribing



560K+
APPs
IN PRACTICE



27%
PRESCRIPTIONS
WRITTEN BY APPs



5x
FASTER
GROWTH
THAN
PHYSICIANS



The Shift is Here

The U.S. healthcare system is changing fast. With physician shortages and an aging population, **Advanced Practice Providers (APPs) – Nurse Practitioners (NPs) and Physician Assistants (PAs)** – are filling the gap and redefining influence in healthcare.

- **560,000+** licensed APPs across the U.S.
- Write **27%** of all U.S. prescriptions and influence **over 50%** of prescribing decisions
- Growing **5x** faster than physicians
- Spend more time with patients – and more time online

APPs are not just an extension of MDs; they're the next generation of prescribers.

Why APPs Require a Different Approach

APPs engage, learn, and make decisions differently than traditional physicians:

- **Digital-first:** APPs rely on online sources, professional networks, and social channels for education.
- **Patient-first mindset:** They prioritize treatment outcomes and holistic care.
- **Accessible and receptive:** APPs are open to pharma reps, educational tools, and new therapies.
- **DTC-influenced:** They value credible, humanized, visually engaging content.



LiveWorld's APP Social & Digital Marketing Program helps pharma brands connect with APPs through **clinician-informed strategies** backed by real-world insight.

✓ APP Advisory Council (20–30 NPs & PAs)

Expert advisors shaping content, messaging, and campaign strategy.

✓ APP Research Panel

Real-time feedback and testing to validate creative and optimize performance.

✓ APP-Optimized Campaign Model

Targeted, social-first content aligned to APP behavior and specialty.

✓ Proven Performance

Higher reach, frequency, and engagement at a lower cost per impression than traditional HCP programs.

Start Smart with a Pilot Program

Reallocate a small portion of your HCP marketing budget (10–25%) to APP-targeted social and digital engagement.

- Demonstrate **ROI** before scaling
- Test **creative and messaging** validated by the APP Council
- Achieve **greater reach and efficiency** across digital and social channels

Let's Build the Next Generation of HCP Campaigns

Partner with LiveWorld to launch your APP-focused pilot today.

Schedule a strategy session:
Contact: hello@liveworld.com