

# The APPportunity

Reaching and Engaging  
the NP & PA Audiences



## Are You Missing the Advanced Practice Provider Opportunity?



**550K+**

Prescribers



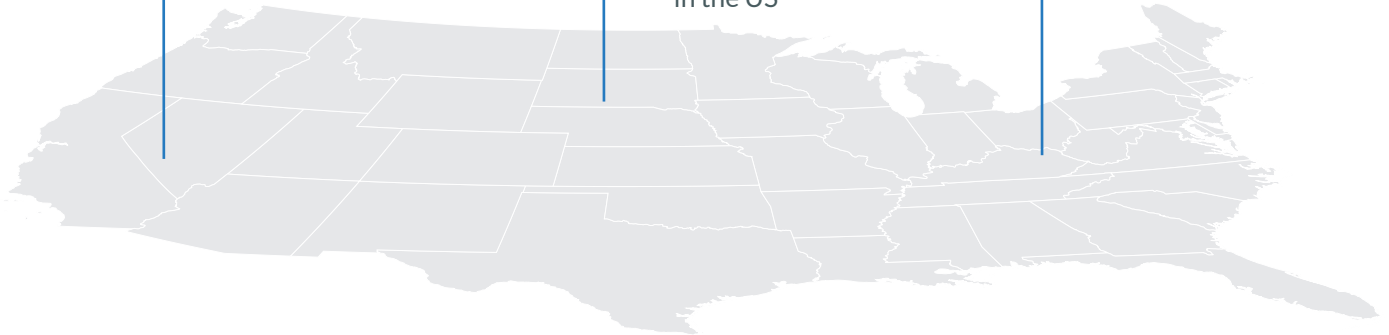
**29%**

of all written  
prescriptions  
in the US



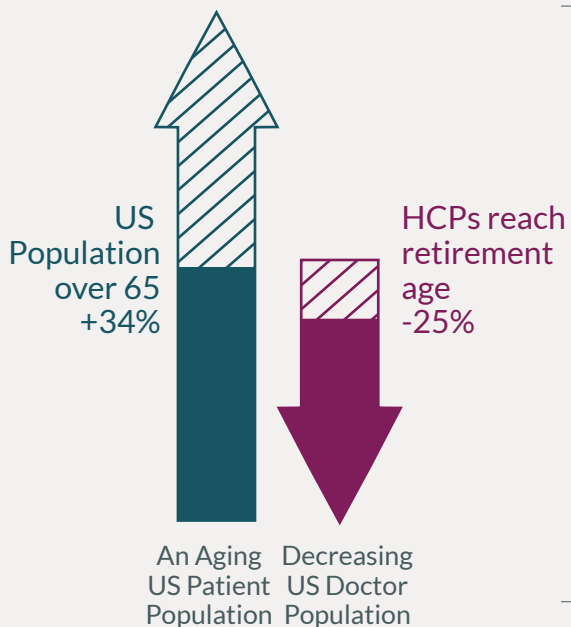
**1.2B**

Prescriptions  
per year



## The Care Crisis

2021 → 2036



Projected Shortage  
by 2036

**40,400**

Primary Care  
Physician Shortage

**44,900**

Specialty  
Physician Shortage



**Advanced Practice  
Practitioners Help  
Fill the Gap**

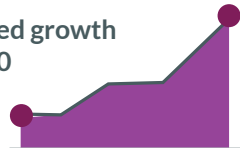
# Who Are the APPs?



## Nurse Practitioners

**385k**  
in practice

expected growth  
by 2030

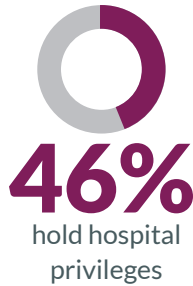


**52%**  
2023 → 2030

Combined in  
Practice



**15**  
YRS



**46%**  
hold hospital  
privileges

## Physician Assistants

**148k**  
in practice

expected growth  
by 2033

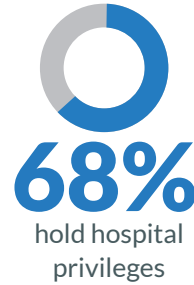


**28%**  
2023 → 2033

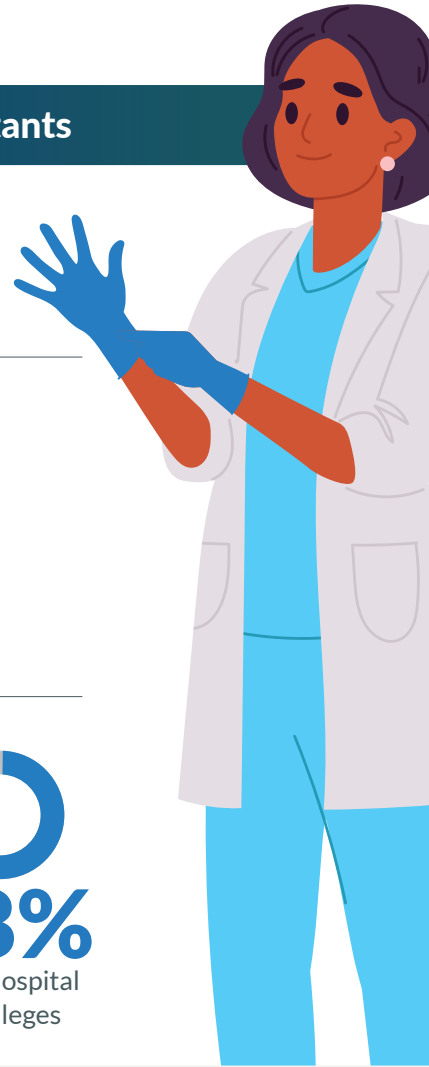
In  
Practice



**9**  
YRS

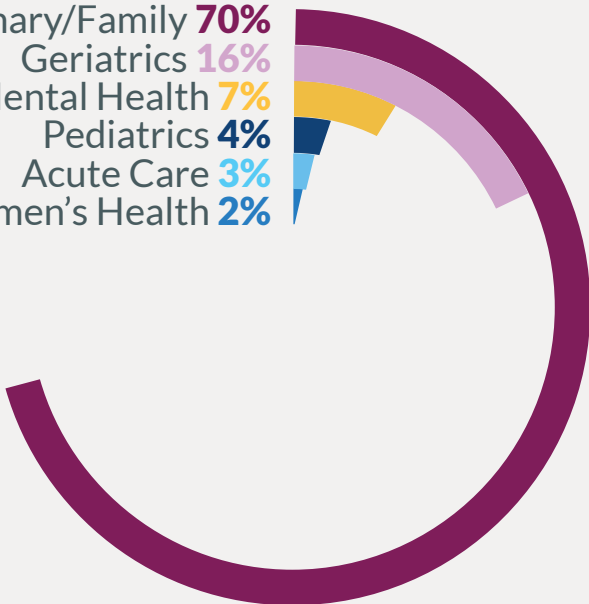


**68%**  
hold hospital  
privileges



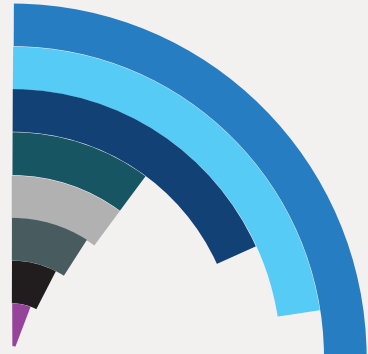
## Specialty Areas

Primary/Family **70%**  
Geriatrics **16%**  
Mental Health **7%**  
Pediatrics **4%**  
Acute Care **3%**  
Women's Health **2%**



## Specialty Areas

Surgery **25%**  
Emergency Med **23%**  
Primary/Family **16%**  
Hospitalist **6%**  
Internal Med **6%**  
Dermatology **5%**  
Peds **4%**  
Mental Health **3%**



# APP Care Personas



**Nancy the Nurse Practitioner**  
Higher than average social media use

- Average Age 43
- Career progression from RN
- Works as a family care NP
- Changes jobs but mostly stays in specialty
- Limited MD supervision

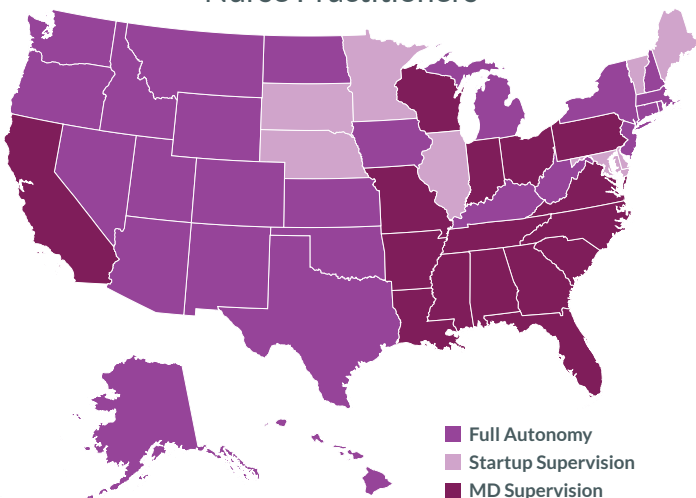


**Kim the Physician's Assistant**  
Digital native

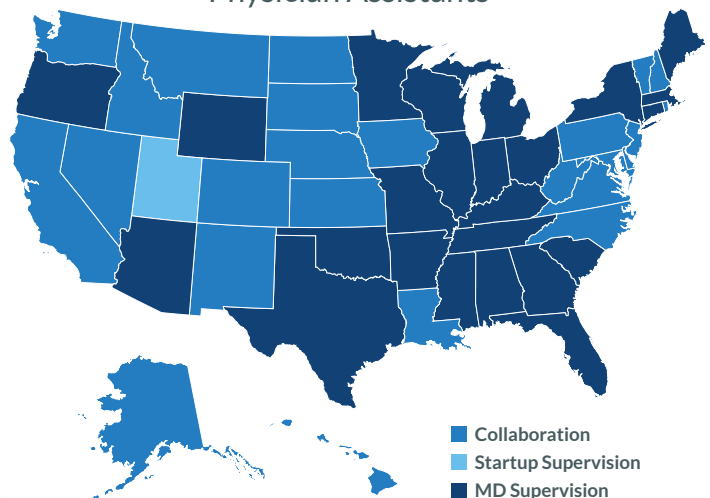
- Average Age 38
- Career: Direct to PA
- Works as surgeon
- Changes jobs & specialties
- Actively supervised by an MD

## Autonomy by State

Nurse Practitioners



Physician Assistants



# You Can't Just Copy Your HCP Programs



## Different Channels

- DTC & HCP social
- APP walled gardens
- Point of Care, EHR
- Reference sites
- Email & Programmatic



## Hands On

- Rep education opportunities
- Quizzes & polls
- Interactive content
- Congress coverage



## Different Content

- Clinical, practical & emotional content
- Patient QOL, side effects & affordability



## Media Targeting

- NPI & Specialty
- Diagnostic/ prescribing codes
- Associations
- Targeting on DTC social

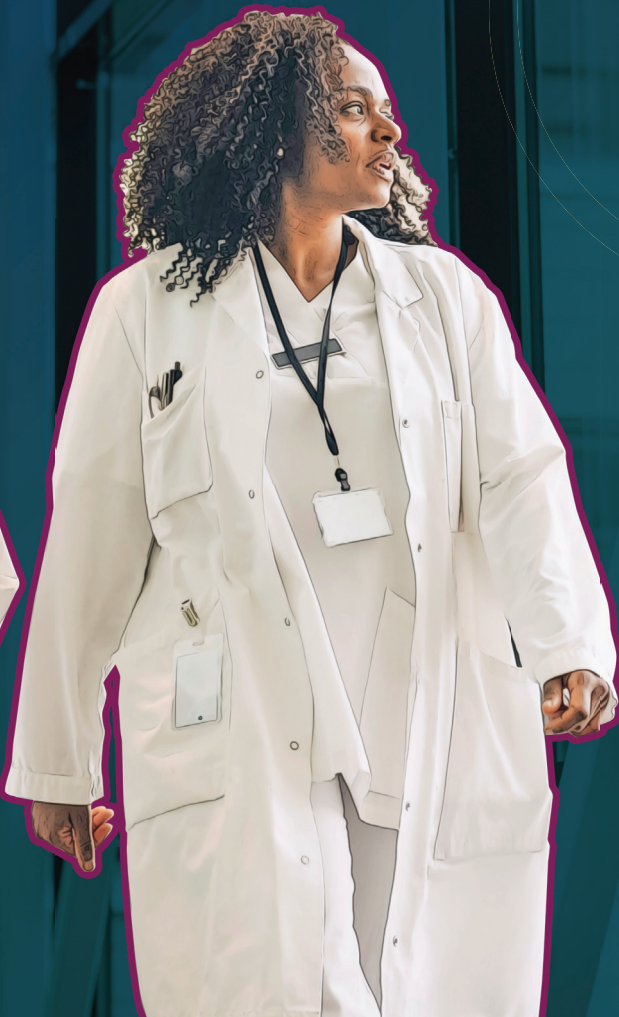


## APP Influencers

- Follows some HCP influencers
- Engages with APP influencers

## Reaching APPs

## LiveWorld: Uniquely Qualified



Deep knowledge of mindset and behaviors and how to engage them



LiveWorld's APP Advisory Committee



LiveWorld's Media-can find and reach



Collaborations with Sermo and Associations



Social & influencer depth of experience



LiveWorld creates attention grabbing content that resonates



Test and learn approach

# The Budget Shift That Changes Everything

Reallocate 25% of HCP Media to APPs

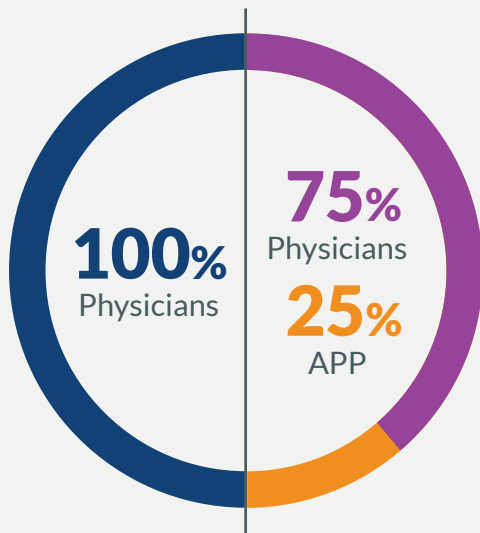
Same Budget. Bigger Reach.

## HP-Only Plan

**\$ 200k**  
Budget

**+ 635,075**  
HCPs

**112,828**  
Clicks



## HCP + APP Plan

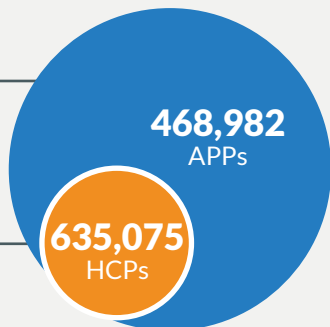
**\$ 150k** | **50k**  
HCP | APP

**+ 1,104,057**  
Total Clinicians

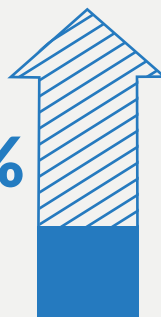
**+9%**  
Clicks

**766k**  
Impressions

**1,104,057**  
Combined  
HCPs & APPs



**+68%**  
Reach



**NO**  
ADDITIONAL  
BUDGET  
Required



## Summary: The Value of APPs to Pharma

MDs can be less open to new medications —> APPs more open to new medications/treatments

### Pain Points

Need to drive NRX

Can't get audience for field force

MDs sometimes don't entertain patient requests for a medication

Drs often don't educate patients- leads to prescription abandonment/adherence gaps

MDs can be hard and expensive to reach with ads



### APP Value

APPs more open to new medications/trends

APPs open to seeing reps

APPs are very collaborative providers that welcome patient input

Collaborative approach includes active listening and support

APPs behave both as doctors and consumers and give us more options