

6 Questions You Should be Asking Your Digital Point-of-Care Media Vendor

How do you select the right vendor to ensure your approved messages reach the HCPs you are actually interested in? The first step is knowing which questions to ask potential digital point-of-care media partners. To help guide conversations you may be having with potential EHR advertising partners, we've prepared this helpful downloadable worksheet you can fill in.

- 1 **Are you experienced?**
- 2 **What exactly is the solution you offer?**
- 3 **Who are you reaching and with what solution?**
- 4 **You say you can reach X number of HCPs—what does the reach you are providing really mean?**
- 5 **What is the extent of the reporting provided?**
- 6 **What is the compliance oversight around your platform?**