

7 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 You say you can reach X number of HCPs. What does the reach you are providing really mean?
- 2 Are you experienced?
- 3 What types of messaging can you deliver?
- 4 Which platforms are used to reach the NPI target list?
- 5 What counts as an "impression" and what is the average viewable time per impression delivered?
- 6 What is the extent of the reporting provided?
- 7 What is the compliance oversight around your platform?