PSN Pharma
MEDIA CHANNEL CASE STUDY

Reach prescription medicine users with **PSN Pharma!**

The Public Service Network (PSN) offers government agencies and nonprofit organizations the unprecedented ability to communicate health information *directly* to patients while they are picking up their prescriptions.

With PSN Pharma, government agencies and nonprofit organizations can reach pharmaceutical users with health messaging at the precise moment when they are focusing on their health issues — while they are picking up their prescriptions from 18,000 pharmacy counters nationwide. The program was developed for DHHS agencies, and is *completely* HIPAA compliant, ensuring that patient information remains private.

How It Works

- Specific filter data is programmed into participating pharmacies' prescription databases.
- When relevant, that prescription information triggers the inclusion of your message insert.
- The PSA information is printed out as part of the pharmaceutical instructions and handed to the patient with the prescription.

Impressions

Each PSN Pharma campaign runs until 100,000 print PSAs have been delivered to pharmacy customers. Each campaign includes an estimated 150,000 impressions. Overall impressions delivered at 1.5 X Publicity Value.

Targeting

Messaging can be targeted to patients based on a variety of criteria, including:

- National Drug Code
- Age
- Combination therapy
- Location
- Gender
- Compliance history
- Rx sequencing

CHANNEL HIGHLIGHTS

Guaranteed/documented delivery to targeted pharmaceutical customers.

18,000+ pharmacy counters in the U.S.

HIPAA compliant for privacy.

Highly targeted one-to-one messaging.

Medication/geographic targeting.

Priced for government and non-profits.

Channel was originally developed for a DHHS agency.

PSN
publicservicenetwork.com

OPIOID SAFETY CAMPAIGN

YEAR
2022

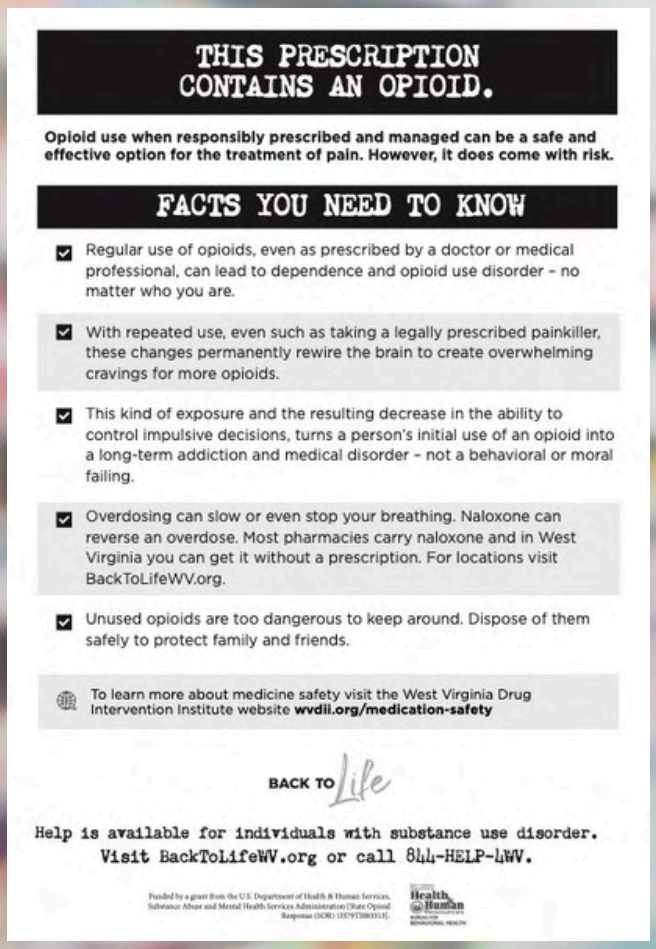
CLIENT
State Department of Health

MEDIA CHANNELS USED
Pharma

TARGET AUDIENCE
Adults (25-54) who have taken prescription opioids at least once

PRINT PSAs CONTRACTED
100,000

IMPRESSIONS DELIVERED
150,181

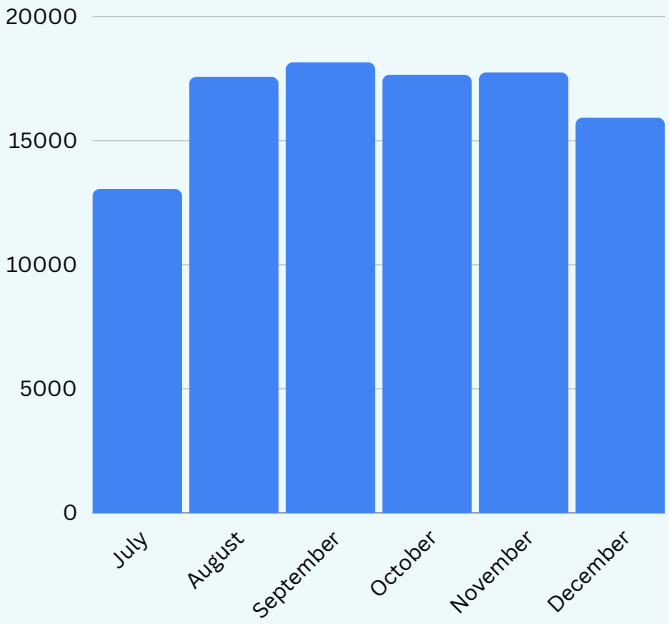


As many as one in four patients receiving long-term opioid therapy in a primary care setting struggles with opioid addiction. In 2022, an agency working for a state health department hired PSN to reach those using opioid medications with a message warning about addiction.

We targeted adults (25-54) who were prescribed a medication that included an opioid, and delivered them the message at the point of pickup *along with their medication*.

Using a network of 158 participating pharmacies in the target region, we were able to reach a total of 150,181 prescription opioid users and their care givers during the campaign period.

OPIOID USERS REACHED BY MONTH



MEDICARE FRAUD CAMPAIGN

YEAR
2022-2023

CLIENT
Illinois Senior Medicare Patrol

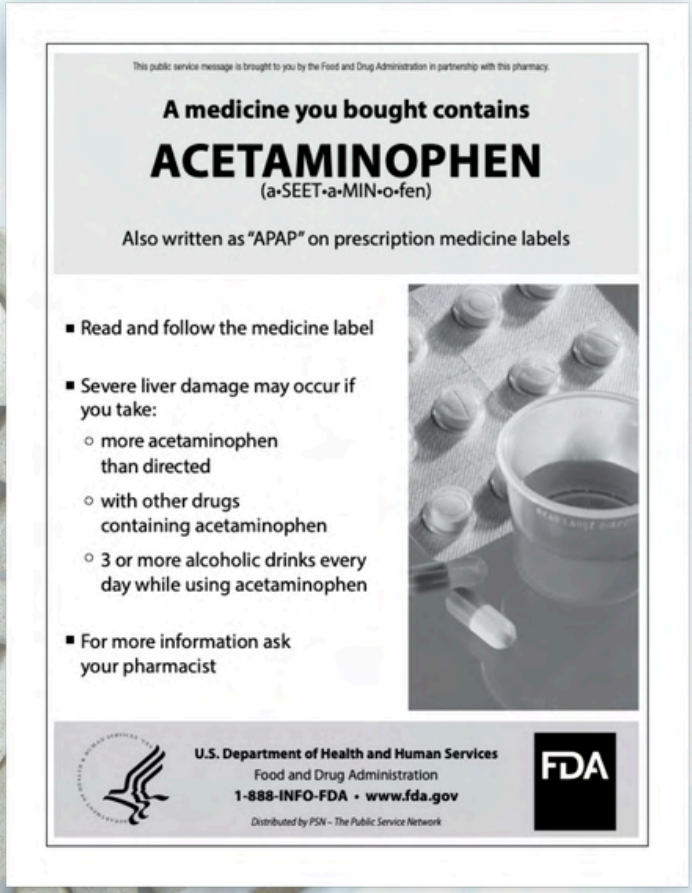
TARGET AUDIENCE
Seniors

MEDIA CHANNELS USED
Pharma, Broadcast and Cable TV, Traditional and Digital Radio, Waiting Room, Digital Banner Ads.

PRINT PSAs CONTRACTED
100,000

Medicare fraud is a serious threat to our senior population. Many states, along with the federal government, are actively working with PSN to combat Medicare fraud. In addition to traditional PSA channels such as donated TV and Radio, one state expanded their reach into medical waiting rooms and pharmaceutical inserts.

The entire fraud prevention campaign will run for 9 months. The PSN Pharma campaign will reach a targeted audience of 150,000 Medicare prescription users and their care givers in three months. The first month of the campaign reached 40,500 unique Medicare consumers and their care givers through 280 participating pharmacies. Each Medicare patient will only receive one impression, allowing the campaign to reach its full 150,000 target.

"The PSN Pharma campaign will reach a targeted audience of 150,000 Medicare prescription users and their care givers in three months."

Examples of other creative recently used in the PSN Pharma channel.