

eHealthcare Solutions

Company Profile

True digital engagement is born from the strategic convergence of the right media, supporting the right message, delivered to the right audience at the right time. At eHealthcare Solutions (EHS), we create custom digital programs tailored to each client's needs and marketing goals. We then leverage the reach of our exclusive relationships with leading healthcare professional (HCP) societies, media companies and consumer health sites, combined with our FocalPoint™ technology, to deliver unmatched digital engagement of targeted HCP and consumer audiences at the time and place *when they are most interested in, and responsive to*, relevant healthcare messaging.

SERVICES & OFFERINGS

We create custom digital solutions. In addition to basics like rich media and interstitial advertising, EHS offers:

- Prescriber Authentication and message delivery to list-matched MDs, DOs, NPs, PAs
- FocalPoint™ Precision Geo-medical Targeting
- Informed Targeting—a sophisticated mix of interest-based, registration-driven contextual and authenticated targeting
- Mobile messaging
- Video pre-roll and post-roll
- Custom Content Microsites
- Custom Content Infusion—native advertising on premium brands
- Conference Connection Programs
- Email: Physician, HCP and condition-specific consumer lists and newsletters
- Awareness Month Sponsorships
- Business Intelligence Briefcase of ROI Metrics

What will be the most important digital health trend in 2015?

The deployment of advanced digital targeting capabilities, including prescriber authentication and geo-medical audience segmentation. Precision targeting delivers the right message to the right audience at the right time. Audience density can be segmented by diagnosed condition (Dx), by prescription (Rx) and by characteristic matching (Mx), which minimizes waste and increases targeted reach. The result is engaging target audiences while minimizing waste.

CORE CAPABILITIES

- Custom Digital Programs: We are experts in digital healthcare marketing with decades of experience building programs that drive results. We develop cutting-edge concepts into comprehensive digital programs that modify customer behavior and motivate action. At EHS, we deliver a blend of innovation and digital expertise mixed with targeted engagement opportunities for Maximum Brand Impact.
- Targeted Healthcare Advertising: Through over 400 websites that have 98% organic traffic, we provide unmatched access to physicians/HCPs and patients. We deliver high-value optimization using a sophisticated mix of targeting capabilities across our top-tier publisher partners. We deliver your message with pinpoint accuracy to maximize the return on your investment.



Address: 810 Bear Tavern Road, Suite 102, Ewing, NJ 08628 **Phone:** (609) 882-8887

Website: www.eHealthcareSolutions.com

New Business Contact: sales@EHSmail.com or (609) 882-8887 ext. 1

Year Founded: 1999

Sample Clients Pharmaceutical, Biotech, Medical Device and Healthcare companies that target physicians and other healthcare professionals