Hot Topics for Healthcare & Pharma
GOING INTO 2024
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Impact of the New FDA Ad Rules

**What's Happening:** The FDA implemented a new rule for prescription drug DTC TV*/radio ads requiring the side effects and contraindications to be presented in a clear, conspicuous, and neutral manner. The rule takes effect May 20, with full compliance by November 20.

**Why To Watch:** The new standards may impact media and creative strategies (e.g., unit length, ad innovations, channel approach).

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Our legal team has experience working with Pharma advertisers and can assist in navigating the new regulations with NBCU.

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The FDA established five standards to determine whether the major statement is clear, conspicuous, and neutral:

1. **Information is presented in language that is readily understandable by consumers.**
2. **Audio information is understandable in terms of the volume, articulation, and pacing used.**
3. **For TV ads, the major statement must be presented in dual modality, concurrently using both audio and text.**
4. **For TV ads, the information in text must be formatted so it can be read easily.**
5. **The ad must not include elements during the major statement that are likely to interfere with its comprehension.**

*Note: As of date published, the term “TV” is vague.
Source: Federal Register.
Tackling Mistrust & Misinformation

What's Happening: With AI and social media, misinformation is prevalent and difficult to identify. Positive perceptions of healthcare and pharmaceuticals are subsequently declining (~5pts and ~7pts in 2023 YoY, respectively)\(^1\) as consumers lose trust.

Why To Watch: Expect to see advertisers place more emphasis on brand safety and alignment with premium content to boost credibility.

Advertisers can align with NBCU’s portfolio of premium content that consumers trust; viewers trust NBCU 19% more than short-form video.\(^2\)

Consumers turn to online sources to self-diagnose, despite the potential for false information

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\begin{align*}
4 \text{ in 10} & \quad U.S. \text{ adults have used online information rather than seek physician care}^3 \\
82\% & \quad \text{Of U.S. adults believe there’s a prevalence of false or misleading health information on social sites}\(^3\)
\end{align*}
\]

For Multiculturals, misinformation can exacerbate existing health disparities

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\begin{align*}
\sim50\% & \quad \text{of Hispanic adults use social media at least 1x week to gather health information, leaving Hispanics more susceptible to false information}\(^5\)
\end{align*}
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Flawed Data Collection

AI algorithms can at times, be built on inequities, bias, and misinformation, leading to poor models and mistrust for underprivileged patients\(^4\)

Sources: 1. Gallup, August 2022-2023; 2. NBCU + Coherency Brand Love Research, 12/26/21/12/28/22; 3. eMarketer, December 2023; 4. eBioMedicine; 5. KFF
Making Healthcare Accessible

What's Happening: As consumers defer care due to costs and accessibility, new legislation aims to limit price increases on drugs and retailers are providing alternative healthcare solutions.

Why To Watch: Expect to see pharma brands push digital offerings with evolved targeting approaches to reach new audiences and connect with multicultural communities.

44% of adults acknowledged they have skipped out on getting care because they didn’t have upfront cost information.

Legislation & retailers are providing solutions

Legislation
Effective early 2024, the Inflation Reduction Act will aim to limit price hikes to the rate of inflation.

Examples: Amazon Clinic, Costco, GNC Health

Virtual Health
Brands are offering online healthcare services via memberships and discount pricing.

Examples: Amazon Clinic, Costco, GNC Health

Upfront Costs
Brands are providing transparent prescription drug pricing.

Examples: CVS, Amazon Pharmacy

NBCU’s interactive ad innovations can prompt consumers to take action directly via QR codes.

Sources: 1. eMarketer, December 2023; 2. Fierce Pharma, January 2024; 3. WSJ, December 2023
Keeping a Pulse on Healthcare Chatter

What’s Happening: Weight loss and women’s health are increasingly becoming a part of the cultural conversation (Google Search interest for weight loss and menopause each grew +19% YoY), with an influx of weight loss drugs expected and women’s health issues being addressed.

Why To Watch: Expect increased brand competition and media spending within these areas.

Partner with NBCU on thought leadership; NBCU’s culturally relevant content can position brands at the forefront of the conversation.

Weight loss drugs are expected to grow

15M U.S. adults are expected to be on obesity medications by 2030, when the segment is projected to be worth $100B

Brands to watch:
Novo Nordisk’s Wegovy; Eli Lilly’s Zepbound

Addressing the gap in women’s health

For every one woman diagnosed with a women’s health condition, roughly 4 go undiagnosed

Brands to watch:
Astellas, Midi (menopause); Ferring, Gameto (fertility)

Sources: 1. CNBC; 2. McKinsey; 3. Stylus, MedTech’s Next Era; 4. Stylus, 10 Wellness Trends to Watch; 5. Google Search Trends, 1/1/22-12/31/23
Healthcare for the Next Generation

What’s Happening: The younger generation has a reactive approach to healthcare, and social media is their go-to destination for healthcare research. When deciding how to get care, convenience, flexibility, and understanding are of utmost importance.

Why To Watch: Expect to see advertisers test innovative ways to message Gen Zers where they consume healthcare information.

Sources: 1. eMarketer, August 2023; 2. Mintel, October 2023; 3. eMarketer, December 2023
What’s Happening: Pharma marketers are shifting their strategies to target the full patient network and viewing HCPs as consumers. Precise targeting and tailored messaging become more important as HCPs face information overwhelm.

Why To Watch: Marketers can explore more effective ways to target HCPs within consumer environments and via tailored messaging.

NBCU’s advanced targeting allows brands to connect with HCPs at scale and with precision in culture-defining premium content.

HCPs are receptive to personalized messages

60% of pharma advertisers said HCP insight is the top priority for strategic HCP engagement in 2024.

89% of Healthcare Providers prefer personalized interactions with pharmaceutical companies.

CONNECT WITH HCPs as consumers, not just as professionals

While HCPs are consuming medical content, they are also watching…

Sports  News  Drama

Next Best Action can help reach HCPs where they are

Next Best Action is an advanced targeting approach that identifies how and where to connect with HCPs to drive effective omnichannel marketing recommendations, leading to up to 30% Rx uplift.

Click here for more information on reaching HCPs with NBCU.
Making Our Healthcare & Pharma Insights Work For You
CONTENT FOR FUTURE DISCUSSION & STRATEGIC LONG-TERM PLANNING

Trends
Industry Assessments, Hot Topics, Generative AI Implications for Pharma, The Importance of Multicultural Audiences, Health

Thought-Leadership
4-Part Content Series (Mental Health, Social Determinants of Health, Accessibility, and Relationship to Healthcare), SDOH: Their Impact on a Culture of Health & The Role of Brands, Gen Z: An Exploration of What Creates Connection

Marketplace & Advertising
The Power of Advertising, Older Audiences & Streaming: Attitudes & Behaviors, 23/24 UF Recap; Spanish Language Custom Pharma Study

Opportunity Areas
Caregivers Initiative, Pharma Marketing Playbook, Sharing DEI Commitments

Coming Soon! Quarterly Category Updates
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NBCUniversal

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