



Introduction

The Public Service Network (PSN) offers highly targeted, personalized, sponsored email messages delivered to more than 250,000 health care providers (HCPs) and 90,000 pharmacists via email at a PSA rate. A turnkey digital communications solution with strong metrics that enables your organization to interact with the target market and evaluate their reaction to your message.

Engagement:

Access to HCPs who trust messaging from PSN (including MD, DO, PA, NP, RPh). Highly targetable by NPI, specialty, geographic location and more.

Scheduled Delivery:

Delivered on demand with variable frequency. Subject line testing included to maximize open rates.

Email Creation:

Fully designed and developed email creative that repurposes existing program content. Content is designed so that user interest in specific areas of the message can be measured and evaluated.

Reporting:

Clients receive a final report with metrics for opened emails. PSN will include banner link tags that assist clients in monitoring their website/landing page traffic and site conversion activity via digital analytics.

PSN offers packages for the development of strategic digital marketing programs that measure activity via Google Analytics®.

Target by Specialty:

- Allergy
- Cardiology
- Dermatology
- Endocrinology
- Family/GP
- Internal Medicine
- Neurology
- OB/GYN
- Oncology
- Ophthalmology
- Pediatrics
- Psychology
- Pulmonology
- Rheumatology
- Urology
- Otolaryngology (ENT)
- Gastroenterology
- Others

PSN eMD Highlights

- Reach: 250,000 HCPs and 90,000 Pharmacists
- Guaranteed PSA distribution via opt-in email
- Strong metrics and measurement
- Highly qualified market
- Reaches target market with digital multimedia content
- Digital media networking
- Target by geographic location and specialty

