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Why the Workday is the New
Frontier for Pharma Marketing

Reaching Healthcare Decision-Makers at the Right Moment

Introduction

Every day, professionals juggle work, family, and health decisions. Between morning meetings and evening commutes, they're researching new treatments, calling doctors, and swinging by pharmacies. For pharma marketers, these overlooked moments may be the most powerful of all.

But what if the best time to reach healthcare-conscious consumers and professionals isn't just in the waiting room or online, but during their workday?

This eBook explores how workday media environments, especially office-based digital networks, are emerging as a high-impact channel for pharma campaigns. Backed by new research and behavioral insights, we'll look at the motivations, behaviors, and decision-making triggers of this valuable audience, and why *now* is the time to rethink your media mix.



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with Healthcare Influence



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When Decisions Happen



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1 A Professional Audience with Healthcare Influence

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Professional Audience with Healthcare Influence

Today's workforce is more engaged in their health than ever before—and more influential in the healthcare decisions that shape their households. From choosing new treatments to talking with providers, professionals are active participants across the entire care journey.

Professionals are not passive patients – they ask questions, explore alternatives, and advocate for care.



2 The Workday Window: When Decisions Happen

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The Workday Window: When Decisions Happen

While most pharma campaigns focus on in-clinic or at-home touchpoints, there's a critical opportunity hiding in plain sight: **the workday.**

Data shows that healthcare decisions, from consideration to action, are often made during or around work hours:

45%

fill prescriptions
during the day

25%

pick up medications
during work hours

74%

live within three
miles of a pharmacy



The Workday Window: When Decisions Happen

That **proximity matters**. From making a call to a provider to swinging by the pharmacy, the workday is a natural time for healthcare action, and yet it's often missing from the media plan.

Office environments, especially digital signage in offices reaching professionals during the workday, provide a timely and relevant space to influence behavior, close to the point of decision and not just the point of care.



3 How Advertising Drives Action

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How Advertising Drives Action

Health-conscious professionals don't just see messaging during the workday—they act on it. Ads placed in workplace environments

influence the next step in the healthcare journey, moving people from awareness to consideration and ultimately to action.

39%

say pharma ads
increase awareness of
available treatments

23%

have searched online
after seeing a pharma ad

22%

find these ads
informative and relevant



These aren't passive impressions. They're catalysts sparking online research, prompting conversations with providers, and shaping family healthcare decisions at the very moment when professionals are informed, focused, and receptive.

When pharma messaging is integrated into content-forward programming, it doesn't just stand out, **it drives meaningful next steps**, embedding your brand into the daily rhythm of decision-making.



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4 Beyond Traditional POC: Gaining Incremental Reach

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Beyond Traditional POC: Gaining Incremental Reach

Exclusivity partnerships and saturation often limit options for pharma brands at the point of care. But office-based environments, especially screens in premium commercial office buildings, offer an alternative path to scale and conquest.

These spaces often host healthcare professionals (HCPs) or practices on-site or nearby. But unlike traditional POC environments, they're not subject to the same category restrictions or over-saturation of endemic advertisers, making them a valuable addition to omnichannel strategies seeking incremental reach and flexibility.



5 Smarter Segmentation for DTC & HCP Campaigns

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This is a group that listens to healthcare providers, but they're not passive. They ask questions, explore alternatives, influence family care, and make decisions with confidence. Their health awareness and advocacy make them a prime audience for pharma brands seeking real-world impact.

Recent survey data shows:



78%

are comfortable taking prescription medications



84%

hold a positive attitude toward vaccines



60%

have asked a healthcare provider about a drug they saw advertised



45%

identify as caregivers for another person

Source: Alida 2025

Relevance drives results. That's why leading pharma marketers are embracing more precise audience targeting at both the consumer and HCP level.

DTC Targeting: Reach patients and caregivers by condition, treatment history, proximity to pharmacies, and more

HCP Targeting: Reach providers by specialty, hospital group, or even NPI

With dynamic segmentation available by **zip code, building, or custom parameters**, pharma brands can engage the right audience at the right moment, with messaging designed to influence real decisions.



Targeting Capabilities

DTC

Condition

Treatment History

Proximity to Pharmacy

HCP

Specialty

Hospital Group

NPI

6 Proving Impact with Measurement That Matters

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Proving Impact with Measurement That Matters

Pharma marketers need more than impressions - they need script lift, brand recall, and evidence of ROI. That's why workplace media integrates with trusted partners like Crossix, IQVIA, Mira, and Placed ensuring campaigns prove real-world impact.

Custom Studies with Alida and MFour add another layer of insight, helping brands validate campaign effectiveness and understand how messaging influences awareness, behavior, and decisions.

With reliable data in hand, marketers can optimize future campaigns—and confidently report ROI.

 IQVIA


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7 Final Thought: Don't Overlook the Workday

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Final Thought: Don't Overlook the Workday

The healthcare journey doesn't start or stop in the exam room. Today's professionals are making healthcare decisions throughout their day—researching treatments, talking with providers, filling prescriptions, and influencing others.

If you're not meeting them in those moments, your brand risks being invisible when decisions are actually made.

Want to learn how Captivate fits into your omnichannel strategy?

Explore how our digital video network in elevators and lobbies of premier office towers across North America helps brands connect with healthcare decision makers throughout the workday.

Talk to Our Strategy Team or visit
Captivate.com/pharma

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About Captivate

Captivate is an industry-leading digital advertising display network with over 22,000 screens featured in premier locations where modern professionals work and live. We connect agencies and brands to a high-value audience through live editorial content, serve as a turnkey communication solution for our real estate partners, and deliver a seamless, engaging viewer experience designed to inform and delight.

Learn more at: captivate.com/advertisers
or email us at info@captivate.com

