



# **Pharma: The Importance of Prescription Accessibility**

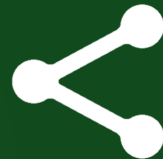
Geo: U.S.

Time Frame: March 2021 - March 2022

# Accessible Prescriptions Are A Crucial Pharma Issue

The American healthcare system has been under intense scrutiny, particularly because of the ongoing COVID-19 pandemic. Issues of costs and accessibility of treatments for even the most common ailments are being discussed by both consumers and the government.

This report will illustrate that the public is paying close attention to **prescription cost** and accessibility, and often prefer to **seek out prescriptions and specialists**, no matter how costly, for **chronic but common conditions** that affordable over-the-counter products can't solve.



# Public Health Policies Are Trending Once Again

Online Behavior of the U.S. ShareThis Audience

Average Monthly Percent Growth in Category Engagement, October 2021 - March 2022 (%):

**+22%**

Public Health Policy

**+15%**

Special Diets

**+14%**

Nutrition

**+14%**

Allergies

**+13%**

Optometry

**+13%**

Vitamins & Supplements

**+12%**

Alternative Medicine

**+11%**

Pharmacy

**+11%**

Dental Care

**+10%**

Medical Procedures

*Although many are touting the end of the pandemic, the general public is still paying very close attention to public health policy, and fighting to stay healthy with their nutrition, supplements, and medications.*

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: Oct 2021 - Mar 2022

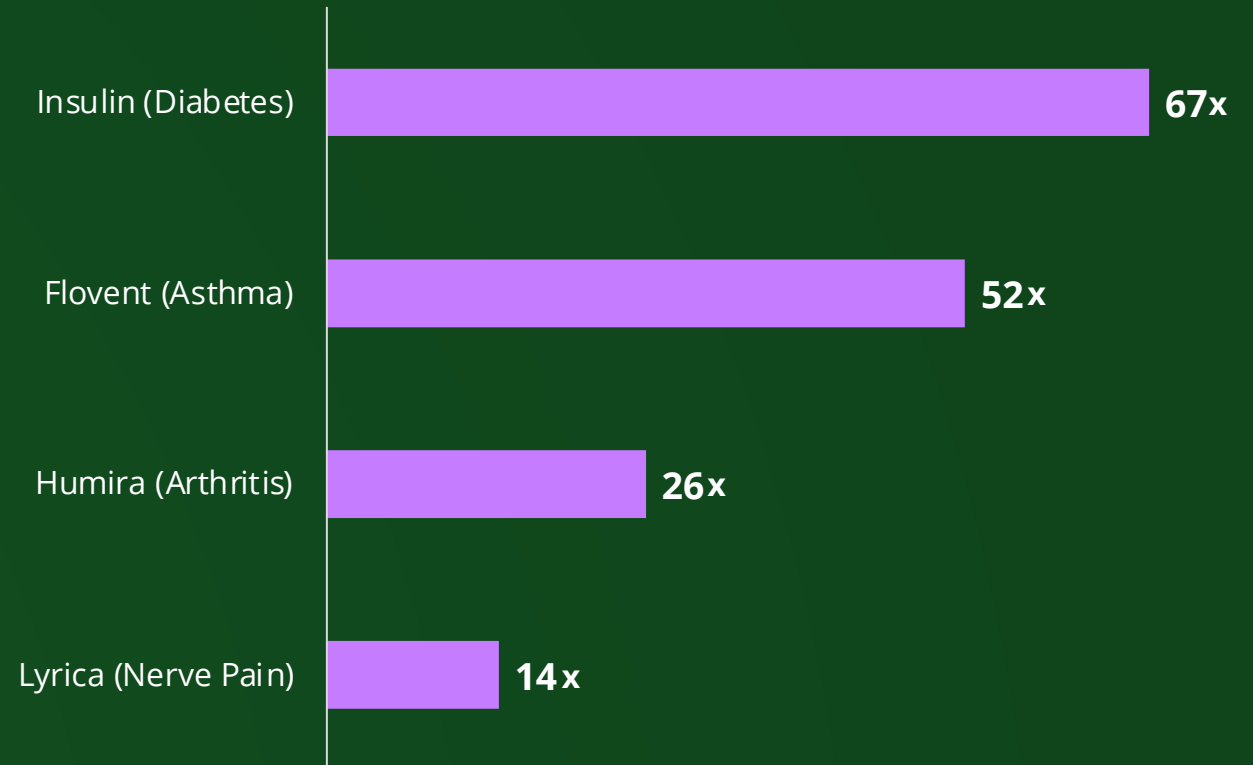
# Prescription Drug Costs Should Be A Priority

Online Behavior of a Prescription Drug Costs Audience

## +134%

Average monthly growth in behavioral signals around insulin, amid discussions about reducing its cost by the government

Most Discussed Medications From A Cost Perspective  
*Volume of Behavioral Signals Versus the Average:*



*As part of President Biden's Build Back Better plan, he proposed capping out-of-pocket insulin costs at \$35. At least eight states have since passed related legislation. Online interest is strong for these initiatives, suggesting that lowering prescription drug costs is a priority for many.*

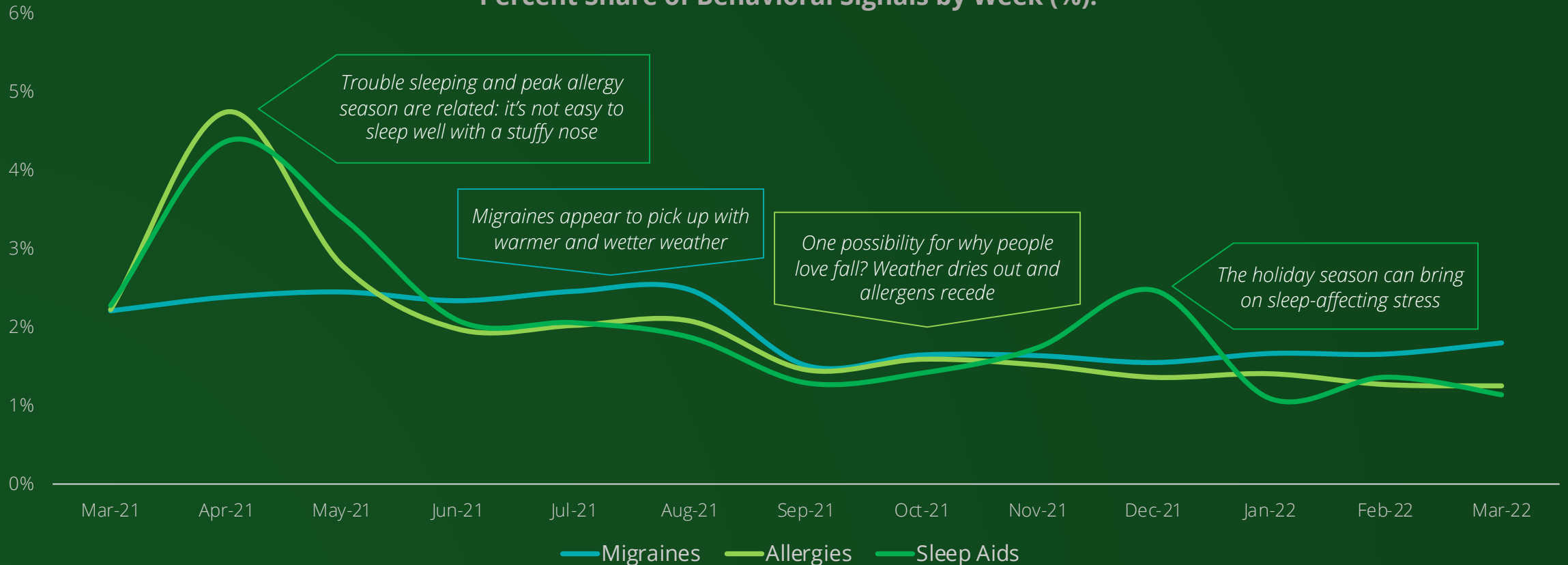
*Comparing behavioral signal volume: Insulin received 67 times the average volume of medications observed | Geo: U.S. | Time Frame: Oct 2021 - Mar 2022*



# Seasons Affect Migraines, Allergies, and Insomnia in Similar Ways

Online Behavior of Migraine, Allergy, and Sleep Aid Audiences

Percent Share of Behavioral Signals by Week (%):



*Although local pharmacies are nearly always busy with customers seeking relief from migraines, allergies, and insomnia, our data shows that the peaks in these conditions have a similar seasonality.*

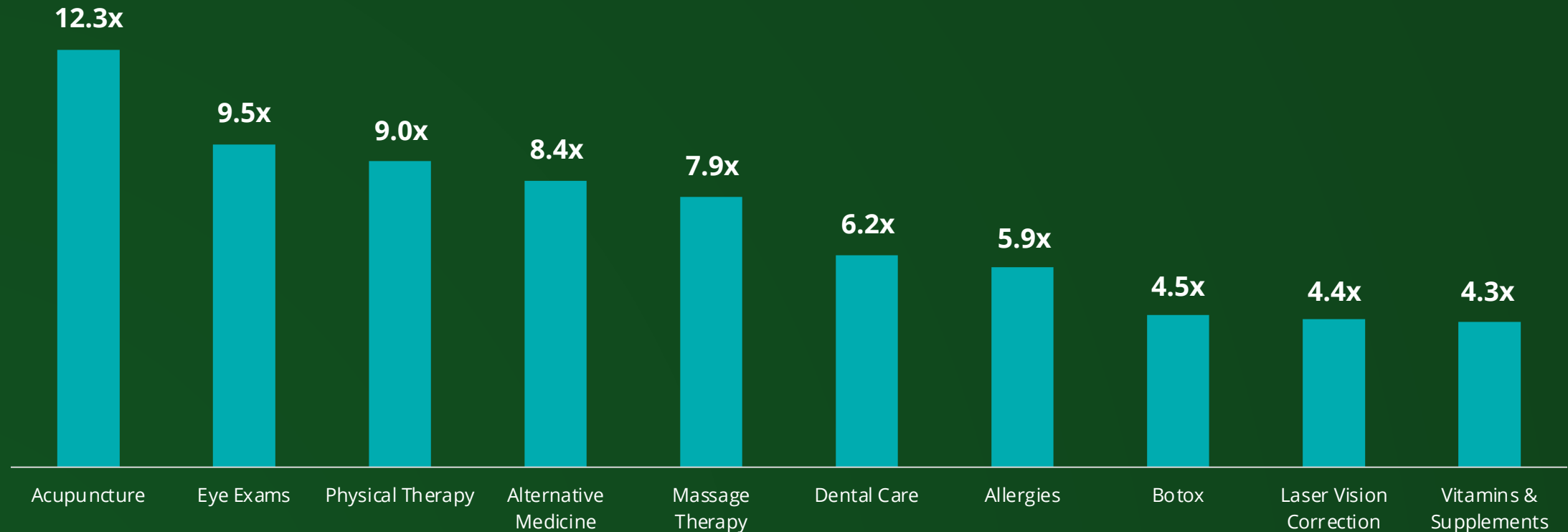
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# Migraine Sufferers Appeal to Specialists for Help

Online Behavior of a Migraine Audience

## Highest Indexing Categories by a Migraine Audience:



*Eye and muscle strain appears to be a leading theory for people suffering from migraines. ShareThis data shows that this population is most likely to seek relief from specialists, including checks for prescription eye wear.*



An index number (i.e., 12.3x) signifies how much more likely this audience is to be interested in a topic than the general ShareThis population | Geo: U.S. | Time Frame: Oct 2021 - Mar 2022



# Allergies Could Be More Prevalent in Cities

Online Behavior of an Allergy Audience

Zip Codes With the Highest  
Volume of Allergy-Related Behavior  
*Volume of Behavioral Signals Versus the Average:*

**17.9x**  
Columbus, Ohio  
(43215)

**16.3x**  
Washington, D.C.  
(20016)

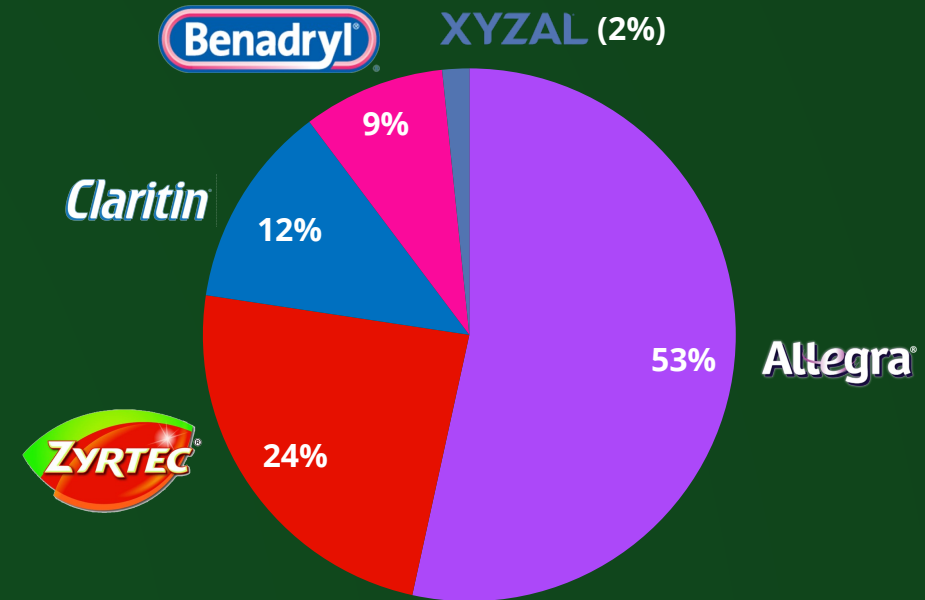
**8.2x**  
Phoenix, Arizona  
(85008)

**7.1x**  
San Jose, California  
(95141)

**5.4x**  
Omaha, Nebraska  
(68107)

**4.5x**  
Miami, Florida  
(33142)

Allergy Medication Brands' Percent Share  
of Behavioral Signals (%):



*Zip codes associated with major U.S. cities have the highest volume of allergy sufferers. This could be because city planners tend to include more pollinating (male) trees, which creates an imbalance in pollen without an equal number of fruit-bearing or flowering (female) trees to absorb the excess.*

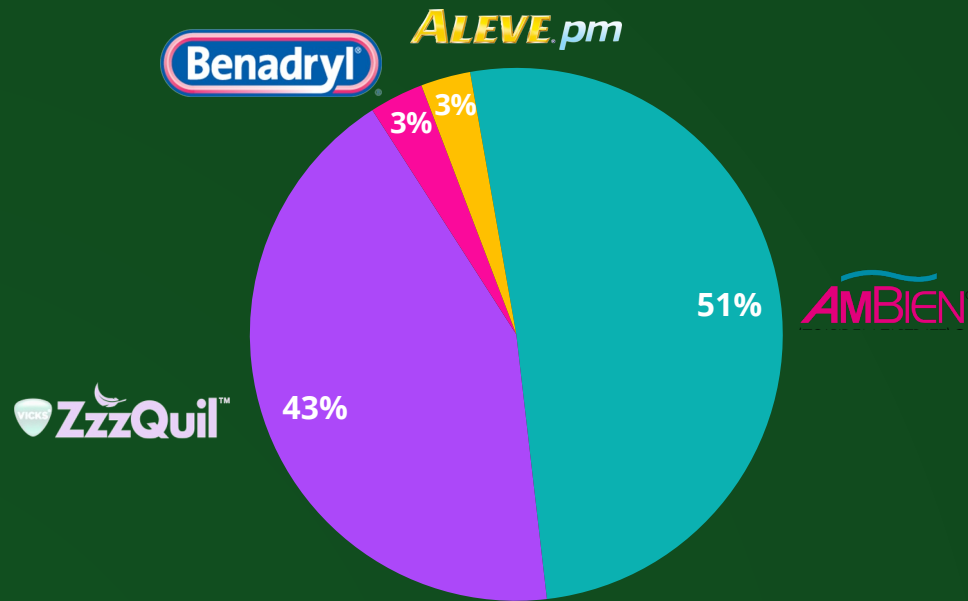
Comparing behavioral signal volume: Columbus received 17.9 times the average volume of zip codes observed | Geo: U.S. | Time Frame: Mar 2021 - Mar 2022



# Insomniacs May Prefer A Prescription Above Over-the-Counter

Online Behavior of a Sleep Aids Audience

Sleep Aid Brands' Percent Share of Behavioral Signals (%):



## +18%

Average increase in the use of the keyword "meditation" over the last six months, most heavily during wellness-oriented January

*People with chronic sleep issues are more likely to look for a more permanent prescription solution than over-the-counter melatonin and drowsiness-inducing medication. They may also be interested in incorporating lifestyle habits like meditation.*

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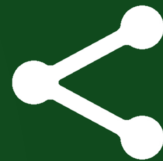


# What ShareThis Data Has to Say About Prescriptions:

*The public is paying close attention to prescription drug costs, especially for common ailments like diabetes and asthma, and the government objective to make them more affordable.*

*Eye wear prescriptions and attention from specialists are sought out by migraine sufferers.*

*Sleep aid consumers have more interest in the prescription market leader for insomnia than over-the-counter options.*



**Thank You**

