



# POCN Group: NP and PA Solutions for Digital Marketing

Identify, understand, and engage these essential prescribers with data-driven strategies, first-hand insights, and personalized campaigns that drive measurable outcomes

Nurse Practitioners (NPs) and Physician Assistants/Associates (PAs) are reshaping the healthcare landscape. With U.S. physician shortages accelerating, NPs and PAs are playing an increasingly crucial role in patient care, making autonomous treatment decisions and influencing physicians. They are essential in ensuring timely care and improving patient outcomes.

POCN Group, an IQVIA business, maintains an industry-leading, behavior-rich dataset of more than 730k NPs and PAs. Combining this data with digital access to 83% of NPs and PAs in the U.S., we enable life sciences brands with strategic insights from peer ambassadors, prescribing data, real-world claims to:

- **Identify** the right NP and PA audiences
- **Understand** how they think, treat, and make decisions
- **Engage** them with the right message at the right time.

With our strong ties with NP and PA organizations and deep expertise, we help brands drive behavior change, improve their impact, and achieve better health outcomes for their patients.

## NPs and PAs are no longer emerging—they're essential

NPs and PAs are among the fastest-growing professions in the U.S., with significant projected growth due to physician shortages. By 2032, **NP jobs are expected to grow by 45%** and **PA jobs by 27%**.

Marketers in life sciences should take note of this exponential growth, as well as the increasing influence of NPs and PAs on patient care:

- **1 in 4 prescriptions** is written by an NP or PA across therapeutic categories
- In some specialties, **APPs write 50% or more of all prescriptions**
- **NP and PA influence extends beyond writing**—they lead treatment decisions, educate patients, and often guide physician prescribing behavior

### QUICK STATS ON NP & PA INFLUENCE

- **~740k NPs and PAs** in the U.S.
- **48% of U.S. patients** managed by NPs and PAs
- **All 50 states** allow prescribing by NPs and PAs
- **27 states + DC** grant **full practice authority** to NPs
- **1 in 4 prescriptions** are written by NPs or PAs across all therapeutic categories
- **50% of prescriptions are written by NPs or PAs** in some therapeutic categories
- **\$150B+ per year** – the value of prescriptions written annually by NPs and PAs

# POCN Group: Empowering healthcare through NP and PA expertise

| Identify   | Understand  | Engage  |
|--|---|---|
| <p>Plan with precision using 740K+ NP/PA profiles, including demographics, education, practice dynamics, and communication preferences.</p> <ul style="list-style-type: none"><li>• <b>Script- and claims-level data</b> tied to NP and PA behavior</li><li>• <b>Inferred Specialty:</b> Determines high-value NP/PA treaters</li></ul> <p>~5,000 NP and PA peer ambassadors</p> | <ul style="list-style-type: none"><li>• <b>Real-world insights</b> through advisory boards, market research, and community engagement</li><li>• <b>Society partnerships and ambassador involvement</b> to provide guidance, and insight</li><li>• <b>Deep knowledge</b> of what drives NP/PA behavior and decisions</li></ul> | <ul style="list-style-type: none"><li>• <b>PeerCast™ campaigns</b> leverage trusted NP and PA voices to enhance message credibility, drive education, and influence prescribing behavior</li><li>• <b>Orchestrated channel mix</b>—including email, programmatic, unbranded social, video hosting, podcast development, and Centers of Excellence—ensures surround-sound engagement aligned to clinician behavior</li><li>• <b>Value-based outcomes</b> that prioritize clinician empowerment, meaningful education, and measurable Rx lift</li></ul> |

## Why NPs & PAs matter to your brand strategy

NPs and PAs are performing an increasingly larger role in healthcare delivery and are often the first point of contact for patients. Their unique positioning in healthcare creates opportunities for brands to connect earlier, influence prescribing, and support patient outcomes.

- Access:** Reduce barriers to care, especially in underserved areas
- Trust:** Build lasting relationships with patients and families
- Efficiency:** Manage routine and chronic care, reducing time to treatment
- Coordination:** Lead multidisciplinary care planning
- Specialization:** Deliver frontline care in diabetes, cardiology, mental health, women’s health, and more
- Education:** Serve as educators and advocates—often the voice patients listen to
- Cost-effectiveness:** Provide quality care at lower overall system cost

## Unlock the full potential of your brand with NP and PA audiences

Powered by proprietary data, strategic insight, and tailored engagement solutions, POCN Group delivers a differentiated, clinician-first approach that transforms how brands connect with NPs and PAs. Our proven methodology is designed to elevate your brand’s presence, foster meaningful relationships, and drive measurable outcomes.

## About POCN Group

POCN Group, an IQVIA business, empowers life science and biotech companies to truly understand and engage with Nurse Practitioners (NPs) and Physician Associates (PAs)—the fastest-growing clinician segments driving patient care. As the largest network dedicated exclusively to NPs and PAs, POCN is the recognized expert, delivering unmatched access and insights that reveal the true value and influence of these key decision-makers. At POCN Group, we don’t just bring awareness to the importance of NPs and PAs—we ignite engagement that drives brand impact and clinician behavior change.