

## **Hospital to Home Abstract**

When a doctor writes a prescription in a hospital and the patient refills it at a pharmacy near his home, it's known as hospital-retail spillover. Knowing the magnitude of such spillover can make the difference between brilliant and mediocre business and marketing decisions. Thanks to recent improvements in data sources such as patient records and physician affiliation rosters, marketers can more accurately measure spillover for a given therapy. But the full value of those measurements can only be realized through mapping. When hospital-retail spillover information is displayed on an interactive map, marketers become immediately aware of specific areas of opportunity, challenge, and uncertainty.

This article describes the basics of spillover and the physician and patient components involved. It also explains various measurement techniques, present examples of hospital-retail spillover analyses, shows how marketers can use maps to communicate their findings, and details how companies can create more effective strategies for marketing across institutional and retail segments.

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