

Growth Health in the DTP Era

Why the G1 Platform
is Uniquely Positioned
to Win the New
Direct-To-Patient
Playbook in 2026



Executive Summary

Direct-to-patient (DTP) programs are not just a new channel. They are a new operating model. They compress the time from awareness to action, they create a platform-based patient journey, and they increase the importance of real measurement plus real governance.

At the same time, the compliance bar is getting higher, not lower. FDA is explicitly sharpening enforcement around deceptive or imbalanced drug promotion, especially in modern digital contexts where risk disclosure can get sloppy fast. (U.S. Food and Drug Administration)

Growth Health is uniquely positioned for this moment because the G1 Platform was built for what DTP requires:

- A privacy-forward identity spine to connect omnichannel exposure to real outcomes
- A national-scale data environment that supports targeting, suppression and measurement
- Real-time signals that make orchestration responsive instead of generic
- Compliance-grade workflows that stand up in healthcare, not just ecommerce
- Control-adjusted ROI so teams can scale spend with confidence

This paper lays out the core challenges pharma faces in DTP, and how Growth Health solves them with a platform-first, trust-first approach.

1. The Market Shift: DTC is No Longer the Finish Line

DTC still matters, but its job is changing.

In the legacy model, DTC creates awareness, then the patient disappears into a long and leaky pathway that includes scheduling delays, provider variability and benefit friction. The manufacturer is often blind to where drop-off happens until weeks later, if ever.

DTP changes the physics. Patients can move from click to consult in the same day through partner-driven telehealth workflows, and the “front door” becomes a digital platform experience instead of a waiting room. That is why major manufacturers are pushing direct options and why the ecosystem is moving toward direct purchase pathways and direct distribution models. (The Wall Street Journal)

Add policy momentum and price pressure, and it is obvious why this is accelerating. The federal TrumpRx portal positions itself as a connector that steers patients to lower-priced options including direct routes, and MFN-style initiatives are explicitly tied to direct models. (trumprrx.gov)

The new reality: Marketing is no longer just “create demand.” It is “create demand and convert it inside a governed platform journey.”





2. The DTP Challenge Stack Pharma Now Has to Solve

DTP creates upside, and it also creates new problems that legacy martech stacks were never designed to handle.

The platform conversion problem

A DTP program is a funnel with hard conversion points:



If you are only measuring clicks and impressions, you will overpay for traffic and underinvest in conversion mechanics.

The measurement problem

DTP expands what can be observed, but observation alone does not equal truth. Pharma teams need:

- Clean definitions of conversion
- Sequencing that respects regulatory and consent constraints
- Incrementality testing and controls
- Outcome-linked reporting that stands up to scrutiny

The orchestration problem

DTP journeys are dynamic. People hit barriers like pricing confusion, eligibility questions or trust concerns. If your messaging does not react in real time, your funnel leaks.

The governance and compliance problem

Digital health marketing is under a brighter spotlight. The FDA has been explicit about concerns that consumers are not seeing fair balance, and enforcement actions around modern media are a warning shot to the whole category. (U.S. Food and Drug Administration)

So the core question for 2026 is not “can we drive traffic?”

It is “can we drive traffic and prove impact while staying compliant and brand-safe?”



3. Why Growth Health is Uniquely Positioned

Growth Health is not bolting “DTP reporting” onto a campaign workflow. The G1 Platform is purpose-built to run the end-to-end system DTP demands.

A. Trust ID: the privacy-first identity spine for DTP measurement

DTP requires connecting marketing exposures to downstream actions without creating unnecessary risk. Trust ID is designed to resolve identity and support measurement at the household and person level in a privacy-forward way, so you can:

- Suppress converters across channels
- Sequence messaging based on real funnel state
- Attribute outcomes with control-adjusted rigor

In DTP, the biggest waste is continuing to “prospect” people who already moved forward. Suppression is not a nice-to-have. It is margin protection.

B. Trust Datasphere: a national-scale environment built for precision

DTP success depends on finding the right people and not spamming everyone. A large, continuously refreshed datasphere allows Growth Health to support:

- Audience creation for high-intent cohorts
- Lookalike expansion from true converters, not just clickers
- Household-level reach and frequency management
- Measurement baselines and holdouts that do not collapse under scale

This is where most teams get stuck. They have campaign tools but they do not have the unified data environment required to run DTP like a system.

C. Growth Signals: move from static targeting to real-time intent response

DTP is about speed. Growth Signals lets you detect and react to behaviors that indicate readiness and intent, then adjust:

Message, channel and cadence

That turns DTP marketing into orchestration instead of batch-and-blast.

D. Growth Echo: omnichannel engagement with built-in suppression and sequencing

DTP funnels leak when the handoff from “interested” to “action” is not supported. Growth Echo is built to keep the journey tight through omnichannel engagement that can be governed, measured and tuned.

This matters because DTP is not one conversion. It is a progression. Echo is how you keep people moving without over-messaging.

E. Compliance-grade operations: built for healthcare, not just advertising

DTP lives at the intersection of regulated promotion, privacy law and consumer expectations. Growth Health is built to operate in healthcare environments with appropriate controls and vendor-grade security posture, and it is designed to support contractual frameworks like BAAs where required.

That is the difference between “we can run ads” and “we can run a regulated growth system.”

4. The DTP-Ready Operating Model Inside G1

Here is the practical model Growth Health enables.

Step 1: Build the DTP funnel map and event taxonomy

Define the actions that matter:

Platform qualified visit, consult scheduled, consult completed, fulfillment initiated, refill behavior

Then unify those events inside G1 so marketing is optimized to outcomes, not vibes.



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Step 2: Deploy platform-first acquisition with defense plus offense

Search is a battleground because branded and category terms are often the highest intent. The new goal is not just protecting brand terms. It is controlling the path from intent to platform conversion, and doing it with measurement that can prove incrementality. (The Wall Street Journal)

Step 3: Orchestrate the “friction moments”

Most DTP abandonment happens at predictable moments:

Pricing confusion, eligibility uncertainty, trust concerns, scheduling drop-off

Growth Health uses signals and journey state to shift messaging and channel strategy at these moments, so you recover revenue without turning the experience into spam.

Step 4: Prove impact with control-adjusted ROI

DTP will attract internal scrutiny because it changes commercial strategy. Growth Health is built to support:

Holdouts, controls and outcome-linked reporting

That is how you protect the program when budgets tighten.

5. Priority Use Cases for Pharma in 2026

Use case 1: Turn DTC into DTP conversion

Replace the old call to action with a modern one: drive to the platform experience with governed sequencing and suppression.

Use case 2: Consult completion and abandonment recovery

Detect drop-off, then re-engage with compliant messaging and right-sized frequency.

Use case 3: Self-pay affordability journeys

DTP often includes self-pay discount pathways. The marketing system needs to segment affordability needs and route people to the right experience without confusing messaging.

Use case 4: Retention plus refill behavior

The long-term value of DTP is not the first fill. It is the relationship. Keep adherence and refill support connected to the same orchestration brain that drove the initial conversion.

Use case 5: Brand safety in a stricter enforcement climate

As the FDA emphasizes fair balance and scrutiny of digital promotion, governance becomes a growth enabler. (U.S. Food and Drug Administration)

Growth Health helps teams run faster without getting reckless.



6. The KPI Set that Actually Matters in DTP

If you want to run DTP like a business system, track:

- Cost per qualified platform visitor
- Consult start rate and consult completion rate
- Fulfillment initiation rate
- Time from first exposure to consult
- Incremental conversions versus control
- Refill rate and retention curve
- Suppression effectiveness, meaning reduced wasted spend after conversion

These metrics align marketing, medical, legal and finance around one truth.

7. Closing: DTP Winners Will Be Platform Operators

In 2026, the winners will feel less like “campaign teams” and more like platform operators. They will know where the funnel leaks, they will orchestrate in real time and they will prove incremental lift under governance.

That is exactly what Growth Health and the G1 Platform are built to do.

Ready to Lead the Growth Revolution?

We are Growth Revolutionaries—bringing deep expertise and bold innovation to our partners that helps modernize growth through precision targeting and personalized engagement.

Let's explore how Growth Verticals can partner with your organization to accelerate sustainable growth through smarter strategy and real-time insights.

- **Schedule a Personalized Demo** Discover how our G1 Platform equips our partners with the tools to drive strategy, conversions, increase retention, and deliver ROI across every channel.
- **Explore Bonus Content** Download “Additional Intelligence” and strategic growth materials on our website.



