

DOES ONLINE ADVERTISING CLICK FOR PHYSICIANS?

Online campaigns have long been a cornerstone of pharmaceutical marketing. Recent changes in how we connect with others means engaging with physicians digitally is more important than ever.



82% of physicians say they have increased their use of online platforms as a result of COVID-19 — 48% significantly so.

Specialists (SPs) are more likely to have a significant increase in use (55% vs. 42% GPs)



More than 8 in 10 say they have taken specific action in the past as a result of seeing advertising or messaging from pharma on online platforms.

Sought additional info on a 3rd party website

Read the product monograph

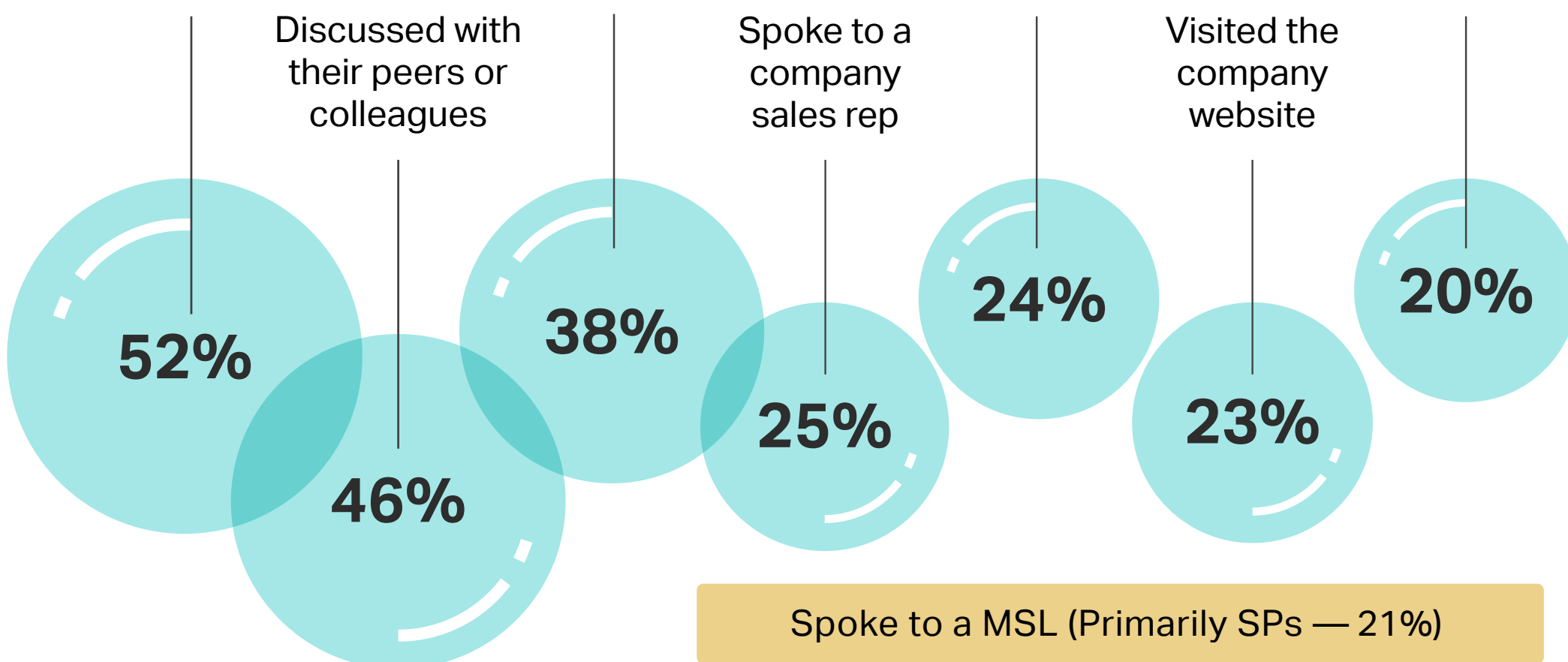
Visited the brand website

Ordered samples

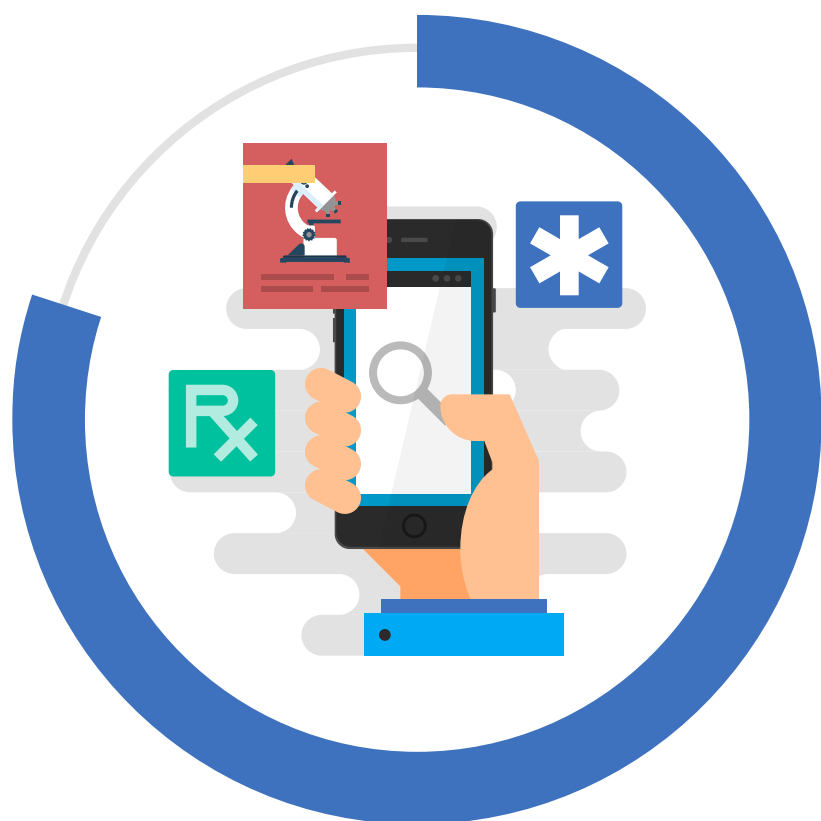
Discussed with their peers or colleagues

Spoke to a company sales rep

Visited the company website



80% recall seeing specific messaging or advertising on online platforms in the last month.



Most used platforms include:

Medscape

ASSOCIATION MÉDICALE CANADIENNE / CANADIAN MEDICAL ASSOCIATION

Google

Santé Canada / Health Canada

WebMD

UpToDate

Specialists are more likely to use PubMed

HOW DOES YOUR ONLINE MESSAGING STAND UP?

Currently there is no clear leader, **65% of physicians** are unable to name a specific company providing compelling or unique content.

MD Analytics can help you obtain the deeper insights needed to ensure your message makes a lasting impression. Find out more at: mdanalytics.com/contact-us/



Data based on survey of n=110 Canadian GPs and n=117 Canadian Specialists, April 2020.

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