

WAYS TO ENGAGE:
CHANNELS THAT MATTER

Physicians have different levels of engagement with the companies they interact with, which can lead to strong benefits for their brands. MD Analytics' customer engagement model looks how physicians define value, identifies key drivers of engagement, measures company performance relative the competition, and determines key points of leverage and opportunities to strengthen engagement.

Over half of physicians in Canada say they feel more engaged with certain pharmaceutical companies over others. A physician that feels more engaged with a company is more willing to:

1

Advocate support for a company with colleagues

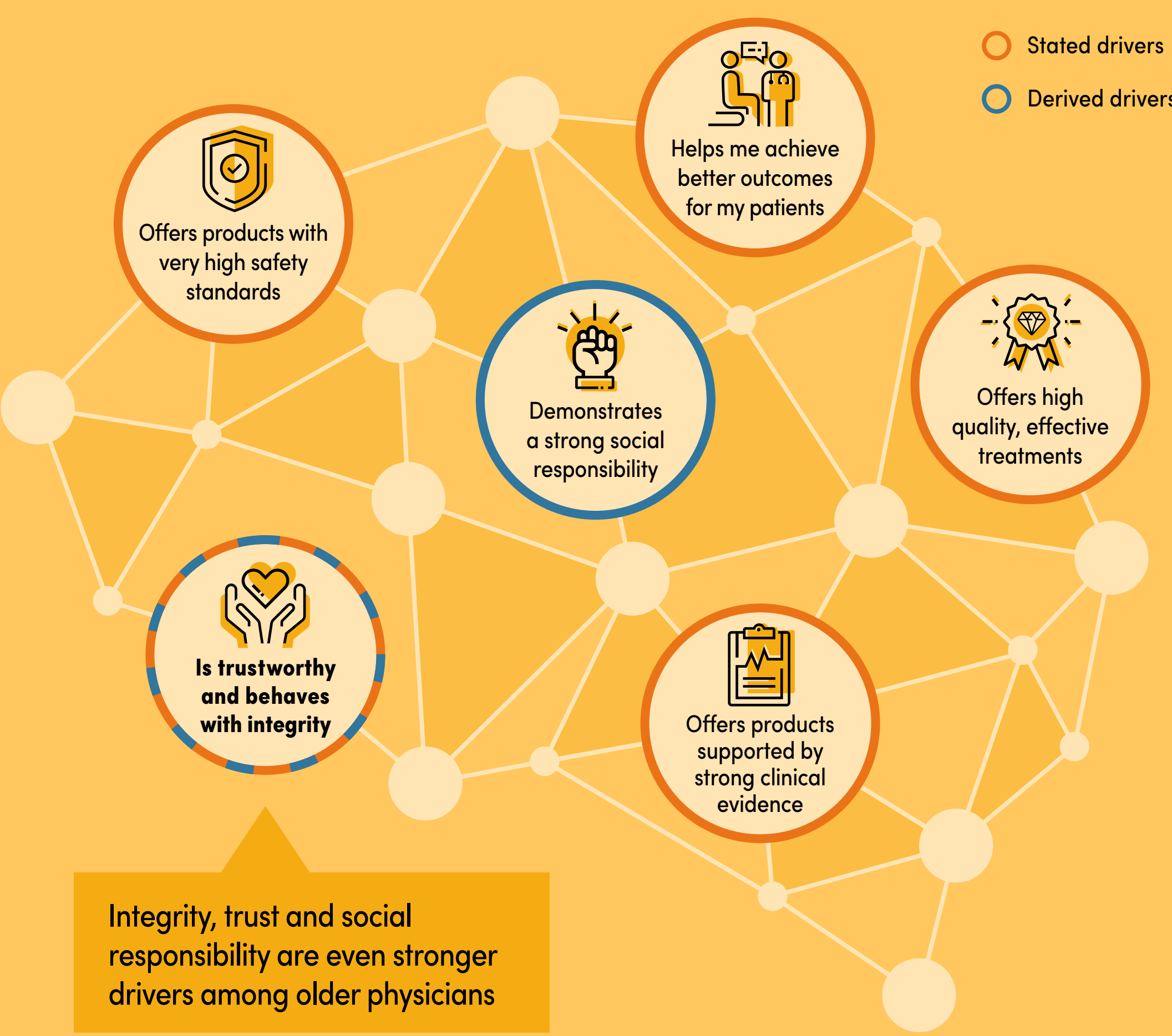
2

Partner with a company

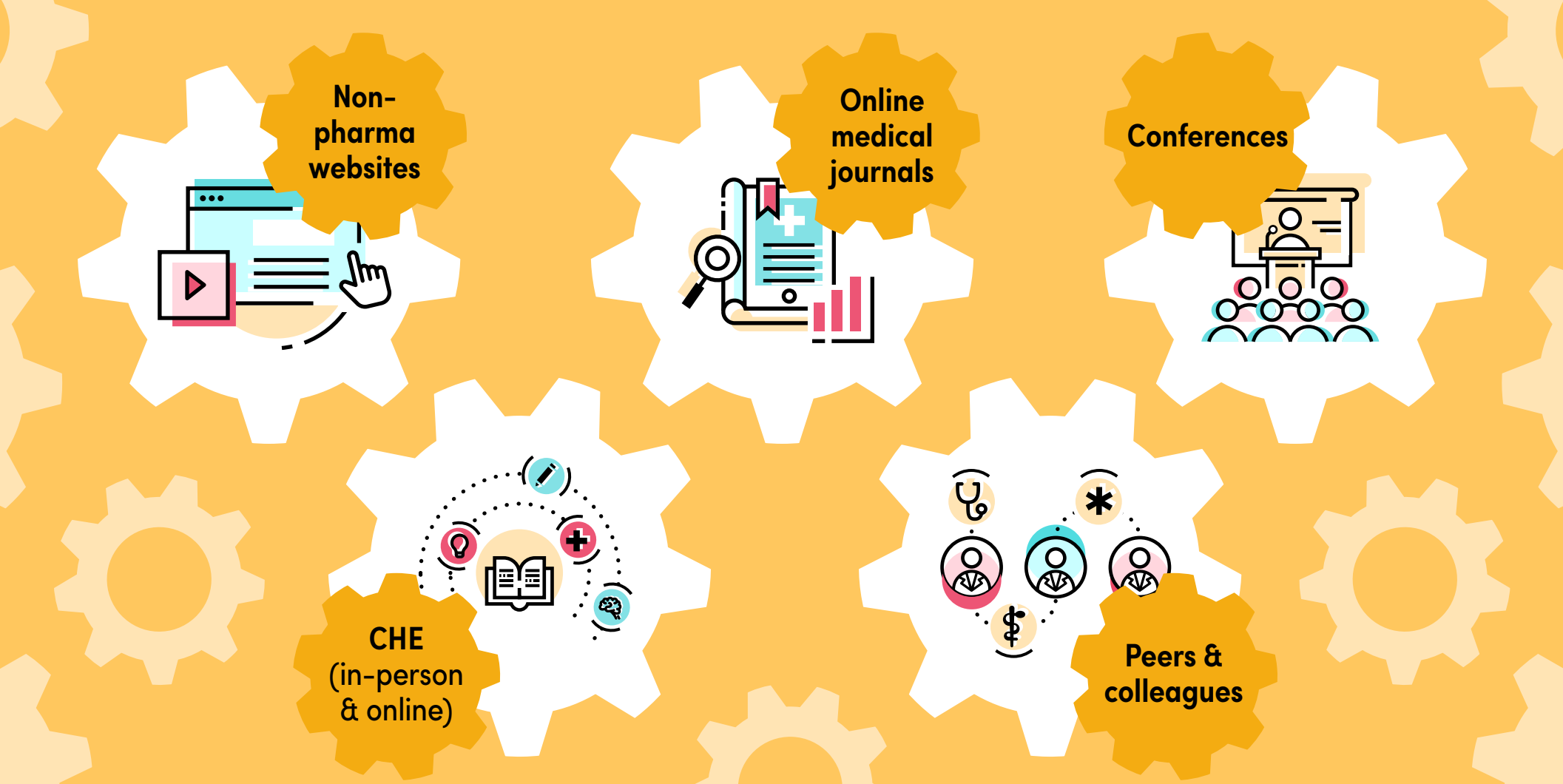
3

Participate in advisory boards

When asked directly what drives engagement, physicians lean heavily on the company's product portfolio. Subconsciously, however, physicians place more emphasis on brand-related attributes.



When it comes to making physicians feel engaged, your channel of communication matters. Communication channels that make physicians feel most engaged include:



Understanding the drivers of customer engagement and how your company performs on these metrics can help you develop communication strategies that build stronger relationships.