



Pharma: Know Your Specialists

MD Analytics surveyed 100 physician specialists on their attitudes toward work-life balance, patient care, pharmaceutical companies, sales reps, products and information sources with the goal of identifying attitudinal differences in order to help pharma marketers more effectively communicate with their target audience.



Four segments of physician specialists emerged:

2% of physicians weren't classified



It's important for pharma companies to recognize which segment groups want to interact with and value pharma, as well as which groups may need a different approach.

Offering multiple channels for product information and education is important to reach the widest audience.



Data based on survey of total n= 100 Specialists, March 2023.

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