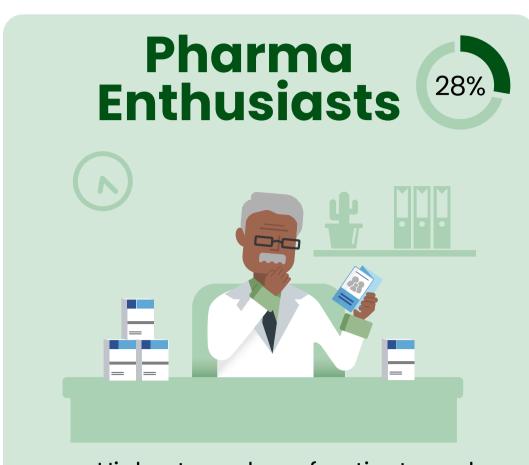
Pharma: Know Your Specialists

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



- · Highest number of patients and happy with work-life balance
- Make joint treatment decisions with patients
- · Strong belief that prescribing branded treatments encourages innovation







- Most satisfied with work-life balance
- Work fewer hours and spend less time with patients but have a collaborative approach
- Don't value pharma as much and limit sales rep interactions



Balance

Works

Overtime

Work-Life



- Present patients with different treatment options and discuss
- Positive perceptions of Directto-Consumer advertising



Approach

Patient

 Least likely to receive patient requests for specific treatments and to grant those requests





Pharma Rep **Interactions**



Prefer branded



Generic **Treatments**

Branded vs.

Equivalent





Product Adoptions

Late adopter



KOLs and MSLs (key opinion leaders and medical science liaisons)



SEGMENT





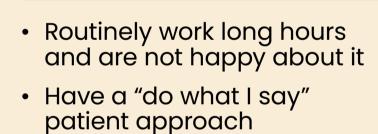






- · Work overtime but happy with work-life balance
- Less likely to make joint treatment decisions; proponent of online info for patients
- · Early adopters and concerned about quality of generics



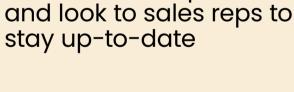


However, value pharma,

Overwhelmed



Work-Life Balance







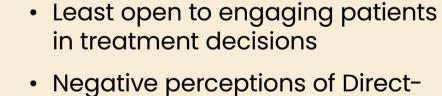
Works Overtime

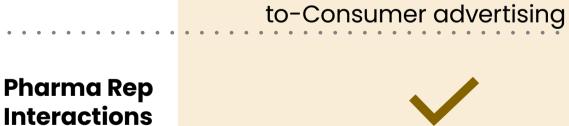


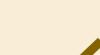
 Less likely to collaborate with patients on treatment decisions, but will grant patient requests



Patient Approach







Prefer virtual



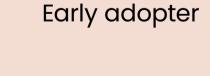
Branded vs.



Prefer branded



Generic **Treatments** Mixed





Product Adaptions

Middle on product adoption



Online CME podcasts (continuing medical education)



Sales Reps and MSLs (medical science liaisons)



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.

