



Unlocking Pharma Outreach: Physician Specialist Segments

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:

Segment	Percentage	Key Characteristics	Work-Life Balance	Works Overtime	Patient Approach	Pharma Rep Interactions	Branded vs. Generic Treatments	Product Adoptions	How to Reach
Dominant	28%	<ul style="list-style-type: none"> Most traditional, Doctor is the expert Least likely to take patient calls outside business hours Unsupportive of Direct-to-Consumer campaigns Values pharma Most likely to use sales reps to stay up-to-date 	✓	✓	✓	✓	✓	✓	In-person sales reps
Divergent	27%	<ul style="list-style-type: none"> Not working extra hours Only segment with rural specialists; most ethnically diverse Focus on preventive and alternative care Not seeing sales reps as often, although they do trust and value them and do not restrict them 	✓	✗	✓	✓	✓	✓	Live Chat
Disconnected	25%	<ul style="list-style-type: none"> Issues with work-life balance and administrative burden Doctor is expert, less likely to involve patients Not supportive of online health info or Direct-to-Consumer campaigns Restricts sales rep visits Highest interaction with pharma via email 	✗	✓	✗	✗	✗	✗	Email and non-pharma websites
Diligent	20%	<ul style="list-style-type: none"> High patient load and works overtime, but still good work-life balance Very patient focused, works collaboratively with patients Trusts sales reps – have longer discussion with pharma and more per week 	✓	✓	✓	✓	✓	✓	MSLs and virtual details (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.



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

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