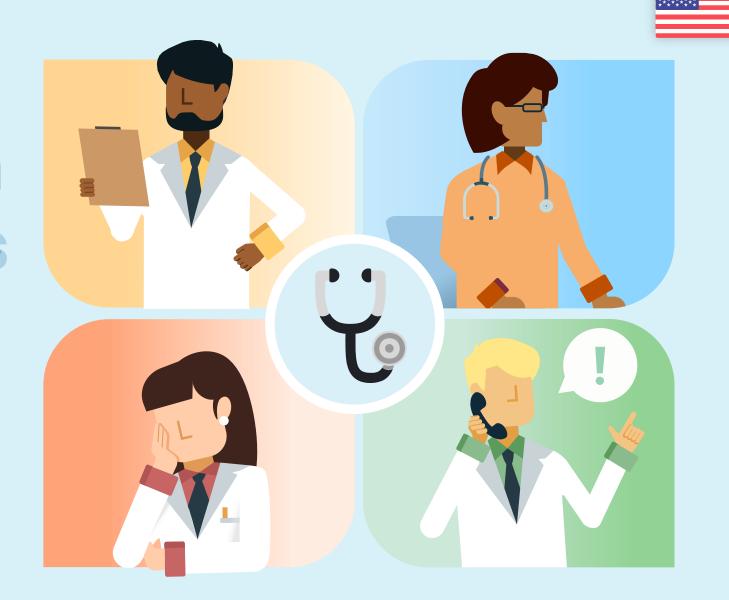
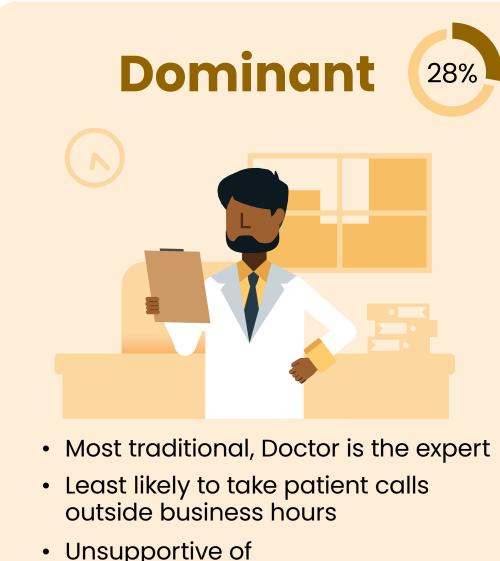
Unlocking Pharma Outreach: Physician Specialist Segments

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



- Unsupportive of Direct-to-Consumer campaigns
- · Values pharma
- Most likely to use sales reps to stay up-to-date





Work-Life Balance



- 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





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



Patient

Approach

Overtime

Works

 Mixed approach to patient involvement in treatment decisions

• Online info is a positive





Pharma Rep **Interactions**



Equivalent

Middle adopter



Branded vs. Generic **Treatments**

Product

Adoptions

Prefer branded

Early adopter



In-person sales reps



Live Chat



20%





- 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



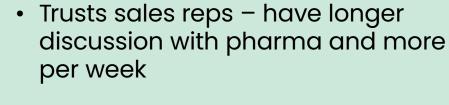


SEGMENT

 High patient load and works overtime, but still good work-life balance

Diligent

 Very patient focused, works collaboratively with patients







Balance

Work-Life

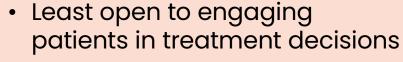








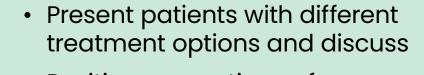




 Negative perceptions of Direct-to-Consumer advertising



Patient Approach



 Positive perceptions of Direct-to-Consumer advertising





Pharma Rep **Interactions**



Equivalent

Late adopter



Branded vs. Generic **Treatments**

Product

Adoptions

Prefer branded

Early adopter



Email and non-pharma websites



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.



www.mdanalytics.com