Communicating with Physicians

Learnings from the Pharmaceutical Industry

Thursday 07.21.11  3pm – 3:45pm (EDT)
Private Health News is a leading provider of award winning, web-based e-communication solutions used by healthcare organizations throughout the U.S.

Consumers

Physicians / Nurses / PAs +

Patients & Caregivers
Webinar Information:

- Webinar lasts 45 minutes
- Enter questions at any time
- Recording will be available early next week and we will send you a link
- Please mute your phones
- Please take the post-webinar survey which will appear at the conclusion of the webinar
Today’s Presenters:

Dan Ansel, MA, MHA
President & CEO
Private Health News

Barbara Corr, RN, BS
President
Corr and Associates Health Consultants
Today’s Objectives

• Identify similar communication challenges faced by pharmaceutical companies & healthcare systems

• Identify key strategic components (principles) of a successful communication program

• Identify building blocks that drive pharmaceutical campaigns

• Review current research on physician usage of the internet and how to capitalize on their e-behavior
Poll Question #1

We are currently communicating with physicians through:

- Telephone calls
- Physician Liaisons
- E-Mail
- Physician Portal
- Snail Mail
- Fax
- Print Newsletters
- E-Newsletters
- Other
Poll Question #2

Within the next 12 months our Physician Communication activities will most likely:

– Increase
– Decrease
– Remain about the same
– Don’t know
Why is Physician Communication Necessary for Pharmco and Hospitals?

• Share vital Information on product and services

• Create brand awareness / build image
  • Differentiate yourself from the competition

• Grow business (prescriptions / referral volume)
  • Fight for market share is constant

• Foster on-going relationships
  • Loyalty is a priority
Objective #1

Identify similar communication challenges faced by pharmaceutical companies & healthcare systems
Communication Challenges for Pharma & Hospitals

- **Gaining access**
  - Getting past the gatekeeper / Their job is to keep you out
  - Limited availability of physicians’ time
  - Limited # of reps / liaisons – high call numbers; large territories
    - Pharma saw a 25% reduction in workforce since 2005

- **Breaking through clutter**
  - 50+ faxes / e-mails / snail mail – all screened by office mgr
    - Your best marketing piece may never reach the physician
  - Numerous reps / liaisons knocking on the door
    - One study estimates 50+ reps / week
  - Differentiating yourself from others
Communication Challenges for Pharma & Hospitals

• Creating credibility
  • Often need to overcome negative perceptions
  • Building a trusting relationship

• Delivering a quick, concise, relative message
  • Limited time (90 – 120 seconds)
  • Deliver a message that’s impactful in under 2 minutes
  • Set priorities / get to the point
  • Need highly skills reps / effective, on-going training
    • No longer enough to be ‘personable’

• Managing regulatory / legal guidelines
  • Restricts interactions / what can be offered
Common differences between Pharma and Hospitals
Poll Question #3

In your organization **primary responsibility** for Physician Communication rests with:

– Marketing
– Medical Staff Office
– Physician Relations
– Business Development / Strategic Planning
– CEO / CMO
– Other
Common Differences between Pharma and Hospitals

Leadership
- CEOs / CFOs at hospitals often lack strong marketing background / training / experience
- Marketing is usually not part of the C-suite

Marketing Experience
- Experience of Marketing Leadership
  - Leadership has often has come out of PR (background in informing and educating vs. marketing, advertising and selling)
Common Differences between Pharma and Hospitals

Response Time
- Quickness in response at hospitals is often lacking due to decision(s) by committee(s), non-risk taking environment, rarely a sense of urgency, discretionary resources are limited

Data Usage / Measurement
- Detailed data is often not collected or analyzed to drive and reshape decisions – reason marketing budgets are often vulnerable to being cut
Common Differences between Pharma and Hospitals

Training of Reps
- Hospital reps often lack in-depth preparation, intensive ongoing training programs, issue resolution skills, in-depth product knowledge

Use of Patients & Opinion Leaders
- Hospitals are often reluctant to involve patients and physicians in marketing / advertising activities
What do Hospitals need to do to improve Hospital – Physician relations?

Recognize that Marketing (Communicating) to physicians is a Critical Business Function!

(It) requires: quantifiable measures (data) of effectiveness

– The focus is brand-building and social media which can be utilized for highly individualized physician communication
Objective #2

Identify key strategic principles of a successful Pharmaceutical Communication program
Key Principles of a Pharma Communication Campaign

- **Strategic Alignment starts at the highest level**
  - Any brand initiative must align with organizations overall business goals
  - Know where the particular brand fits into the overall corporate strategy
  - In the ‘fight’ for marketing dollars, not all brands are equal
  - Know the ‘life cycle’ of the brand

**Highly Targeted / Data Driven**

- Data driven / Know the ‘value’ of the physician / their habits
- Identify opinion leaders
- Identify ‘early adapters’
Key Principles of a Pharma Communication Campaign

- **Multi-layered / Multi-media**
  - Not a single tactic / single audience

- **Review plan frequently**
  - Dynamic plan – not static
  - Measure / Evaluate; Update; Adjust

- **Embrace Innovation**
  - Never rewarded for doing the ‘same old / same old’
  - Use of / test emerging technologies
    - E-detailing; on-line events; time shifting their messages; use of 3rd parties

- **Measure Results**
  - If it can’t be measured, it won’t be funded
What makes a Physician Communication Program Successful?

• Piggyback on current physician behaviors whenever possible
• Communicate on an individual basis whenever possible
• Identify needs that can be met and provide something of value
Objective #3

Identify building blocks (process) that drive pharmaceutical campaigns
Case Study
Developing a Multi-Layered Physician Communication Program
Identify the Challenge:

Pharma Reps were getting ‘locked out’ of physician offices (no access)
Looking to find another way (via 3rd parties) to gain access, and get their brand name and information in front of the physicians (and patients)
Identify the Objectives:

- **Primary:**
  Create and implement a plan to gain access to targeted physicians to communicate key information, and build brand awareness and drive scripts. (Build business / revenue)

- **Secondary:**
  To educate patients on their disease state and facilitate discussions with the physician
Initial Research / Background

Physician frustration

Practices / Physicians are booked tighter than ever
- Quicker turnaround times / more patients in an hour
- Less time to spend with patients
- No time to see reps / Inundated w/ “clutter”
- BUSY – “Don’t ask me to do or remember one more thing!”

Patient frustration

Long wait times in waiting room and exam room
- No time to ‘talk’ with physicians / feel like their a bother
Initial Research / Background

Educational materials

Costly to purchase and / or create
- Pharma supplied materials – “too biased” or “too technical” for patients to understand
- Needed ‘patient friendly’, condition specific educational tools

Patients accessing info on internet - RED FLAG
Often inaccurate or not applicable
- Physicians spending valuable time “un-doing” bad information
- Hate to be caught off guard
Create the Plan:
Client chose to work through a credible 3rd party, Pharmco participated in a multi-sponsored, office based, multi-layered communication plan to gain access and communicate to physicians and patients alike.
Waiting Room:

- Digital Screen in combination with supporting print materials in waiting room
- Valuable, entertaining educational segments geared to patients
- Un-biased, credible sources
- Segments *sponsored by pharma brand* - similar to what patients see in Lady’s Home Journal, on TV, etc
- Highly customizable to practice
Exam Room

Wall mounted educational unit

Disease state brochures
  - Wall mounted; materials had a ‘home’
  - Top 10-12 rated topics
  - Patient friendly
  - Un-biased, credible sources
  - Include credible, reliable internet sources

Medical Illustrations chart

Facilitate patient / physician interaction

- Pharma brand sponsors on wall unit
Physician BackOffice:

Digital Screen in physicians office
Highly customizable to physician
Only the info they’re interested in
Breaking News / Real time
Health Alerts
FDA Drug Alerts
Product Recalls
Practice Tips
Quick read / Headlines only
– link to full info
Pharmco Sponsorships – underwrites cost of entire program
Recap

Multi-layered
Print; Digital; links to internet

Multi-targeted
Physicians; Patients

Customized
Physician only got info that they wanted
Met an identified need / Provided value
Patient education materials
Credible; Free; Patient friendly

Incorporated into existing routines
Measureable
Measure the Results

Specifics of research proprietary

Physician usage / engagement with materials
- 94% of physicians surveyed were using the materials

Patient engagement / Facilitate discussions between patient and physician
- 85% of patients (read / watched) said the materials answered their questions about their condition and helped facilitate discussion with their doctor
Measure the Results

Waiting Room

Patients “perceived” wait time lessened
Improved patient satisfaction scores

Exam Room

Patients “perceived” wait time lessened
Materials answered their questions
Materials helped facilitate discussions / more directed
Improved patient satisfaction scores

Physician Back Office

Physicians report it “saves them time”
“Get critical information quickly”
“Easy to read; directs me where to go to get full article on information I’m interested in”
Measure the Results

Build brand awareness / usage (prescriptions)

Average lift of +10.24%
Objective #4

Review current research on physician usage of the internet and how to capitalize on their e-behavior
Poll Question #4

E-Communication strategies with physicians at my facility are being explored:

– Yes
– No
– Don’t know
Case Study

Developing a Hospital Physician e-Communication Program
The Goal:

Develop a Physician e-communication program that would keep physicians current regarding hospital news.
C-Suite Research

Successful Program Results:

- Enhanced communication
- Solid usage of the program
- Improve relationships
- On-going participation
Physicians e-Communication Research
Hours per Week Spent Online

On average, how many hours per week do you personally spend actively using the internet or email, including all applications (professional and personal), from all locations?

- Under 5 hours: 9%
- 5 to 9 hours: 19%
- 10 to 19 hours: 37%
- 20 or more hours: 35%

Mean hours per week:

- All Physicians = 16

Source: Taking the Pulse® v10.0
Physician Research

- Patients and families are more educated about conditions and actively bringing in information off the Internet

- Physicians struggling to keep up with their patients and caregivers

- Physicians interested in a way to stay ahead of their patients
Percentage of Patients Bringing Information from the Internet

What percentage of your patients reference information they found online to discuss during an office visit?

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>None</td>
<td>13%</td>
</tr>
<tr>
<td>1% to 4%</td>
<td>12%</td>
</tr>
<tr>
<td>5% to 9%</td>
<td>15%</td>
</tr>
<tr>
<td>10% to 19%</td>
<td>23%</td>
</tr>
<tr>
<td>20% or more</td>
<td>37%</td>
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</table>

Mean percentage of patient base bringing health information found online:
- All Physicians = 17%

Source: Taking the Pulse® v10.0
Top Features of Future Interest on Physician Service Portals are Disease Management Tools for Patients and Therapeutic Area Breaking News

- Therapeutic area breaking news: 42% very likely, 35% somewhat likely
- Disease management tools for patients: 41% very likely, 36% somewhat likely
- Ability to request journal reprints: 44% very likely, 32% somewhat likely
- Professional education resources: 41% very likely, 34% somewhat likely
- Clinical trial results: 36% very likely, 38% somewhat likely

Source: ePharma Physician® v9.0 (2009)
Value

What do Physicians value in terms of “therapeutic area breaking news”?

• Current
• Targeted to their interests
• Multi-Sourced
• Peer Reviewed
"The key to effective (physician) promotional (communication) strategies (is) developing tactics that:

**drive information into physicians’ daily routines and leverage their existing online habits**

Victoria Petrock, author of the new report “Marketing to Healthcare Professionals Online - 2010"
Frequency of Professional Activities Conducted Online

Please indicate how frequently (if ever) you use each source for information for your practice. This includes any use of these sources as a professional resource, for product, condition or treatment information.

Offline conferences

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Weekly+</td>
<td>13%</td>
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<tr>
<td>Monthly</td>
<td>32%</td>
</tr>
<tr>
<td>Yearly</td>
<td>35%</td>
</tr>
<tr>
<td>Never</td>
<td>21%</td>
</tr>
</tbody>
</table>

All Physicians

Source: Taking the Pulse® v10.0
Frequency of Professional Activities Conducted Online

Please indicate how frequently (if ever) you use each source for information for your practice. This includes any use of these sources as a professional resource, for product, condition or treatment information.

**Offline conferences**
- 13%
- 32%
- 35%
- 21%

**Online conferences**
- 14%
- 31%
- 26%
- 29%

All Physicians

Source: Taking the Pulse® v10.0
Frequency of Professional Activities Conducted Online

Please indicate how frequently (if ever) you use each source for information for your practice. This includes any use of these sources as a professional resource, for product, condition or treatment information.

Offline professional journals

- 46%
- 34%
- 8%
- 12%

Source: Taking the Pulse® v10.0
Frequency of Professional Activities Conducted Online

Please indicate how frequently (if ever) you use each source for information for your practice. This includes any use of these sources as a professional resource, for product, condition or treatment information.

Offline professional journals

- Weekly+: 46%
- Monthly: 34%
- Yearly: 8%
- Never: 12%

Online professional journals

- Weekly+: 42%
- Monthly: 34%
- Yearly: 10%
- Never: 15%

All Physicians

Source: Taking the Pulse® v10.0
Frequency of Professional Activities Conducted Online

Please indicate how frequently (if ever) you use each source for information for your practice. This includes any use of these sources as a professional resource, for product, condition or treatment information.

Offline Continuing Medical Education (CME)

- 24%
- 34%
- 25%
- 18%

All Physicians

Source: Taking the Pulse® v10.0
Frequency of Professional Activities Conducted Online

Please indicate how frequently (if ever) you use each source for information for your practice. This includes any use of these sources as a professional resource, for product, condition or treatment information.

Offline Continuing Medical Education (CME)
- 24%
- 34%
- 25%
- 18%

Electronic Continuing Medical Education (eCME)
- 25%
- 35%
- 19%
- 22%

All Physicians

Source: Taking the Pulse® v10.0
Expected Continuing Medical Education through Various Methods

What percent of your total continuing medical education do you expect to conduct online, by mobile or through traditional offline CME in 2009?

Average percent of time physicians expect to conduct CME through each of the following methods:

- Online: 46%
- Mobile: 6%
- Traditional: 48%

Source: Taking the Pulse® v10.0
Physicians and Emerging Information Technologies:

• **77% are using online Professional Education Resources in their daily practice**

• **60% obtaining online CME consistently on a weekly or monthly basis.**
C-Suite Research

Successful Program Results:

- Enhanced communication
- Solid usage of the program
- Improve relationships
- On-going participation
Created a program that:

- Provided specialty specific, *breaking medical news that would be e-mailed to physicians*
- Included Free CME
- Privately branded as the Hospital
- Hospitals can add “personalized” content
- Included a CRM tool that would allow for additional messaging
E-mail Breaking Medical News

Position **The Hospital** as helping physicians keep current and ahead of their patients.

Position **The Hospital** as a provider of specialty-specific, *Breaking Medical News with CME*

*Have all communications branded as The Hospital*
Communication & Relationship Measurements

Physicians Report:

- **90%** have become *more aware of hospital news / services / physicians* than they were before

- **94%** report the program *positively impacts on their opinion of the hospital*

- **60%** expect their use of the program to increase

- **Unsubscribe rate < 7%**
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Q & A
“Next Generation” Content – the necessary evolution of Healthcare Websites

Featuring Danny Fell, Executive VP, Neathawk, Dubuque & Packett

Thursday 08.25.11 3pm – 3:45pm (EDT)

Evite coming soon!
Questions?

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  - www.privatehealthnews.com/