



Playbook: Physician Influence & Education

Why it matters to you

Pharmaceutical manufacturer marketers are not the only group attempting to influence prescribers. Physicians are going digital and often go to great lengths to filter out noise from the daily workflow. This often includes pure drug promotion. However, you have an opportunity to partner with more educational influencers, considered by physicians as thought leaders, to get in the door of a valuable prescriber.

LOOK INSIDE TO SEE HOW
TO IMPROVE PHYSICIAN
INFLUENCER INTEGRATION

5 ways to improve influencer strategy around prescribers

DO Identify your target influencer persona and channels of influence

HOWTO

STEP 1: Gather intelligence from field team feedback loop as well as available data sets to understand where prescribers go for their data and day-to-day learning

STEP 2: Identify trusted news/media sources for the average physician so that you can tap into relevant topics and trends affecting their practice

STEP 3: Across each of these sources, map out the attributes (whether data or topic oriented) that each offers and develop a master list of influencers

STEP 4: Prioritize your initial efforts with your top three targets and understand which channels each prefers to communicate to physicians

STEP 5: Validate that these influencers' preferred channels align to your brand strategy and adhere to your own guidelines

STEP 6: Identify the top educational message to lead with and pitch to the influencer, focusing on the overall value to better educate prescribers around a particular topic, such as general market access need-to-knows that affect their patients

DO Develop guidelines for your influencer messaging and engagement cadence

HOWTO

STEP 1: Align your top priorities as an organization with those of your target influencers to ensure there's an opportunity

STEP 2: Coordinate with your legal team to simplify the stakeholders required to get this message validated and approved

STEP 3: Develop validation processes that ensure your message is updated as needed, depending on the shelf-life of the specific data points, regulatory commentary and clinically-oriented education

STEP 4: Deploy a marketing cadence that maps into both the influencer's ability to distribute messaging as well as the target prescribers' willingness to hear this value-adding messaging

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DO Develop assets that are exclusively educational around the standard-of-care

HOWTO

STEP 1: Develop a common language to communicate common obstacles for prescribing drugs in your area

STEP 2: Train field team around these obstacles and the patient support programs available for their prescribers

STEP 3: Provide field team with necessary and relevant promotional materials and identify specific engagement triggers that prompt the introduction of these specific patient support programs into the conversation

STEP 4: Inform field team on common areas of concern when it comes to prescribing your brand to prepare for physician engagements where your brand may have unfavorable access

AVOID Integrate promotional messaging into your HCP influencer strategy

AVOID Off-label lobbying when you are referencing the standard-of-care



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ABOUT MMIT

MMIT is a product, solutions and advisory company that brings transparency to pharmacy and medical benefit information. MMIT partners with PBMs, payers and pharmaceutical manufacturers from P&T to point of care. We analyze market access trends and market readiness issues, while providing brand and market access solutions to navigate today's rapidly changing healthcare market.

Our team of experts focuses on pharmaceuticals, business drivers, market intelligence and promotional behavior. Our products and services support brands approaching launch, commercialization efforts, pre P&T market planning, launch strategy and readiness. We partner with hundreds of payers and manufacturers ensuring that our products continually capture and analyze formulary coverage and restriction criteria for more than 98% of all covered lives.