



MMIT  
a norstella company

# MULTI CHANNEL MESSAGE TESTING

Track and improve the impact of  
your messaging across multiple  
channels

## The Industry Challenge

Pharmaceutical companies are using more varied modes of communication with payers and IDNs than ever before, with channels ranging from text messages and social media to in-person and virtual conferences, webinars, industry publications and online and print advertisements. Evaluating the effectiveness of these multi channel communications is key to an effective and comprehensive messaging strategy.

**MMIT's Multi Channel Message Testing solution helps manufacturers assess the return on investment, effectiveness and reach of their current multi channel messaging strategy, test future messages and determine how they compare to key competitors.**



Evaluate the effectiveness of  
messages/visuals and benchmark  
against key competitors



Determine if messages/visuals  
are attributed to the correct  
manufacturer

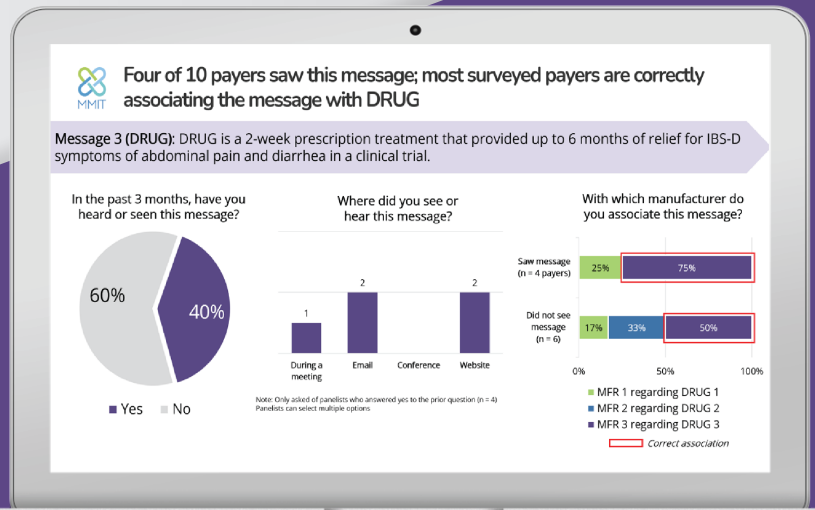


Identify which channels are most  
effective when communicating with  
payers and IDNs



Adjust messaging and channel  
focus through multiple waves of  
research

# Trust the Industry Leader in Payer and IDN Insights



## Effectiveness and Reach

Measure effectiveness and reach of messages and visuals by channel.

## Payer/IDN Recall

Understand which channel payers and IDNs recall receiving a message/visual and to which manufacturer and brand they attribute it.

## New Message / Visual Testing

Test new messages and visuals to gauge the impact of payer and IDN decision makers before allowing use by the account team.

## Competitive Intelligence

Gain insight into what competitors are messaging and through which channels.

## Longitudinal Results

Gain visibility into changes in perception over time with a quarterly cadence of message testing.

# SMOOTHING AND SIMPLIFYING ACCESS TO THERAPY

MMIT solves the what and why of market access, helping to move therapies from pipeline to patients.

Learn more about **Multi Channel Message Testing** today!