

Multi Channel Message Testing

Track and improve the impact of your messaging across multiple channels.

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

1. Effectiveness and Reach

Measure effectiveness and reach of messages and visuals by channel.

2. Payer/IDN Recall

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

3. 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.

4. Competitive Intelligence

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

5. 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.

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