



USE CASE

HCP Message Monitor: Improving HCP Understanding and Recall of Key Messaging



Overview

A pharmaceutical manufacturer is looking to get a better understanding of message impact. Although their messages are being recalled to a high degree, HCP understanding of a key clinical differentiator seems to be weak. The manufacturer needs to determine:

- ✔ Where HCP messaging gaps exist
- ✔ What is causing differentiation messaging to not resonate
- ✔ How to make HCP messaging more impactful



CHALLENGE

The manufacturer needs to act quickly to combat competition in their therapeutic area. While their sales representatives are delivering the currently approved messages consistently, there is a need to get a deeper understanding of which portion of the message set needs to be adjusted to link recall with understanding.



OUTCOME

HCP Message Monitor allowed the client to identify a trend where a specific clinical message was consistently unclear to HCPs. This key insight allowed the client to adjust their HCP messaging. The manufacturer continued to run Message Monitor surveys for regular monitoring of understanding and competitor strategy. This allowed the client to maintain high recall and high understanding of key messages.



SOLUTION

By partnering with MMIT, the manufacturer chose to conduct a Message Monitor survey. HCP Message Monitor gave them direct insight into how their messages resonate with HCPs and where their messaging strategy can improve. This survey helped them answer questions such as:

- What messages are the most and least impactful to HCPs?
- Are HCPs correctly remembering and understanding the key points of crucial messages?
- What competitive messaging regarding my product do I need to combat?

MMIT's HCP Message Monitor captures **key HCP Insights around brand perception** in your therapeutic area through an unaided "fly on the wall" look into HCP/Pharma meetings.

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