

PHARMA MARKETING MATTERS

MARKETING INSIGHTS: THE CHANNELS WE USE

Pharma Marketing Matters is designed to bring discussion to the pharmaceutical marketing landscape; to present research and ideas that will make you stop and think.

In this issue, we focus on research into physician habits for consuming information

combined with research about the habits of pharma marketers.

We welcome your comments.

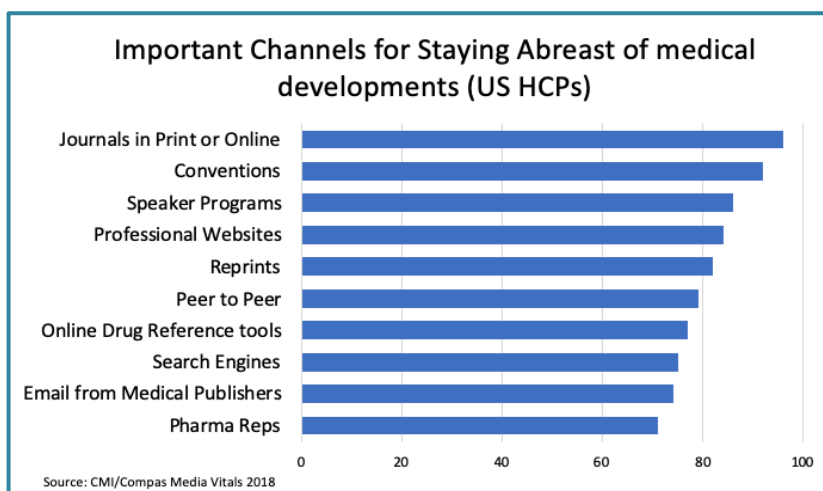
~ Pat Tramley and Matt McMullan

SOURCES OF INFORMATION FOR DOCTORS AND THE USE OF MARKETING CHANNELS

A new, comprehensively sourced report finds that print medical journals remain a vital source of information for physicians and a strategic complement to other non-personal promotion. The new CMI/Compas report from the U.S. consolidates data from multiple sources and pulls out overall trends within the various marketing channels. The data revealed that print publications continue to be a top source of clinical information for physicians.

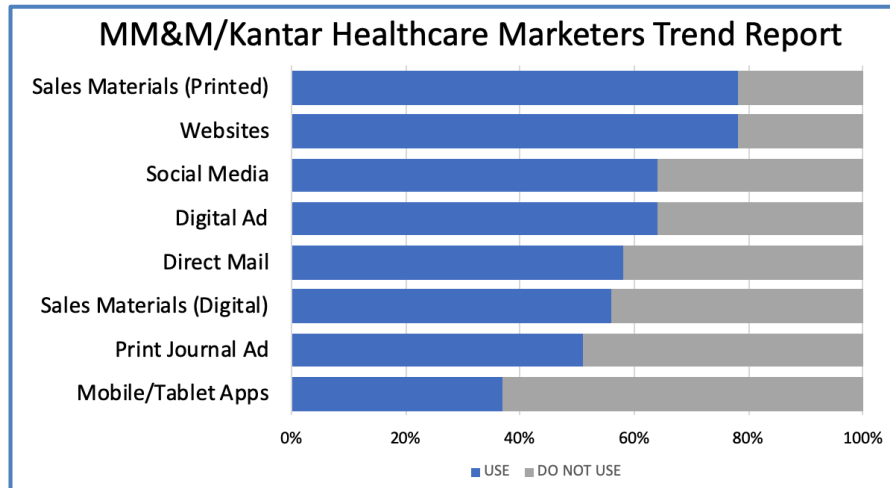
Data from the 2018 CMI/Compass Media Vitals™ Study⁽¹⁾ revealed physicians' top 10 sources, with medical journals at the top of the list.

And it is not just the middle- to older-aged physicians who like their print journals, millennial physicians enjoy print publications just as much. Brian Cunningham from CMI/Compas stated in an interview that, "just because print seems old and digital seems new, does not mean print is not an effective channel.



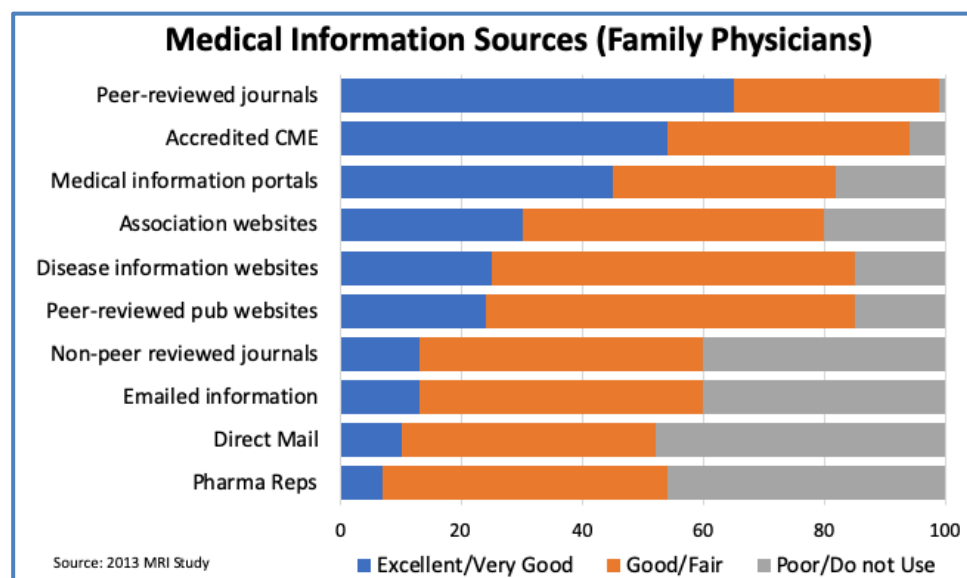
"It does not mean you can't think of it in new ways. New applications within the channel, new innovation in production, new targeting approaches can all keep the channel relevant and also maintain the sophistication and strategy you are using in digital channels."

Yet, when we compare the channels that physicians prefer (above) to the channels being used by pharma marketers (below), it reveals a disconnect. Of the top 8 marketing channels, print journal ads are far down the list. Physicians in both Canada and the U.S. rely on and trust their print journals as **one of their top sources**, but marketers prioritize other channels.

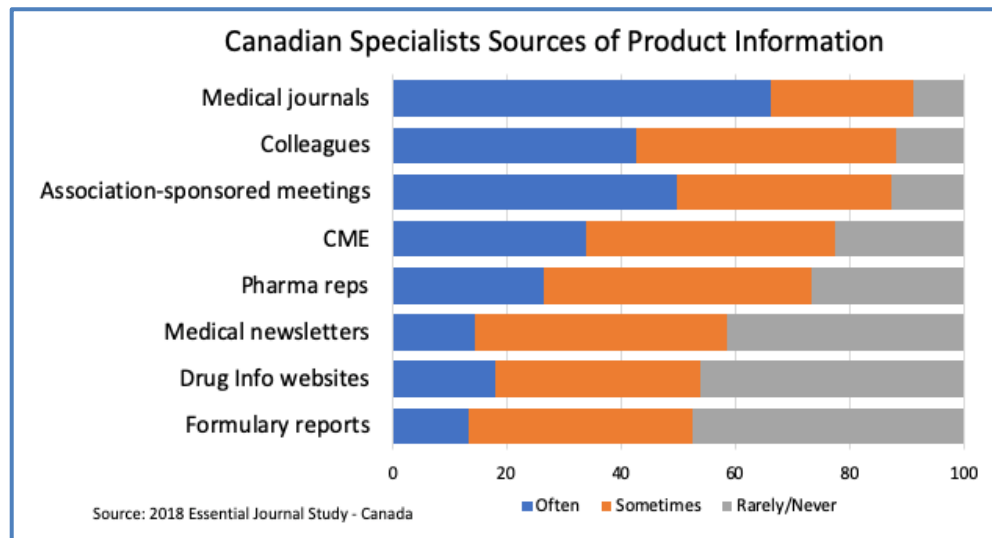


When we look to Canada, this topic was addressed by one of the largest physician bodies, the College of Family Physicians of Canada (CFPC). On an annual basis, members are randomly invited to participate in an on-line survey, with over 760 French and English respondents completing the survey⁽²⁾.

Among the many items the CFPC surveyed their membership on, one question asks GP/FMs to identify and rate "...medical information sources in Canada"⁽²⁾. The chart below shows the results from the survey report. The top 3 sources for Canadian family physicians are peer-reviewed journals, accredited CME and medical information portals.



Also, a 2018 third-party study⁽³⁾ was conducted among Canadian specialists, with over 300 respondents. They were asked which sources they use to keep informed about pharmaceutical products and the frequency of use. The top 3 sources are medical journals, association-sponsored meetings and their colleagues.



These recent and robust surveys clearly highlight the importance of medical journals to Canadian family physicians and specialists. They also portray that marketers' use of the various channels may not reflect physicians' habits.

EFFECTIVENESS AND EFFICIENCY IN PRINT ADVERTISING

Another interesting highlight from the CMI/Compas research answers the question concerning journal ad size. CMI worked with Kantar to complete a journal ad size analysis to understand the impact of Message Awareness, Retention and Believability when different ad sizes were used to promote their core campaign. The study, a 2-year analysis, was done using the same journals across the same 8 audiences to not compromise the results.

The conclusion was that ad size does not show an impactful increase in message awareness, retention and believability vs. the cost of the increased ad size. By running a larger ad unit, the gain was 3-7% in impact compared to a 12-24% cost increase. The efficiency gained with a smaller ad unit using a higher frequency is an effective print media strategy.

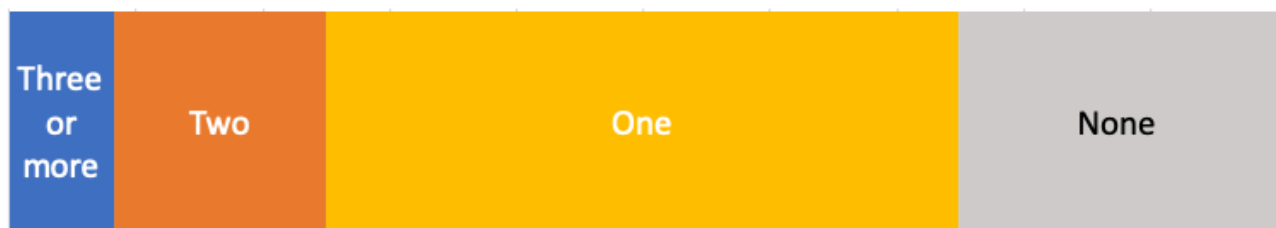
The CMI research also suggests that brands with multiple indications can use print from an overall 'brand' perspective rather than creating separate ads, capitalizing on its ability to trigger top-of-mind awareness and cost-efficiencies.

DO YOU WONDER ABOUT THE ROI OF PRINT ADVERTISING?

Measuring ROI of print advertising is a difficult task. The data from the Essential Journal Study³ shows a correlation that the less exposure physicians have to reps, detail aids and leave-behinds, the more they are interested in print journal advertising.

Print journal advertising is a complement to sales reps in the marketing mix

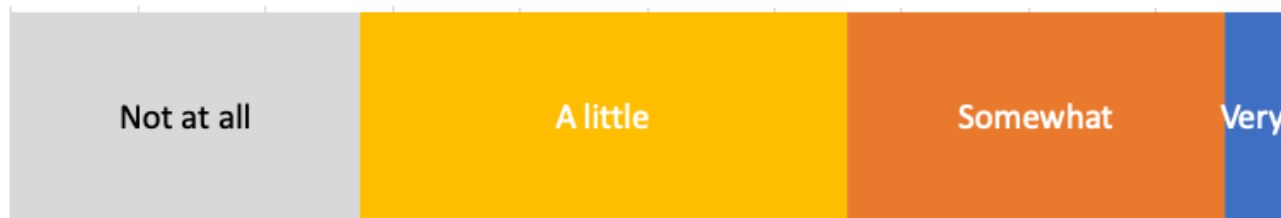
How Many Reps Do you See in an Average Week? (Specialist)



Less exposure to reps



More interest in print journal ads



How informative are product ads? (Specialist)

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Representing in Canada:

New England Journal of Medicine

NEJM Journal Watch

Journal of Rheumatology

References

- 1.The Importance of Print Media in Today's NPP Channel Mix. Sarah Darcy, Kyle Cooper, and Brett Marvel, August 2018. <https://www.cmimedia.com>
- 2.The MRI Study, 2013, 2018. College of Family Physicians of Canada.
- 3.The Essential Journal Study, Canada, August 2018. The Matalia Group.

ACKNOWLEDGEMENTS

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