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Data is Key to HCP Engagement

One-size-fits-all approaches are no longer effective for reaching high-value providers

To reach HCPs today, you need a new gameplan.

The healthcare ecosystem has faced multiple dramatic shifts over the last decade — including everything from coverage to health equity, to effectively managing care in the midst of a pandemic.

One area that experienced a great deal of change is how HCPs access and report information. Rapid changes have placed an immense strain on providers—and they continue to feel pressed for time, in-person access, technology, information, and customer support.

Healthcare companies have to reinvent the wheel of HCP outreach. Simply providing one-message-fits-all product information won't work in the current dynamic and high pressure landscape. To deliver meaningful messages while driving successful marketing campaigns, brands need to incorporate a 360-degree view of HCPs.

Many Life Science companies have not yet tapped into the insights that non-medical data can offer. Unlike outdated models that only provide a vague overview, richer data reveals actionable intervention points along an HCP's journey.

> "46%[1] of providers plan to implement a permanent hybrid model for both patient and sales rep meetings[1]."
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> accenture

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1) https://www.accenture.com/us-en/insights/life-sciences/new-rules-healthcare-provider-engagement

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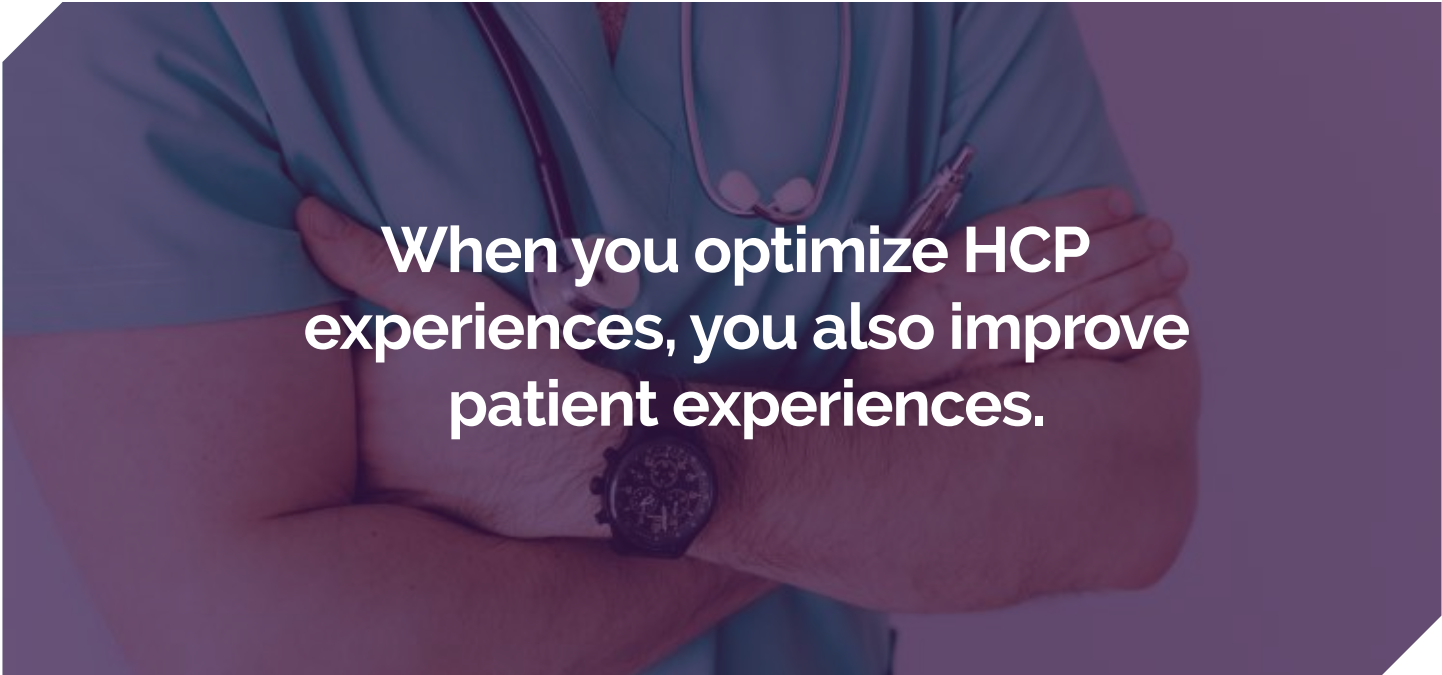## View both patients and providers as people–even in a digital ecosystem.

Relationships between sales reps and HCPs have changed. HCP practices have shifted virtual, and telemedicine and remote meetings are now routine. 61%[2] of sales rep meetings with HCPs are now held virtually, compared with a couple years ago when 64% were in person.

Unfortunately, 57% of HCPs also mentioned that pharma reps are failing to understand and meet their needs. For example, 72% of HCPs prefer disease information over product information. There's a disconnect between what pharmaceutical reps provide versus what HCPs actually value. Essentially, the game has changed, but a great deal of HCP communication is still based on tired and impersonal tactics.

57% of HCPs feel that pharma reps are failing to understand and meet their needs[3].

2 & 3) https://www.accenture.com/us-en/insights/life-sciences/coronavirus-changing-pharma-hcp-engagement

When you optimize HCP experiences, you also improve patient experiences.

Taking a deeper look at HCPs as individuals, rather than just representatives of their specialty, empowers greater communication. The variation between HCPs based on their patient populations, years in practice, and other factors can make information highly relevant to one practitioner while being practically useless to another.

Even beyond professional differences, when brands recognize HCPs as human beings with professional and personal lives, it's easier to anticipate the challenges they face. A doctor nearing retirement may avoid learning a new tech platform, while a parent of young children is consuming content when they can find a free moment using a mobile device.

To get a complete, 360-degree view of HCPs and their patient populations, companies need to access high-quality data that goes further than diagnosis codes and filled scripts.

Harness the power of data to reach HCPs effectively.

To meet their needs as prescribers, get to know physicians as people.

You can engage with providers holistically by interpreting and predicting their needs. This means getting to know them on an individual level. Here are just a few things to consider:

- Demographics like age, gender, marital status and presence of children

- Confidence in using technology

- Financial data points including household income and net worth

- Interests and attitudes towards travel

If you understand these attributes and incorporate them into your marketing strategies, smarter and more personal communications are possible.

This is especially effective for niche specialities where the luxury of higher volumes is not present. Personalization for high-value audiences is made possible with better data, allowing your message.

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Improve health outcomes and even drive health equity.

To understand an HCP's journey, you have to also understand their patients. "Trying to "sell" physicians is not the answer anymore. Today it's about helping them navigate the complex world of medications, side effects, outcomes, cost, and off-label use." says Richard Meyer of World of FTC Marketing[4]. Delving into an HCP's surrounding community and patient population can deliver insights about where HCPs need additional support. Everything from demographics, to adherence is important in driving better outcomes.

- Access to Care/Health Outcomes
- Access to Technology
- Core Demographics
- Economic Insecurity
- Education
- Food Insecurity
- Geography (e.g., urban vs rural)
- Housing Insecurity
- Language Proficiency & barriers
- Social Isolation
- Substance Abuse (including smoking)
- Transportation Barriers

These Social Determinants of Health (SDOH) have a tremendous impact not only on the patients outcome, but how the HCP will approach a treatment plan. Understanding the full story will enable Brands to curate solutions that deliver real value to HCPs.

> "In order to address SDOH, the health sector needs to access more person-based data to truly understand the communities and specific populations they serve."
>
> - AnalyticsIQ's White Paper: A Full View of Patients: The Missing Piece in Solving Health Equity Struggles

4) https://worldofdtcmarketing.com/hcps-use-of-digital/

Optimize outreach to improve HCP connection.

No two HCPs are alike. Engaging HCPs with the right content through their preferred channels, based on their media consumption behaviors, encourages deeper engagement. According to the Think Company, "Your team may be wrongly assuming that HCPs are engaging with information in a specific way."[5]

Marketing data delivers unique insights about HCPs' digital engagement preferences—such as direct mail, email, face-to-face, and more. Understanding these tendencies can help you automate your HCP engagement strategies with better results.

- Contact channel preference

- Contact type or format preference

- Role in the practice (owner vs. employee)

Specific patient populations might lack access to HCPs, or current life events might prevent them from engaging effectively with their providers.

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5) https://www.thinkcompany.com/blog/6-hcp-engagement-best-practices-for-pharma-leaders/

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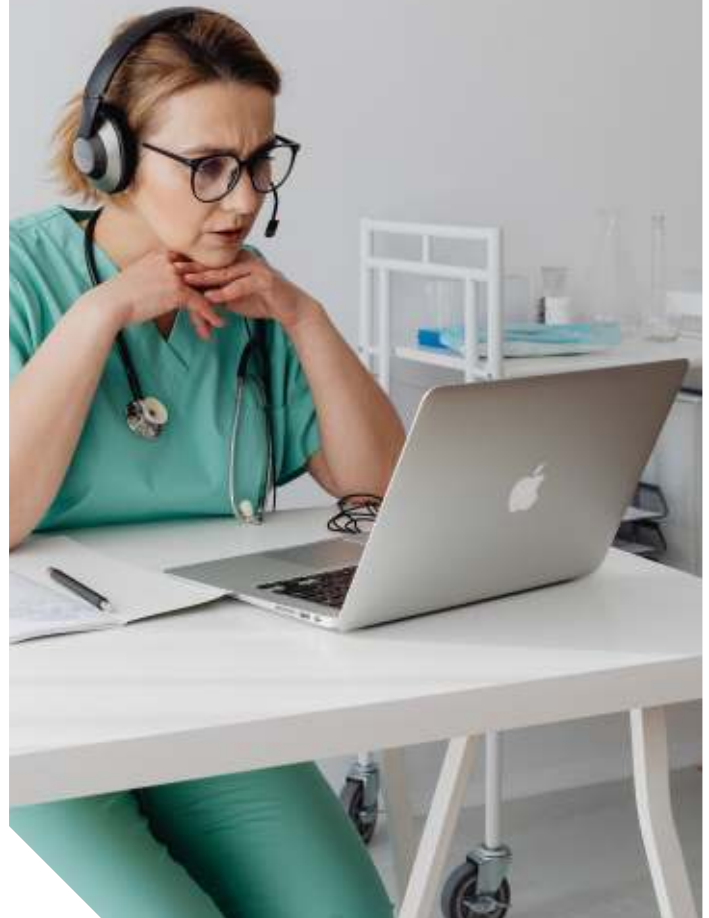
The right data unlocks new possibilities.

You can optimize your HCP engagement strategy by securing data about providers, patients, or both. The key indicators of a high quality marketing dataset are not so different from the medical data that life sciences brands are used to applying.

Scale
Whether you are gaining a better understanding of HCPs or their patient populations, a dataset that lacks scale across the entire population runs the risk of continuing to leave important communities out.

Depth
A dataset without depth of attributes will fail to paint an entire picture. For HCPs that may mean poor assumptions, and for patients critical Social Determinants of Health may be missing.

Accuracy
Even with the greatest scale and depth, if the data isn't accurate it leads to poor decisions with poor results.

A data-driven approach is a win for everyone.

AnalyticsIQ believes in data for good, and is excited to be part of the solution in driving not only better connections between Life Sciences brands and HCPs, but better patient outcomes.

The PeopleCore and BusinessCore databases contain a wide variety of attributes (1,200+) to help data scientists and marketers answer even the most nuanced questions. Everything from income to ethnicity, to educational background, and even adherence data is available at massive scale across the entire US population (251M+) with incredible scale against HCP populations. If your organization can benefit from an accurate and scalable dataset, reach out!

Contact us today at sales@analytics-iq.com.