

TABLE 1: Summary Highlights

QUESTIONS  
TO ASK

### COME FIND ME

- ▶ How do we leverage digital channels to be where physicians are (and want to be)?
- ▶ Where do they seek, access, and obtain medical information?

### GRAB MY ATTENTION

- ▶ How are we prioritizing and conveying key messages and information to earn the physician's attention?
- ▶ How are we breaking through the clutter?

### MAKE IT MEANINGFUL

- ▶ How do physicians practice within their respective field of medicine?
- ▶ What information keeps them up-to-date?
- ▶ Which medical sources provide information in a way that respects the physician's time and resonates with their particular practice needs?
- ▶ How will new information change the way physicians practice and influence the choices they make?
- ▶ What will ultimately help them improve patient outcomes?

KEY POINTS TO  
CONSIDER

- ▶ Understand the application of information technology during clinical decision making processes & settings
- ▶ Understand the context in which they use specific technologies
- ▶ Understand when and where along the care continuum physicians utilize such information devices
- ▶ Understand how information is delivered to the devices in use by the target audience
- ▶ Identify the various information sources for each relevant specialty

- ▶ Recognize that all physicians within their respective specialty have individual personas and information preferences
- ▶ Traditional market research only provides half the story

- ▶ Touch frequency in a digital world does not necessarily translate into awareness impact, and may even be risk credibility and trust if not executed carefully
- ▶ Map the physician treatment journey and workflow to help identify information gaps that can make an impact at the point-of-care
- ▶ Note that a physician's workflow may vary by specialty, practice setting and size, and patient mix

BOTTOM  
LINE

- ▶ Utilize a distributed model that allows the content and messages to reside where the target physician audience already visits on the web

- ▶ Understanding the unique behavioral mindset & needs of the physician target audience can help direct an impactful content messaging strategy

- ▶ Carefully examining the physician's workflow can help identify impactful messaging opportunities along the continuum-of-care