

**Fig. 6a: HCP Marketing Tactics**

(n=200)

	% Using Channel		% Users Reporting Budget Shift in 2013	
	2013	2012	Increase	Decrease
Meetings/Events	84	84	31	29
Printed Sales Materials	76	76	21	35
Websites	74	73	38	12
Research/Data/Analytics	70	71	42	17
Direct Marketing	67	66	35	28
Patient Education Materials	62	58	45	13
Digital Sales Materials	60	49	68	10
Journal Print Ads	60	60	21	34
Mobile/Tablet Apps	53	35	72	5
Digital Ads	52	47	58	17
Advocacy Programs	52	46	40	16
Social Media	50	37	70	7
CME	41	42	43	29