

**Fig. 8: Audience Ranked by Perceived Importance**  
(n=200)

	Ranked Top 3	Ranked #1
Physicians	92	64
Patients	56	16
Payers	56	7
NPs/PAs	38	1
Pharmacists	23	3
Shareholders	21	8
Advocacy Grps	16	2

Source: MM&M/Ogilvy CommonHealth Healthcare Marketers Trend Report 2013