

**Fig. 5a: HCP Marketing Tactics**

(n=202)

	% Using Channel		% Users Reporting Budget Shift in 2014	
	2014	2013	Increase	Decrease
Meetings/Events	85.1%	86.1%	26.3%	32.4%
Websites	77.7%	74.8%	48.2%	12.8%
Printed Sales Materials	77.2%	79.2%	18.7%	42.2%
Sales Reps	73.8%	73.3%	28.8%	21.2%
Research/Data/Analytics	66.3%	63.9%	41.2%	10.3%
Patient Education Materials	65.3%	62.4%	41.0%	12.9%
Digital Sales Materials	64.4%	56.4%	62.0%	7.3%
Direct Marketing	57.4%	55.0%	33.3%	21.7%
Social Media	54.5%	42.6%	63.4%	7.1%
Journal Print Ads	53.0%	53.5%	22.4%	40.5%
Advocacy Programs	50.5%	43.1%	53.2%	15.6%
Digital Ads	48.0%	46.5%	50.9%	15.1%
Mobile/Tablet Apps	47.5%	37.6%	62.5%	11.5%
CME	43.6%	39.6%	38.7%	16.1%