

## Fig. 8: Audience Ranked by Perceived Importance

(n=202)

	Ranked Top 3	Ranked #1
Physicians	91.6%	54.4%
Patients	57.4%	17.3%
Payers	58.4%	12.4%
NPs/PAs	39.1%	3.5%
Pharmacists	17.3%	2.0%
Shareholders	20.3%	8.4%
Advocacy Grps	15.8%	2.0%

Source: MM&M/Ogilvy CommonHealth Healthcare Marketers Trend Report 2014