

# **BREAKING DOWN BARRIERS**

HOW MEDIA CAN HELP HCPs DELIVER  
OPTIMAL PATIENT CARE



# INTRODUCTION

SSCG Media Group is devoted to discovering **valuable insights that empower our clients to effectively target healthcare professionals** with impactful messages, driving positive outcomes in patient care. Over the past eight years, our proprietary research tool, MAP MD™, has provided us with data to identify the ideal timing, location, and delivery method for pharma messages targeting healthcare professionals. **We use this data to pinpoint the messages that will most effectively resonate with HCPs throughout a brand's lifecycle.** While the industry has prioritized continuously delivering the **"right messages at the right time in the right place,"** our latest study reveals that this is no longer sufficient to truly differentiate a brand in the complex omnichannel landscape.

**To understand the next best evolution in the path to a successful media campaign, SSCG Media Group surveyed ~3,000 HCPs** across 20 specialties throughout Q4, 2022 and Q1, 2023. The goal of this survey is to **identify trends outside of media consumption that impact the way HCPs are making treatment decisions** and the factors that may impede treatment plans.

The study included multiple specialties including allergy & immunology, cardiology, dermatology, endocrinology, gastroenterology, hematology/oncology, infectious disease specialists, managed care, neurology, nephrology, nurse practitioners, ob/gyn, pediatrics, pharmacy, physician assistants, primary care, psychiatry, pulmonology, rheumatology and urology.

As illustrated in the findings of this recent study, we've learned that **we must look beyond the channel and rethink Pharma's role in HCP education and engagement to break down the barriers to prescribing.**

# THE FINDINGS

SSCG Media Group identified **five critical factors that must be considered when educating healthcare professionals about pharmaceutical products.**



**Significant barriers to prescribing exist, mostly driven by cost and coverage** (or lack thereof). **Social determinants are also impacting treatment plans** as HCPs are making changes to prescribing habits to ensure all patients can afford treatment.



**HCPs need better resources from pharmaceutical companies to help treat underserved communities** properly to drive compliance.



Understanding patient populations at large isn't enough — **HCPs need data that is customized and relevant at the point of care.**



Conversations are evolving at the point of care. **HCPs are talking to their patients about the impact of the disease state (and their treatment journey) on their mental health.**



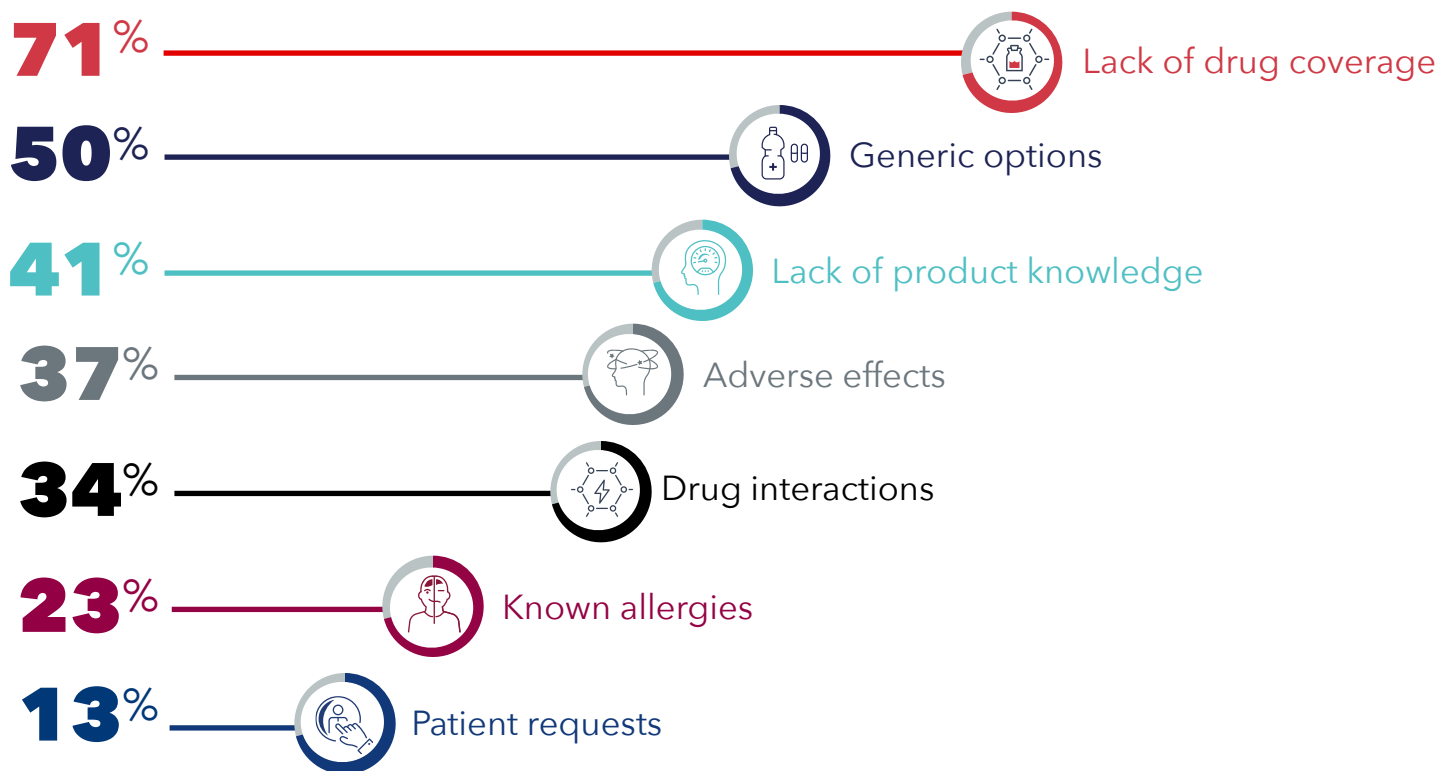
**HCPs seek different types of information** about treatment options as brands shift throughout their product lifecycle.

It is important to **understand and individualize the needs of HCPs** and their patient populations and serve them relevant information throughout their treatment journey. We believe that **omnichannel media can do some heavy lifting** in addressing these factors. Pharma needs to **rethink the role of media assets, linking strategies, and product information** as a **customizable arsenal of tools** that will help HCPs combat the barriers that exist in providing optimal patient care.

# BREAKING DOWN BARRIERS

According to the survey results, **more than seventy percent of HCPs noted that drug coverage, or lack thereof, was the primary barrier to prescribing.** Nearly half noted generic options as the next barrier, followed by lack of knowledge about the product. Adverse effects, drug interactions and known allergies to medications were also identified as barriers to prescribing.

## Barriers that exist when prescribing a branded pharmaceutical product

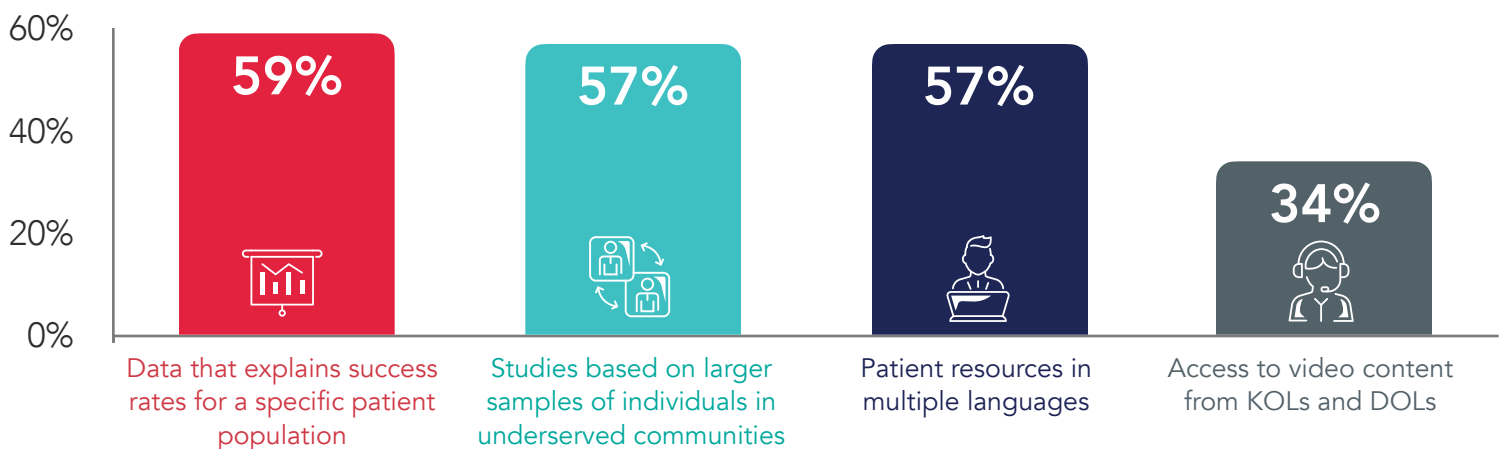


As more than two-thirds of HCPs reported that knowing about drug coverage and formulary status is crucial to their script writing journey, it's important to link this information to campaigns in market across all channels. In particular, **seeding these messages at the point of care** can offer the greatest opportunity to impact HCPs when they are focused on a patients' access to therapies.

# UNDERSERVED COMMUNITIES

Nearly two-thirds of HCPs surveyed reported they need resources from pharmaceutical companies to better care for underserved patient populations. The top resources noted include:

- Data that explains success rates for a specific patient population
- Studies based on larger sample sizes of individuals in underserved communities to better understand success rates across all patient populations
- Patient resources in multiple languages to help patients better understand treatment options
- Access to video content from Key Opinion Leaders (KOLs)



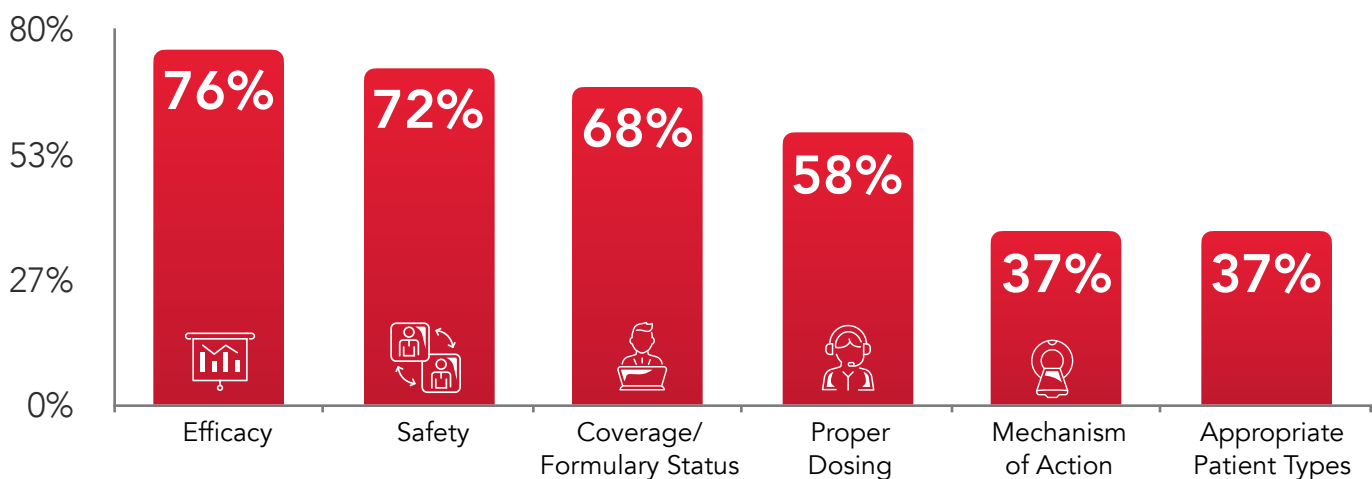
Pharma has an opportunity to provide diverse resources and relevant studies needed by HCPs in their quest to provide customized care for all patients.

# PRIORITIZING THE POINT OF CARE

An important conversation happening at the point of care focuses on mental health. **Two-thirds of HCPs indicated they are having conversations about the impact of disease state on mental health with their patients.** This suggests that the point of care is not only a place for HCPs to determine a treatment plan, but also foster a relationship with patients. As a result, **point of care** must be thought of as a channel where media assets can be placed, and as the **only channel where valuable exchange of information happens between the physician and the patient.**

Pharma must message HCPs with content deemed most valuable in this setting. According to the survey, more **than three quarters of HCPs reported that product efficacy is the most valuable information** about a product while making a treatment decision at the point of care. **More than seventy percent find value in product safety messaging.** Year after year, MAP MD™ survey data reveals that HCPs are most interested in these two topics, regardless of specialty. **Formulary status and proper dosing are increasingly important**, with more than one-third of HCPs seeking information about **MOA and appropriate patient types.**

## Information most valuable to HCPs when making a treatment decision at the point of care



# BRAND AGE IS NOT JUST A NUMBER

When we think about pharmaceutical products and where they are in their respective life cycles, we understand that their “age” is sometimes a determining factor at the point of prescribing. Some HCPs gravitate towards mature products because they have had a proven track record successfully addressing the disease state in their patients. Our study showed that **HCPs have distinct informational needs based on the lifecycle of a brand:**

- **For products currently undergoing clinical trials**, learning about the trial recruitment and outcomes matter most.
- **For new products**, respondents want to learn about proper dosing, mechanism of action and drug side effects.
- **For established and mature products** real word data resonates.

## HCP Content Preferences Based on Brand Life Cycle



These preferences suggest that **messaging should be adjusted from drug development to maturity**, leading with **science and data at the earliest phase of the lifecycle**, and educating the HCP about **safety, efficacy and dosing** along the way. As the brand becomes established, **incorporating real world data becomes most important** to HCPs. Once the brand matures, **messaging around savings opportunities should become more prominent**.

# IN CONCLUSION

As we look beyond the channel mix and rethink Pharma's role in HCP education and engagement, it is clear that **media assets have an important role in breaking down barriers** to help HCPs provide customized care to patients. Marketers must embrace a **patient-centric philosophy** by addressing the nuances of **underserved communities**, the burden that a disease state has on **mental health**, along with **access to the right therapies**. An effective omnichannel strategy that **prioritizes the point of care** as a venue to provide HCPs with relevant resources to foster **productive conversations with patients**, **considers patient populations, content, format and channel preferences** supported by **customizable resources** is the next path forward to achieve maximum performance for media.



To address the primary barriers to prescribing, arm HCPs with messaging that **educates about formulary status and savings opportunities**



Ensure that patient **educational materials are available in multiple languages** to ensure that patients and caregivers are well-informed about treatment options



Provide **more clinical data** focused on the impact brands have **across different patient populations**



Develop **content that addresses** how to help patients manage the **mental health impact their condition is having on them** for HCPs in all specialties



Create **content that points out any potential updates about a product** that are important to communicate to HCPs as it moves along in its lifecycle



# For More Information

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