

Master Messaging to “Stop Docs” in Their Tracks

Report Confirms HCP’s Time for Consuming Medical Information Is Limited

Busy physicians are spending more time seeing patients and dealing with the administrative requirements of modern medicine. As a result, the time physicians have to engage in medical information is dwindling, with few spending more than 15 minutes on any one activity, according to a recent report.

Fortunately for medical publishers, the No. 1 activity physicians engage in daily is reading medical journals, with 66.2% setting aside 15-45 minutes and 15.7% saying they spend more than an hour every day.

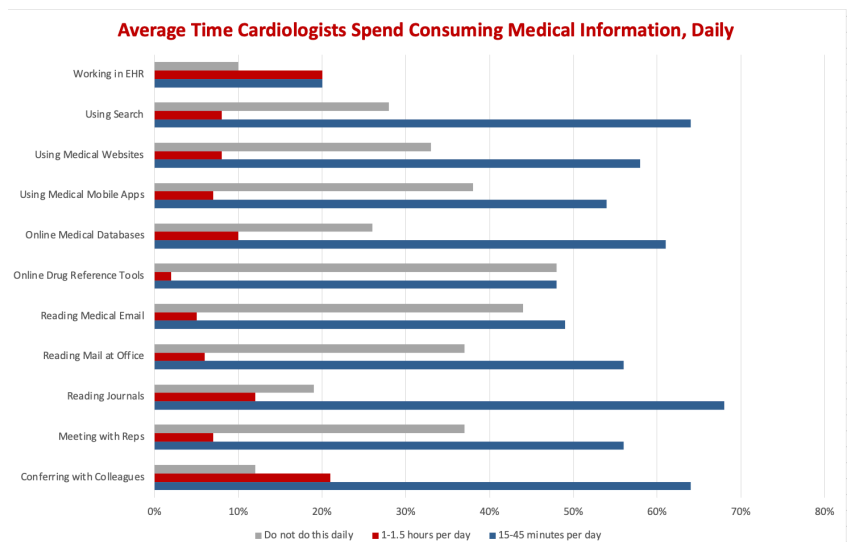
On the flip side, nearly half of the cardiologists, dermatologists, endocrinologists, neurologists, oncologists, rheumatologists and primary care physicians surveyed for the 2021 Media Vitals report said they don’t meet with pharma reps regularly. The other half only spare 15-45 minutes per day for such meetings.

Cardiologists, for example, reserve the most time each day for reading medical journals, conferring with colleagues, online medical databases, and working in EHR (half spend two-plus hours per day). Nearly half of cardiologists don’t use online drug references or read medical email daily; 37% don’t meet with sales reps or read mail at the office.

“A physician that consumes information from just one channel simply doesn’t exist,” the authors wrote. “Understanding preferences around information seeking is half the battle, and knowing what information is appropriate is the other half. When these come together, a marketer can produce a strategic and tactical plan to reach the desired customer with the needed message.”

The Takeaway:

The report suggests medical marketers focus their efforts on creating messages with “stopping power,” which make physicians “stop and take notice of what you are communicating.”



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