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Housekeeping

Questions for Presenters:

Please submit questions throughout the presentation using the question box.

On-demand Availability of Webinar:

As with all previous webinars, the webinar recording, and this PowerPoint deck, will be available on-demand next week for download by MAPS members via **MAPS Connect** and in the MAPS website Content Hub.

Introductions

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Objectives

- Why it is crucial to think beyond the content itself and consider HCP preferences for content consumption

- Learn how to gather HCP insights and preferences that can inform the delivery strategy for your content

- Review examples of HCP content consumption insights that shaped content delivery

What makes good content?

Delivering content effectively isn't just about finding the right message.

It's about delivering the **right message** to the **right audience** in the **right place** at the **right time** using the **right delivery method**.

And in order to do that, you need to understand your audience!

Today's physician audience

Physicians today:

| Are busy & time-constrained | Are increasingly digitally engaged | Have different communication professionals |

Physicians are busy & time-constrained

80% of physicians reported being at **full capacity or overextended** in 2018.

They see on average **20.2 patients per day**.

Physicians reported working an average of **51.4 hours per week**.

79% reported working **more than 40 hours** per week.

And 23% of that time is spent on **non-clinical paperwork**.

42% of physicians reported being **burned out** in 2021.

The top drivers of burnout were:
- Too many bureaucratic tasks (58%)
- Too much time spent at work (37%)

(Source: 2018 Survey of America's Physicians Practice Patterns & Perspectives, Medscape National Physician Burnout & Suicide Report 2021)

Physicians are increasingly digitally engaged

They report spending **8 hours** per day on **screen time**.

This includes **5 hours** using the **EHR** and **3 hours** consulting **external websites**.

37% of younger physicians report relying on **social networks and message boards** for work.

This compares to **25%** of their peers aged **55 and above**.

(Source: Millennials in Medicine, Publicis Health)

Physicians are spending time online

And many are harnessing new tools.

"With regard to gastroenterology, some colleagues and I have already **started using [Clubhouse] to hold journal clubs and grand rounds-type discussions** around GI topics and we're encouraging our thought leader colleagues to get on the app so that once again we can make sure that the people who are speaking about these topics are actually reputable and well-trained in those areas."

Austin Chiang, MD, Director, Endoscopic Bariatric Program
& Chief Medical Social Media Officer, Jefferson Health

Physicians have different communication preferences

Traditionalists

Digital Adopters

Digital Enthusiasts

Polling question

Which type of physician do you feel you encounter most?

A. Traditionalists

B. Digital adopters

C. Digital enthusiasts

Today's physician audience: Implications for content

Physicians today:

Are busy & time constrained	Are increasingly digitally engaged	Have different communication preferences

Content implications:

Content must be concise, delivered so they can easily consume it.	Content must reach them where they are to effectively prompt digital engagement.	Content should be offered in different formats to offer varied engagement methods.

Understanding your audience

To learn about your audience, ask:	Where to look for answers:

How do they typically access information?
 	
    - What channels/tools are they using?
    - Who/what are they engaging with?
	- Surveys
	- User interviews
	- Discussions with KOLs

What content is of interest to them?
 	
    - What type of content are they consuming?
    - Why are they consuming that content?
	- Web & email analytics
	- Keyword research
	- Internal feedback

How much information do they want to receive?
 	
  - How frequently do they want to receive information?
  - What level of detail do they need?
	- User interviews
	- A/B testing

The aim of 'best in-class' Medical Affairs engagement

Right HCP

Right Information

Right Time

Right Channel

Shifting the paradigm

Digital Engagement Needed from Medical

Company Medical have historically engaged with customers in a face-to-face setting with limited digital engagement options

Covid has accelerated the need for a better omnichannel capability with HCPs, who are now expecting to engage with Company to access relevant information, when they need it and how they want it

Medical Affairs must consider the most effective way to engage utilizing multiple channels in an integrated way, such as digitized content and analytics to understand the use of content, and drive more impactful Medical interactions

The Value this can deliver

Seamless digital engagement across multiple channels

Competitive advantage in an increasingly digital landscape

Wider and global react to patients, HCPs and key stakeholders

2-way engagement that is on demand

The creation of long-term, more personalized relationships

Medical omnichannel approach

EMAIL

PORTAL

Intelligent Engagement

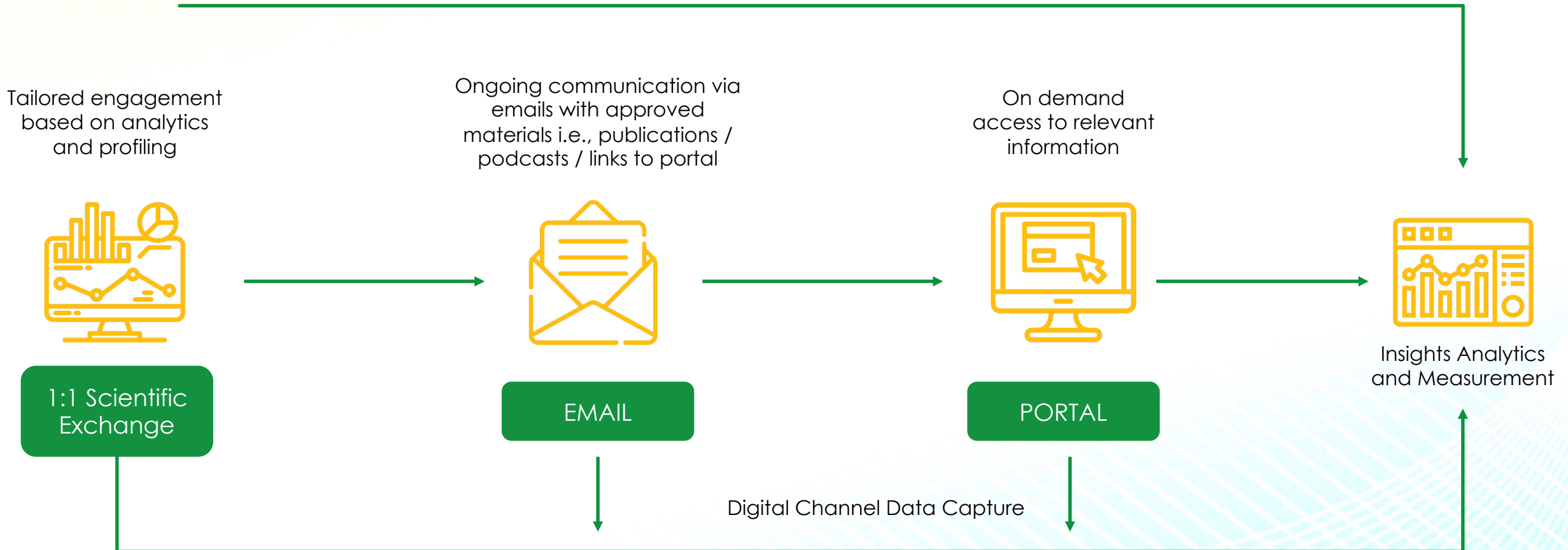Scientific Profiling

Scientific / Medical Congress

Independent Medical Education (Live/Online)

Company Scientific Symposium

Moderated Webcasts (Investigator and / or Scientific Workshops)

Abstracts / Posters. Oral Presentation Including ePosters / Virtual

MSL Engagement (Live + Virtual)

Strong Company Presence

Online Medical Disease State Channels

Medical Digital Communities, Podcasts, Virtual content

Omnichannel Pipeline Resources

eCongress Virtual Access Models

Medical Email / Fragments

Click to Chat

Virtual Meetings

mDabs

Relevant information for the HCP, when they need it, through the channel they prefer

Insights analytics and measurement

Optimization of content and engagements through Insights, Digital Data and Analytics

Tailored engagement based on analytics and profiling

Ongoing communication via emails with approved materials i.e., publications / podcasts / links to portal

On demand access to relevant information

Insights Analytics and Measurement

1:1 Scientific Exchange

EMAIL

PORTAL

Digital Channel Data Capture

Polling Question

What proportion of your Medical Affairs external engagement activities are virtual?

A. Less than 25%

B. Between 25-50%

C. Between 51-75%

D. More than 75%

HCP self study time per week

Portegies, W. and Nadell, J. (n.d.). Industry Sponsored Education in Neurology. [Online Survey] On File Medicalwriters.com, New York, NY, United States.
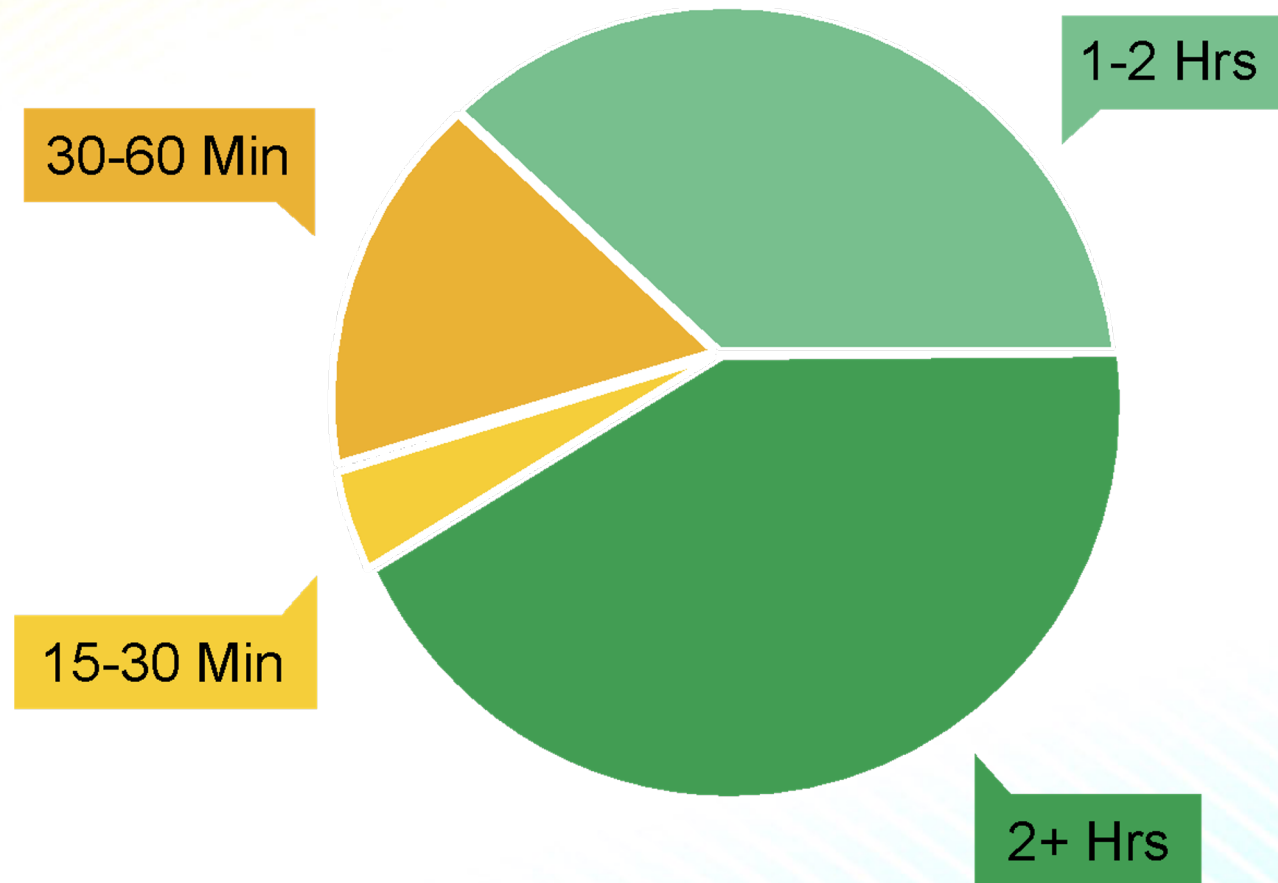
HCPs see publications as the most effective learning tool
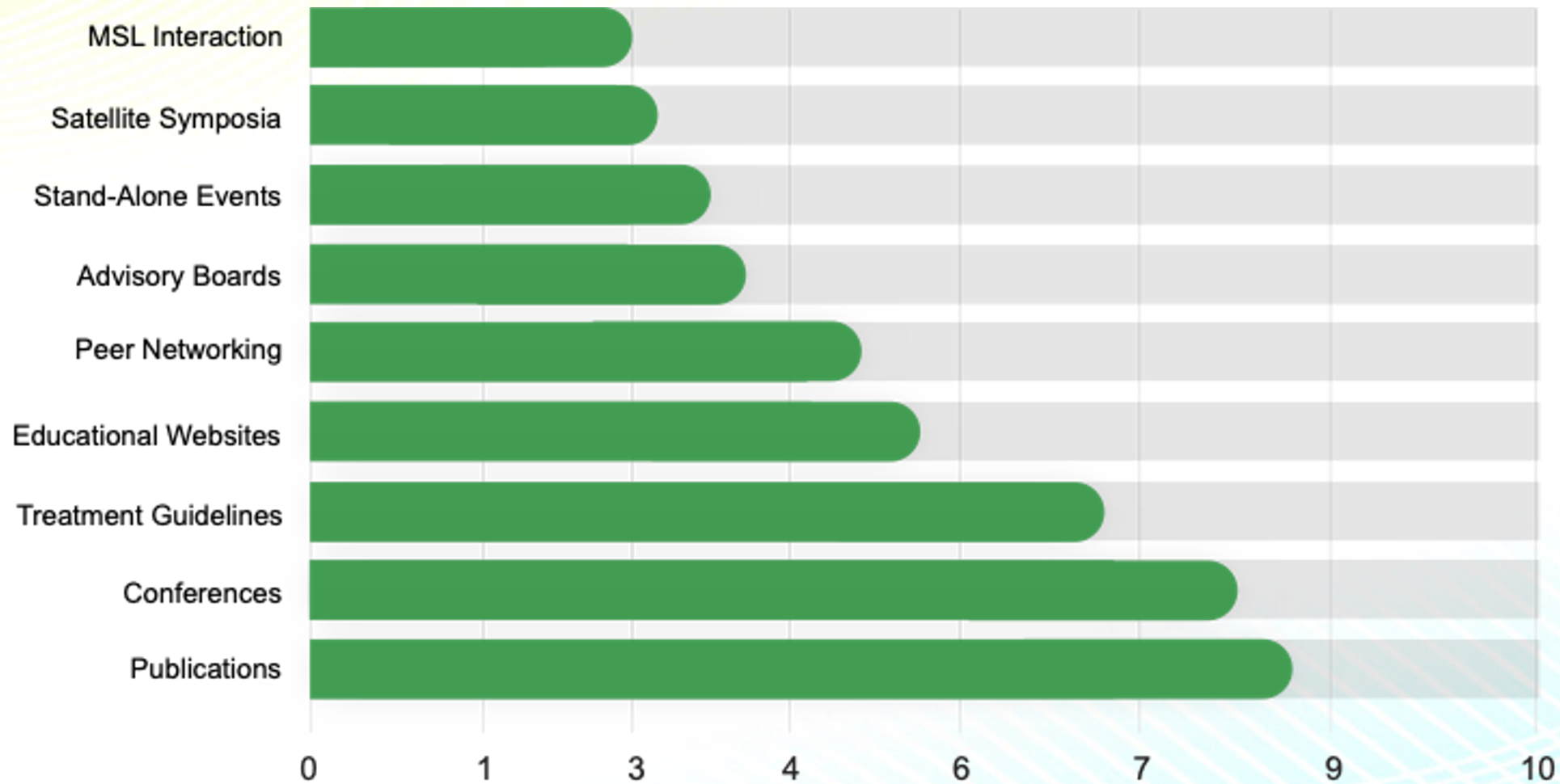
Preference for virtual started before the pandemic

32%
Less inclined to attend in-person events

42%
More inclined to attend virtual events

48%
More inclined to use online education
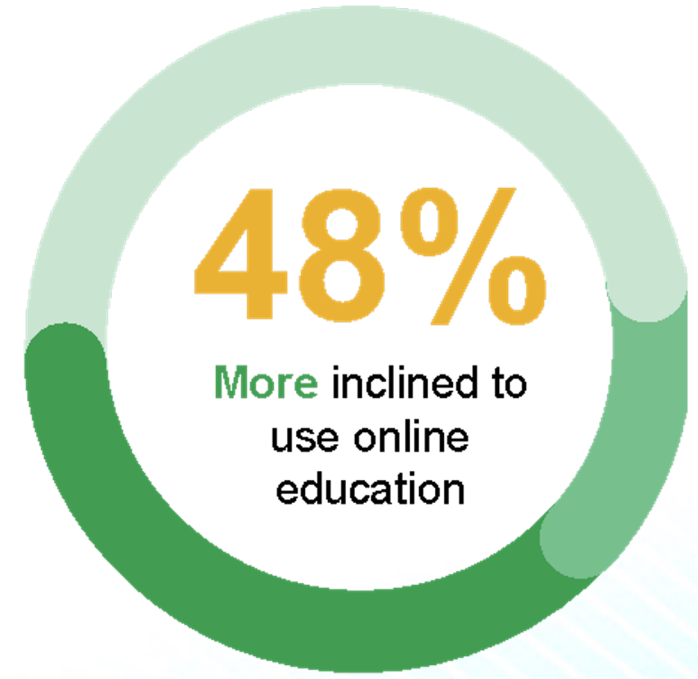
More inclined · Less inclined · No Difference

Portegies, W. and Nadell, J. (n.d.). Industry Sponsored Education in Neurology. [Online Survey] On File Medicalwriters.com, New York, NY, United States.

It's all about interaction
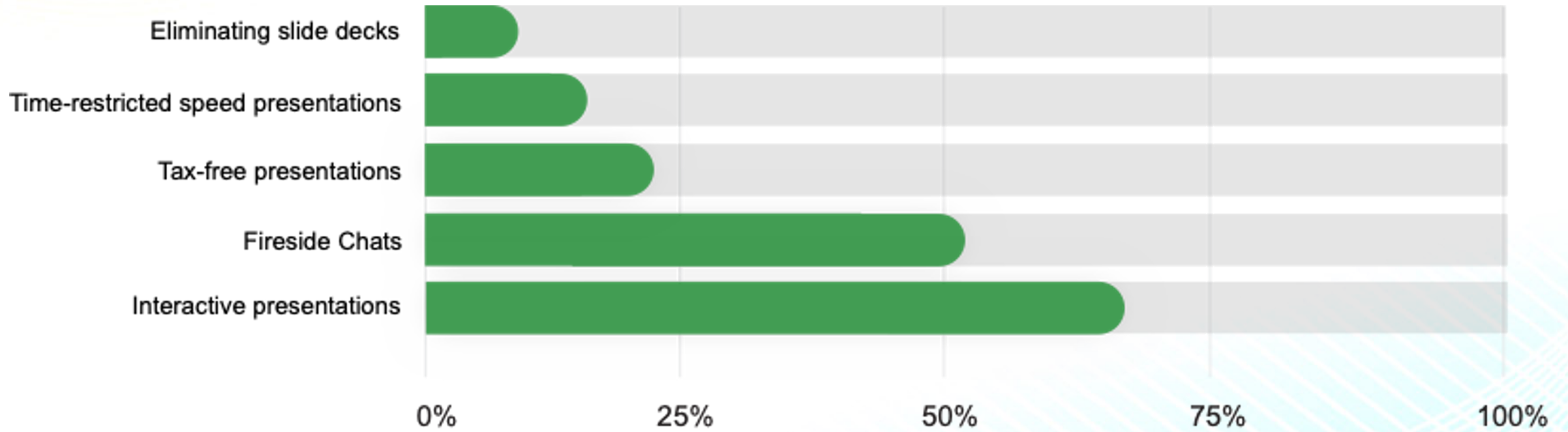
One size fits nobody

Respondents´ frequency of reading scientific publications `printed in a journal by continent

Continent	Percentage
America	64%
Europe	26%
Asia	19%
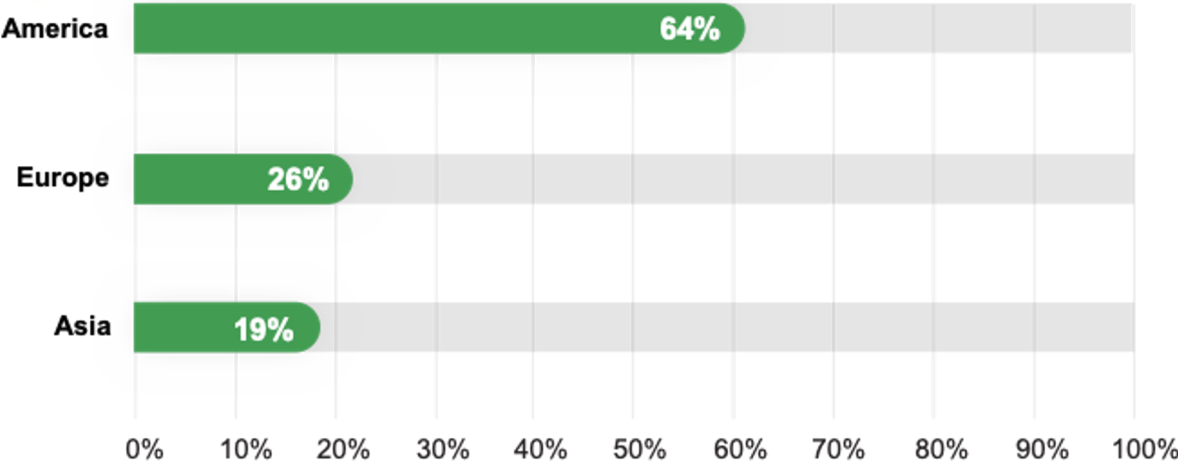
Respondents from North America that refer to sources that are `printed in a journal´ by age

Age	Percentage
21-39	25%
40-59	81%
60+	64%
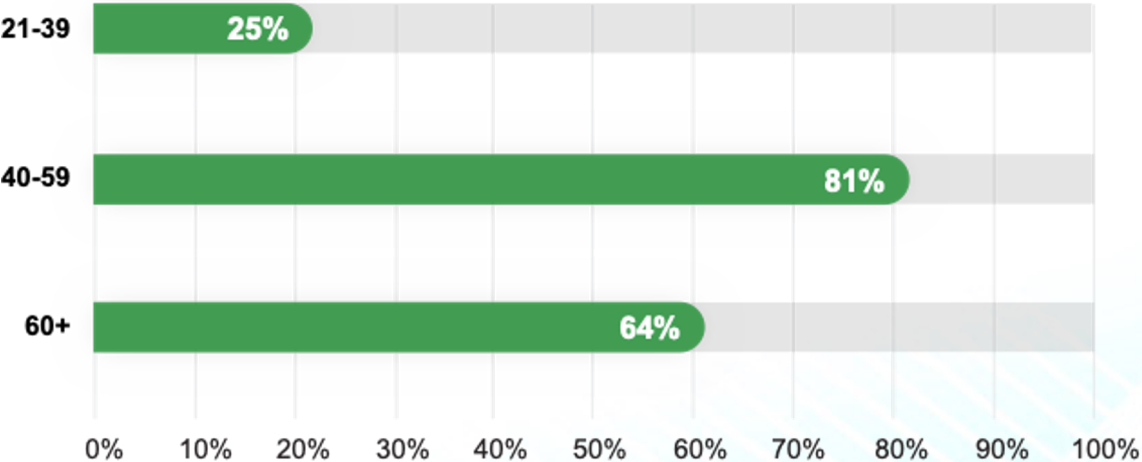
Polling Question

In your organization, are content consumption insights considered when planning MedComms deliverables?

A. Always

B. Often

C. Sometimes

D. Rarely

Omnichannel approach

Publication

Scientific Summary

Visual Abstract

Animated Publication Summary

Scrollable

Webinar

Podcast

Facilitating easy content consumption

Medicalwriters.com 2018

Catering to the need for interactivity
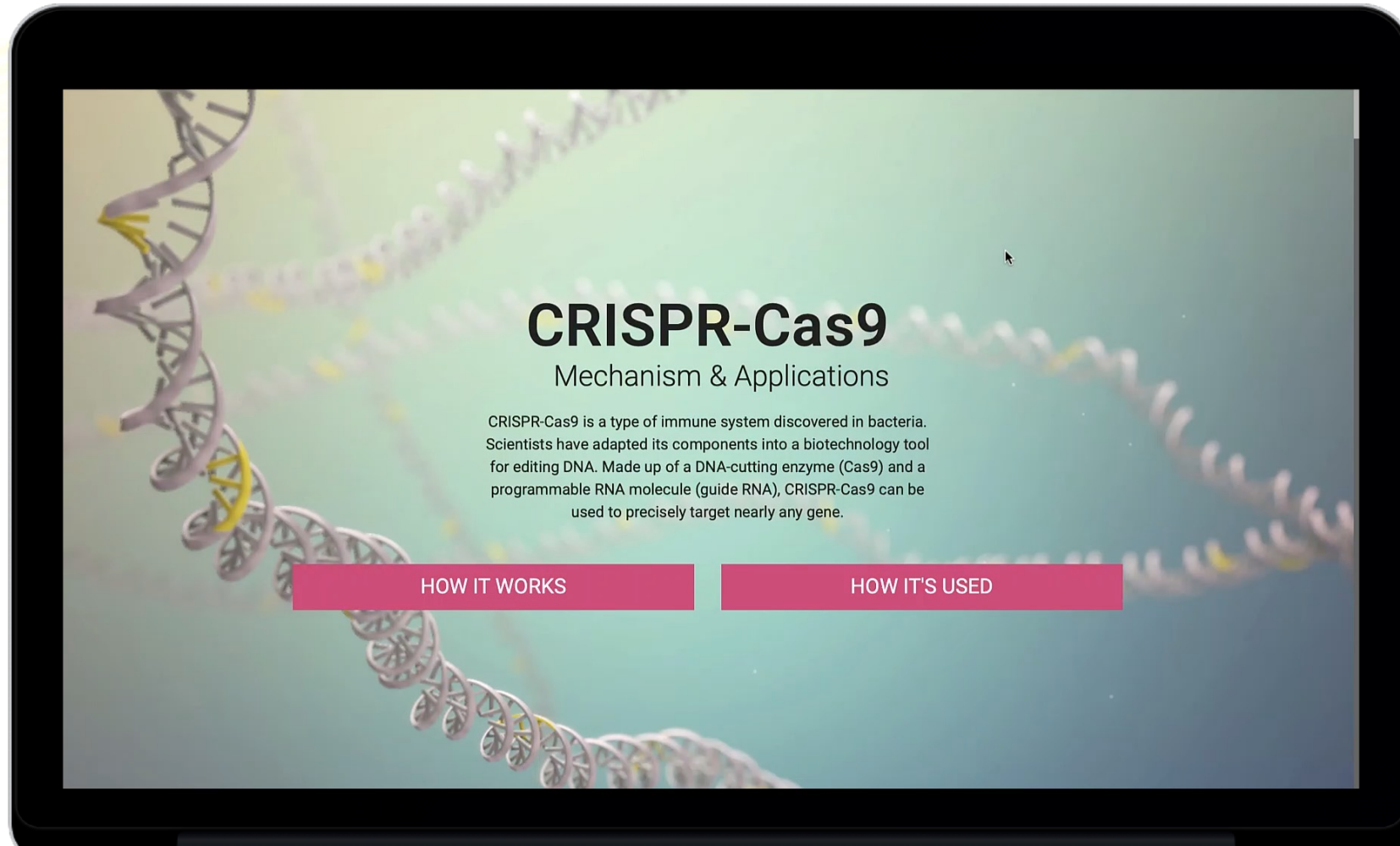
Humanizing the online event experience

Move between floors within this poster session

Switch to the other poster session

You are here (i.e your circle icon shows which table you are at)

Your camera feed

Look up which floor each poster is on

Change your profile info

Poster number for this table

Jump to a different table by double-clicking it

Control your camera and microphone

Send chat messages

View the Whiteboard for your table (presenters upload their poster here)