



5 Reasons to Change Your Healthcare Marketing Strategy

Healthcare Data Solutions – Whitepaper

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When it comes to healthcare marketing, firms know that finding the right influencer to make the purchase decision for your product can be like looking for a needle in a haystack. Even though technology has expanded the toolbox with which marketers can use to reach out to prescribers and other decision-makers, that same technology has also been used as a gatekeeper to filter and even block marketing messages from those who would be most impacted by their contents.

In addition, with marketing budgets on the wane and every dollar needing to be accounted for, maximized and returned upon, it's imperative that healthcare marketers looking to reach key decision-makers are able to hyper-target their efforts in order to reach prescribers and other decision-makers in an effective and efficient manner.

It's in this spirit of streamlined healthcare marketing programs that Healthcare Data Solutions presents the following five insights into the healthcare marketing landscape so that you're better able to craft marketing programs and messaging that will break through the clutter and reach those HCPs who are best suited to make a purchase or treatment decision using your product or service.

1. **Age affects response** — An analysis of prescribers in the HDS database concludes that just one percent of prescribers are less than 30 years old. Due to the nature of the medical field, most medical specialties require a four-year bachelor's degree, then medical school and then an internship or residency, meaning that most prescribers aren't fully integrated into the healthcare industry — nor are they making significant treatment and purchase decisions — until into their 30s. And as you can see from the Age Distribution chart, the bulk of doctors are in the middle-age range.

With regard to how they consume marketing messages, a recent study by Knowledge Networks found Doctors on the whole are five times more likely to be tablet computer users. When considering using this medium for marketing, marketers should take into account

ABOUT THIS REPORT

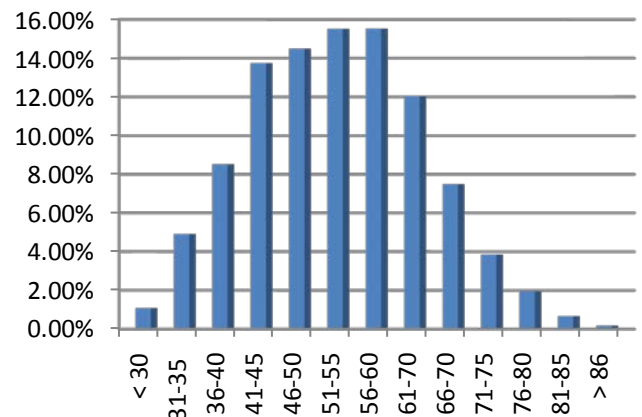
Today, healthcare marketing is as data-driven as any other business, with boards and executive teams demanding quantifiable results from data-driven decisions. HDS has compiled a number of findings for healthcare marketers based on its own internal data.

SUMMARY:

- Age affects response — message appropriately.
- Gender roles are changing.
- Test which day is right for your email campaign.
- Dentists and Doctors most likely to respond to email.
- MSN leads may be more quality.

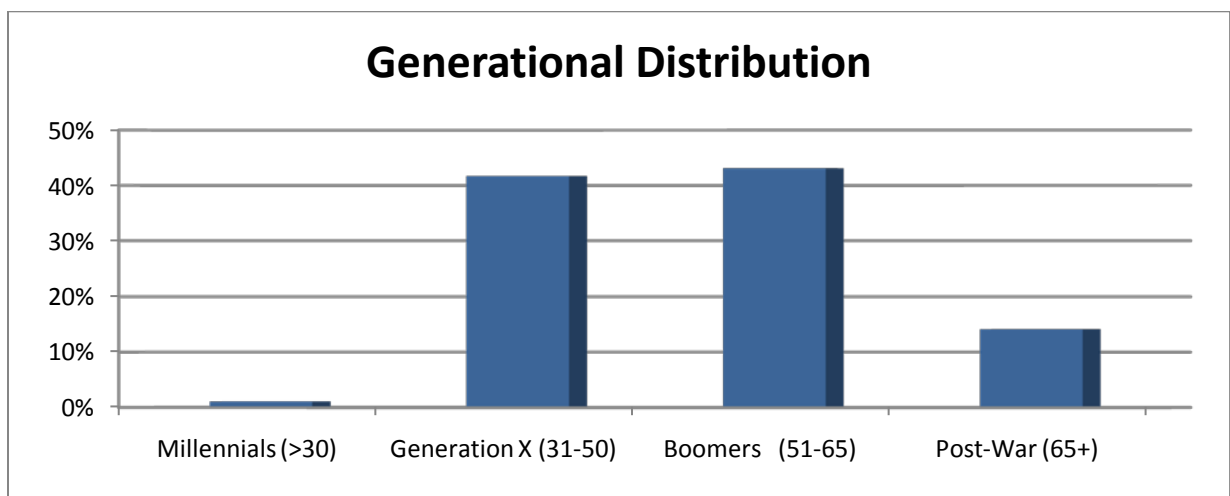
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Age Distribution



that this age group's familiarity with the platform, the ability to troubleshoot and their willingness to deal with tech support of tablet-based software solutions may be less than what would be tolerated from younger generations. Savvy marketers will be sure to tailor marketing messaging and technology offerings to these middle-aged prescribers based upon their unique motivations and usage patterns. Targeting concerns with tradition, middle-age life issues, financial planning and other age-specific issues can be an effective way to reach this large segment within the healthcare industry.

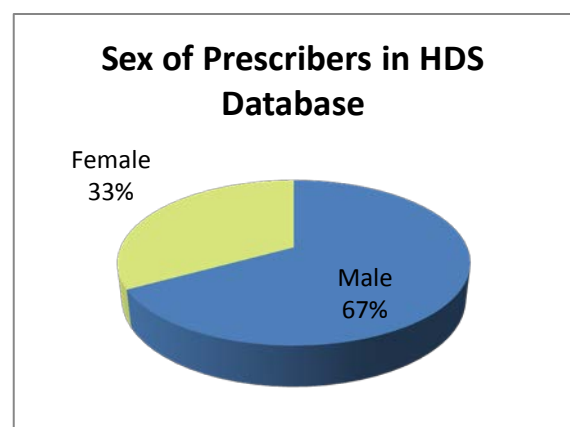
Generationally speaking, the great majority of the active prescribers within the HDS database fall within two generations: Generation X and Baby Boomers. Though, in the coming years prescribers will begin to retire from the Boomer generation and will begin to populate the Millennial category. Healthcare marketing organizations will take note of this generational shift and adjust their marketing messaging and offerings accordingly.

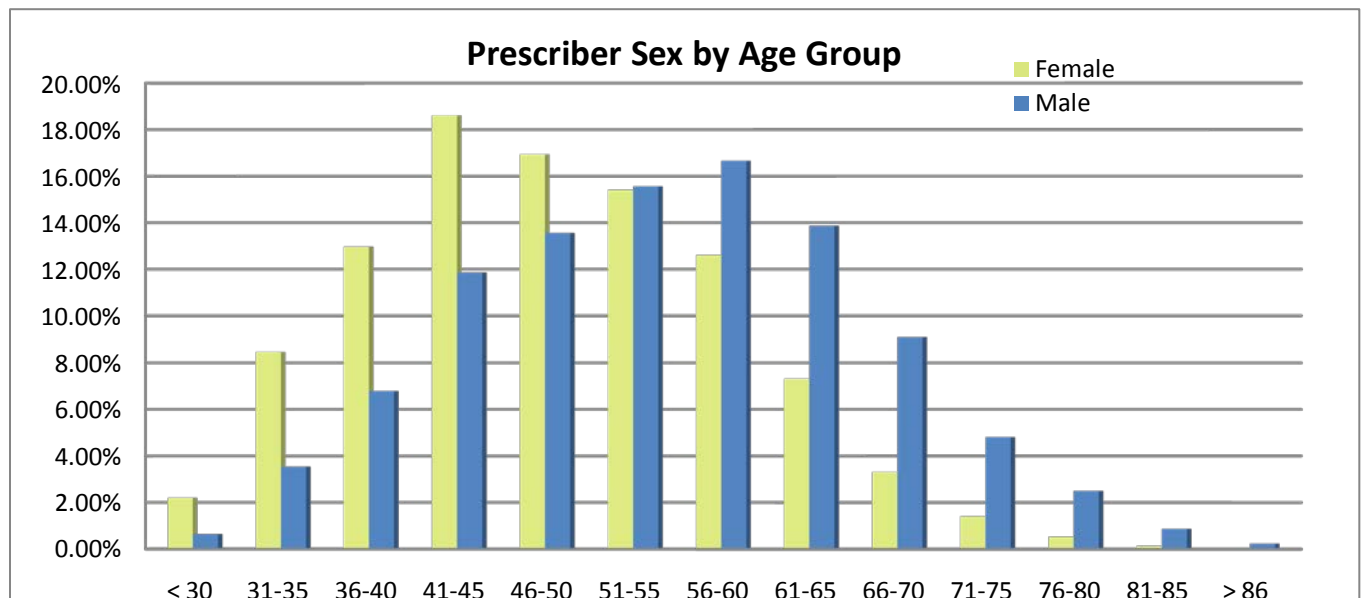


2. **Gender roles are changing** — According to the HDS database of prescribers, the vast majority of those with prescriptive authority are still male, with 67% of the prescribers in our database being men and 33% being women — but that is changing.

An April 2011 study by the American College of Surgeons found a 9% relative increase of medical school graduates between 1999 and 2005. Looking at HDS' own data in the Prescriber Sex by Age Group chart you'll see this fact reflected in the

differences in number of prescribers in each age group. Our data shows, assuming that most Medical Doctors graduate medical school around age 30, that about 20 years ago, medical school graduates were relatively evenly distributed between the sexes. Since then, the proportion of female to male Doctors grows 20-40% with each subsequent age group of prescribers.





That said, healthcare marketing professionals looking to craft messages that resonate with their target market will do one of two things. Either they'll craft messaging that tests well with females, as female prescribers are increasingly going to be the ones making treatment decisions, or they'll use analytics software to hyper-target their messaging according to sex, as there may be different motivating factors for male and female Doctors.

Regardless of which route your organization chooses, one thing is clear — women Doctors will be an increasingly important force within the healthcare industry in coming years.

3. **It's not just Tuesday for emails** — There are a lot of "email experts" out there that have plenty to say about the best day and best time to send out an email blast, and much of the statistical information points toward Tuesday morning as the most effective day to send an email blast. However, a survey of HDS' own email marketing customer response shows that, at least within the healthcare industry, the information isn't so clear cut. Though many prescribers have shown high levels of engagement and conversion on Tuesdays, in addition, our customers have seen similar levels of engagement and conversion from email marketing on Wednesdays and Thursdays. Sometimes Fridays are fairly successful as well, depending on the specific messaging and promotion. And, in this day and age, the weekends are beginning to show improvement because of the use of iPhones and iPads.

So what does that mean? What works best? The key for an email campaign is to see what works best for your product, target market, campaign and messaging. In other words, test, test and test again. One of the most attractive parts of email marketing is that it's lower cost than many other methods, and a high return on investment. That said, with several test emails, you're able to inexpensively dial-in your campaign before a full rollout and learn when and how your campaign will be most effective.

Try half of your email blast on Tuesday and half on Wednesday and then compare the results. Once you've drilled down which day is more effective for your target market and product, try A/B testing different subject lines, different offers, different images, layouts and calls to action. With testing you'll be able to cull deep insights into what is the most effective way to market your product via email.

4. **Dentists and Doctors more likely to respond to an email campaign** — Today, Dentists and Doctors can be difficult to reach, however, a survey of HDS client email campaigns shows that DMDs, DDSs and MDs are more likely to take action on an email campaign than Office Managers, Nurse Practitioners and Pharmacists, meaning most prescribers can be reached and affected with a targeted and well-crafted email campaign. That said, those looking to reach Nurse Practitioners may find more success with more enticing subject lines and offers. Testing will be your best ally in discovering what moves them to act.

MORE LIKELY DENTISTS DENTAL SURGEONS MEDICAL DOCTORS	LESS LIKELY HEALTHCARE OFFICE MANAGERS NURSE PRACTITIONERS PHARMACISTS
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5. **Google may be the biggest, but not necessarily the best** — Google may be the biggest search engine on the World Wide Web with over 65% of search volume, and user quality and experience studies show that it sometimes can be the most relevant to a user's search. However, HDS' internal marketing department found that the quality of leads coming from MSN's pay-per-click ad network (Bing/Yahoo) is higher than that of leads coming through Google's PPC ad network.

Specifically, visitors from MSN ad campaigns spend 50% longer on the HDS site than Google ad campaign visitors, and visit almost 18% more pages per visit. In addition, the "bounce rate" for MSN visitors is over 31% lower than for Google visitors, meaning that more MSN/Yahoo/Bing visitors found the ads and our website to be more relevant to what they were looking for and didn't exit after a single page view. Simply put, users who found the HDS website through the MSN ad network spent more time on our site, visited more pages and found our ads and website more relevant to their search query than those who found our site via the Google ad network.



With those numbers in mind, HDS' marketing department still spends money with the Google ad network. Due to the sheer volume of queries that come through Google, it would be hasty to eliminate ad spend with Google altogether. However, using the data we've culled from analytics on both ad networks, we've dialed out spending to optimize the user experience and relevance for certain search queries in order to create the best possible experience for visitors to our site.

As a marketer, you should be using your marketing dollars in a variety of ways, testing what works and what might not be the best use of resources. With the easy-to-use interface of both ad networks, we found that more quality traffic comes from one over the other. You should allocate some ad spend to several ad networks and see what works best for your specific search queries, products, target market and specific campaign.

About Healthcare Data Solutions:

[Healthcare Data Solutions](http://HealthcareDataSolutions.com) is a leading healthcare information services company focused on building and distributing Physician, Pharmacy, Dentist, Nurse, Veterinarian and Hospital databases. HDS provides healthcare data, physician validation programs, data processing, Web services and new customer acquisition programs for leading healthcare firms. With nearly 2 million healthcare provider profiles and 1 million healthcare provider emails, HDS is the fastest growing healthcare data services company in the United States. For more information, visit HealthcareDataSolutions.com or call 1-877-238-4949.



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