



Low-see HCPs

PRESCRIBERPOINT INSIGHTS SERIES

NEED BETTER ACCESS TO NO-SEE HCPs?

Understand how your brand can meet their needs.



No-see HCPs





BETTER ACCESS TO
NO-SEE HCPs

**The doctor won't see
you now.**

The doctor won't see you now.

Reaching healthcare professionals (HCPs) has become an increasingly challenging task, with over half of them currently inaccessible for awareness or education. With a growing number of HCPs declining or limiting visits from sales reps, **pharmaceutical companies have turned to digital tactics to engage HCPs.**



54%

of HCPs are not
accessible for
awareness and
education

However this strategy is not always effective.

According to an Accenture Report 64% of HCPs feel at least one pharma company has “spammed” them with digital content and 65% HCPs agree that the volume of digital communications they receive from pharma is too great. With more pharmaceutical companies focusing on digital, this number is only due to grow.

**So how can pharma effectively
connect with these HCPs?**



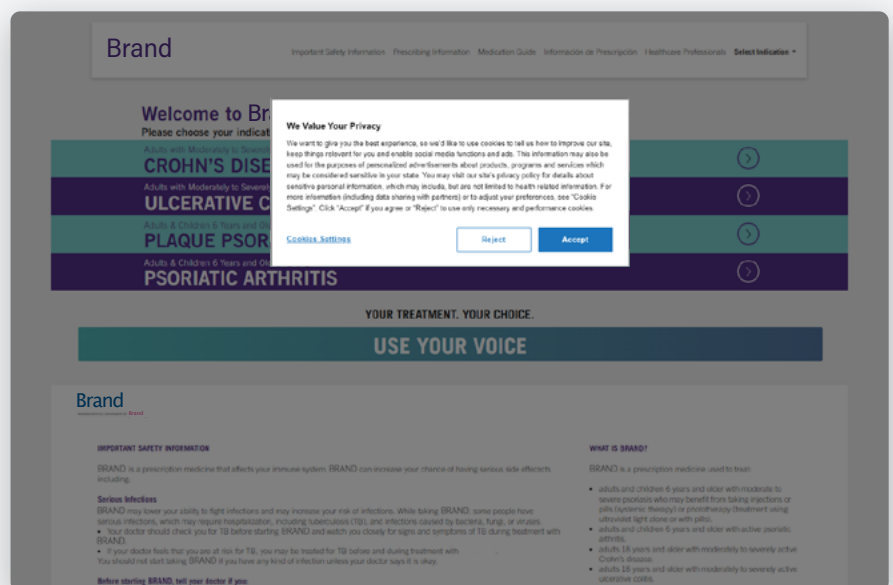
BETTER ACCESS TO
NO-SEE HCPs

Make product
information easily
accessible and
available

Make product information easily accessible and available

Healthcare professionals frequently seek drug-specific details, such as dosage information, side effects, and potential drug interactions. However, this information is currently scattered across various sources or buried in the fine print, making it challenging for HCPs to find comprehensive and reliable data.

There is a need for consistency when searching for information. Pharmaceutical sites often differ in their presentation of information, creating frustration for physicians who must adapt their search behavior for each site. **Establishing consistency in the accessibility and format of drug information is essential** to streamline the research process for HCPs.





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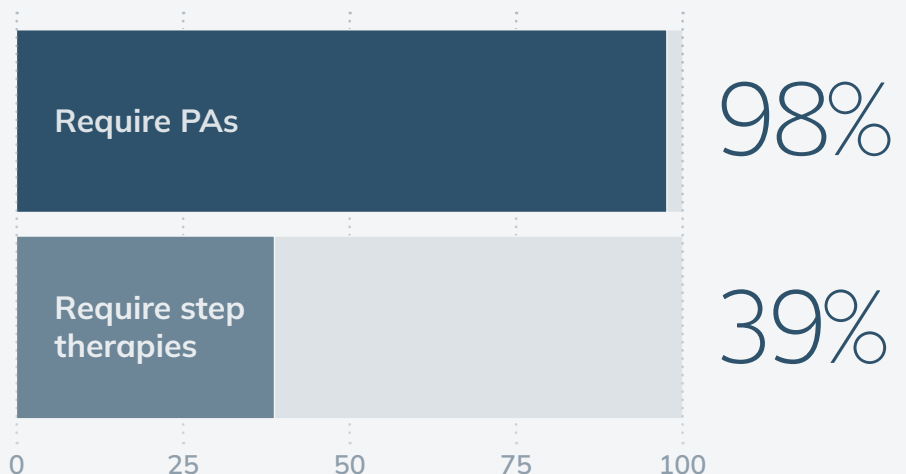
Give HCPs
tools that make
prescribing easier

Give HCPs tools that make prescribing easier

Empowering HCPs with tools that simplify the prescribing process is a crucial aspect of enhancing patient care and medication adherence. Beyond providing information on drug dosages and interactions, it involves addressing practical challenges that HCPs face in their day-to-day practice such as navigating Prior Authorizations (PA's), finding financial assistance programs (such as PAP's), sharing patient education materials, and ordering samples.

HCPs often face challenges with **complex and time-consuming prior authorization requirements** when prescribing medications. Providing tools to navigate and fulfill these requirements saves time and allows for timely patient access to necessary treatments, addressing a significant pain point for HCPs and enhancing patient outcomes.

Percentage of specialty medications that





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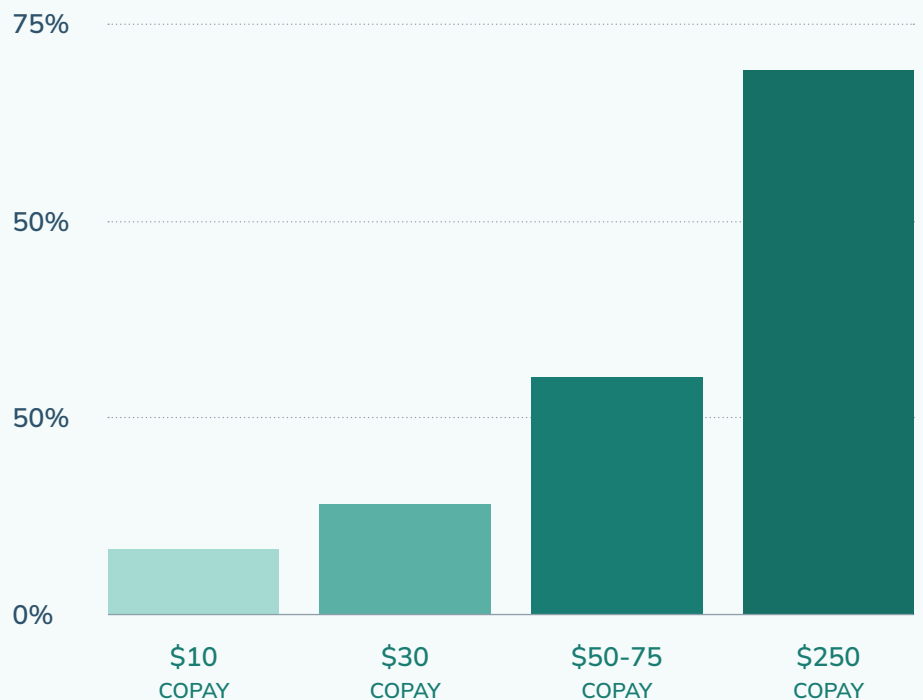
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Acknowledging cost as a primary factor influencing patient adherence, supporting HCPs in identifying affordable financial assistance programs is crucial.

Integrating information on available patient assistance programs into prescribing tools enables HCPs to efficiently guide patients, alleviating financial burdens and targeting adherence for better patient outcomes.

LIKELIHOOD OF TREATMENT ABANDONMENT





BETTER ACCESS TO
NO-SEE HCPs

**Evolve to a customer
centric model**

Evolve to a customer centric model

The industry needs to evolve to a HCP as a customer model by making the support they need from pharma easier to identify and consume in the moment of need. The current landscape is fragmented, where each drug or therapeutic class inundates HCPs with reps, websites, and support roles. This multitude of sources and varying levels of support creates an overwhelming and confusing experience.

The solution lies in envisioning a future HCP-centric model, akin to a one-stop-shop—a digital mall housing all 35,000+ FDA-approved therapies.

This model aggregates information and tools, activating target HCPs by providing the right support at the right time. This simple and service-oriented model will **make it easier for HCPs to get the support from pharma they need** when helping patients with therapies.

Conclusion

To bridge the gap with HCPs who are increasingly difficult to reach, a shift towards a more HCP and customer-centric approach is essential. Offering streamlined access to vital drug information, tools to simplify prescribing, and assistance in addressing financial barriers to adherence go a long way in providing patients access to medications.

In the pursuit of better reach and access to no-see HCPs, embracing platforms like PrescriberPoint can pave the way for more effective and collaborative partnerships between pharmaceutical companies and healthcare professionals.

