

# MDCConnect™

The breakthrough segmentation system that classifies top-prescribing **primary care and specialty physicians** by mindset and motivation to help pharma companies establish long-lasting relationships

## Are you making every physician interaction count?



*Do you know what values are driving your customers' prescription decisions and the best ways to reach them?*

*With MDCConnect™, you'll develop an in-depth understanding of physicians' key values, which will allow you to maximize every interaction with them.*

Pharma companies play a key role in keeping busy physicians up-to-date on the latest treatment options. But to make sure your communications connect with your physicians, you need to understand what will make them receptive to your message and what drives their prescription patterns.

**MDCConnect™ provides critical insights into individual physicians that deliver greater sales.**

Physicians come from a variety of backgrounds, and each views the world through a unique lens. With MDCConnect™, you'll learn the best way to reach each individual physician—determining the right context, content and tone that will resonate with key customers.

MDCConnect™ classifies individual physicians according to four unique, social values-based segments that reflect how physicians tell us they view treatment practices and the health care industry. Using these segments, sales and marketing teams can communicate with physicians in a way *physicians* say they can readily relate to and prefer. The result: improved sales, reduced marketing costs and maximum profitability.

**MDCConnect™ provides a critical connection between the physician and the pharma company.**

Physicians value the services pharma companies provide. Our research indicates that nearly every physician in the country will spend time with sales representatives—provided they offer useful information or services. Part of the reason physicians see representatives is to keep up with clinical developments, which is a very expensive proposition for the individual prescriber. It takes time and effort, and—given the speed of change in medical practice—it is virtually impossible for a physician to sift through the literature to track the latest health care developments. Many physicians will request additional information related to drug therapies, and many attend continuing medical education events held by pharma companies. MDCConnect™ provides an opportunity for physicians to receive information in a manner that will *resonate with them*. This makes for a more efficient transfer of information between the physician and the pharma company.

**Put your customer and prospect databases to work.**

MDCConnect™ extends the value of customer information you already have and adds a dimension that enhances all your customer interactions. We append unique segment codes to each physician in your database, as well as provide communication strategies for each segment. MDCConnect™ also offers detailed profiles, executive briefings and staff training modules to increase your understanding of the distinct physician segments, as well as each physician in your sales areas. More importantly, we go beyond the data and provide instructions on how to communicate with *each one of your key physicians* to affect their decision-making.

# MConnect™ provides actionable intelligence for personalized communications that deliver results.

With MConnect™, you get more than data. Pharma companies receive insightful analysis, regular updates and the support needed to increase sales team effectiveness, including:

- **Written portraits, executive briefings and orientation modules, and access to optional sales and marketing training** to help staff members maximize the segmentation analysis
- **Recommended communications strategies** for each segment, including what to say (crafting a meaningful message), how to frame the message (using the right style and tone) and how to reach the audience (choosing the right media mix)
- **Insights into the physician segments at both the national and regional levels** for a window on your customers in those provinces where privacy regulations have limited available information

**Unique research and analysis make MConnect™ the most powerful segmentation system for pharma.**

MConnect™ was created by two leading information analytics companies: **IMS-Brogan**, the innovative and nationally respected provider of health care data, software, research and consulting services for the pharmaceutical industry, and **Environics Research Group**, one of Canada's leading marketing and social values research consultancies.

Together, we built MConnect™ on two key streams of data: a nationwide survey of top-prescribing primary care and specialty physicians analyzed through Environics' proprietary system for assessing social values, plus prescription behaviour and practice graphics of physicians from the IMS-Brogan database. By linking these two powerful data sets, MConnect™ delivers in-depth portraits of the concerns and preferences of your key customers and prospects, and allows you to append a social values-based segment code to every physician in a database. It's the breakthrough that pharma companies have long sought.

| MConnect™ Values Segment | Predisposition                                  | Communications Implications                         |
|--------------------------|---|---|
| Entrepreneurs            | In medicine for the money and status            | Approach them as successful business owners         |
| Networkers               | Value relationships and medicine as way to help | Show your company as part of a health delivery team |
| Stoics                   | Strive for better work-life balance             | Offer support and a sense of control                |
| Traditionalists          | Faster relief to patients, improve patient flow | Connect your products to better health outcomes     |

**MConnect™** can meet your specific marketing needs. Our offering includes: the Segmentation Report and the Pharma Primer Report, plus:

- Classification of **all your key physicians**—at both a national and regional level—by social values-based segments
- Both **primary care and specialty physicians**
- A customized report on the segment classifications of your key physician customers
- Executive briefings on the implications of the data for marketing and strategy
- One complimentary orientation session
- Availability of customized training for sales representatives and marketing managers

#### **The Segmentation Report includes:**

- An in-depth analysis of the Pharma Primer Report (see below) through the prism of our social values segments
- A full description of each of the four distinct segments
- A communications plan that will resonate with each segment

**The Pharma Primer Report** outlines the overall perceptions and attitudes of Canada's most active physicians. The findings include:

- Approaches to treatment in relation to concerns about both costs and risks
- Influences on prescription-writing behaviours
- Physician-patient relationships
- Satisfaction with specific aspects of their practices
- Compliance and persistence

To learn more about how **MConnect™** can help you make every physician interaction count, please contact: **Rod McIsaac** at [rod.mcisaac@environics.ca](mailto:rod.mcisaac@environics.ca)