

newristics

Better HCP Engagement Starts with Better HCP Segmentation

Improve HCP engagement AND change
HCP behaviors at the same time



Changing Landscape of HCP Engagement

- During the pandemic, the use of virtual meetings increased 6X and rep emails increased 5X
- **70%** of HCPs consider themselves digital natives
- **68%** of HCPs prefer webinars or webcasts as their primary channel
- **77%** are using digital channels for personal learning and development
- **50%** of HCPs prefer receiving promotional content on mobile devices
- **70%** of HCPs feel that the current methods of engagement don't fully address their needs.



WHY?

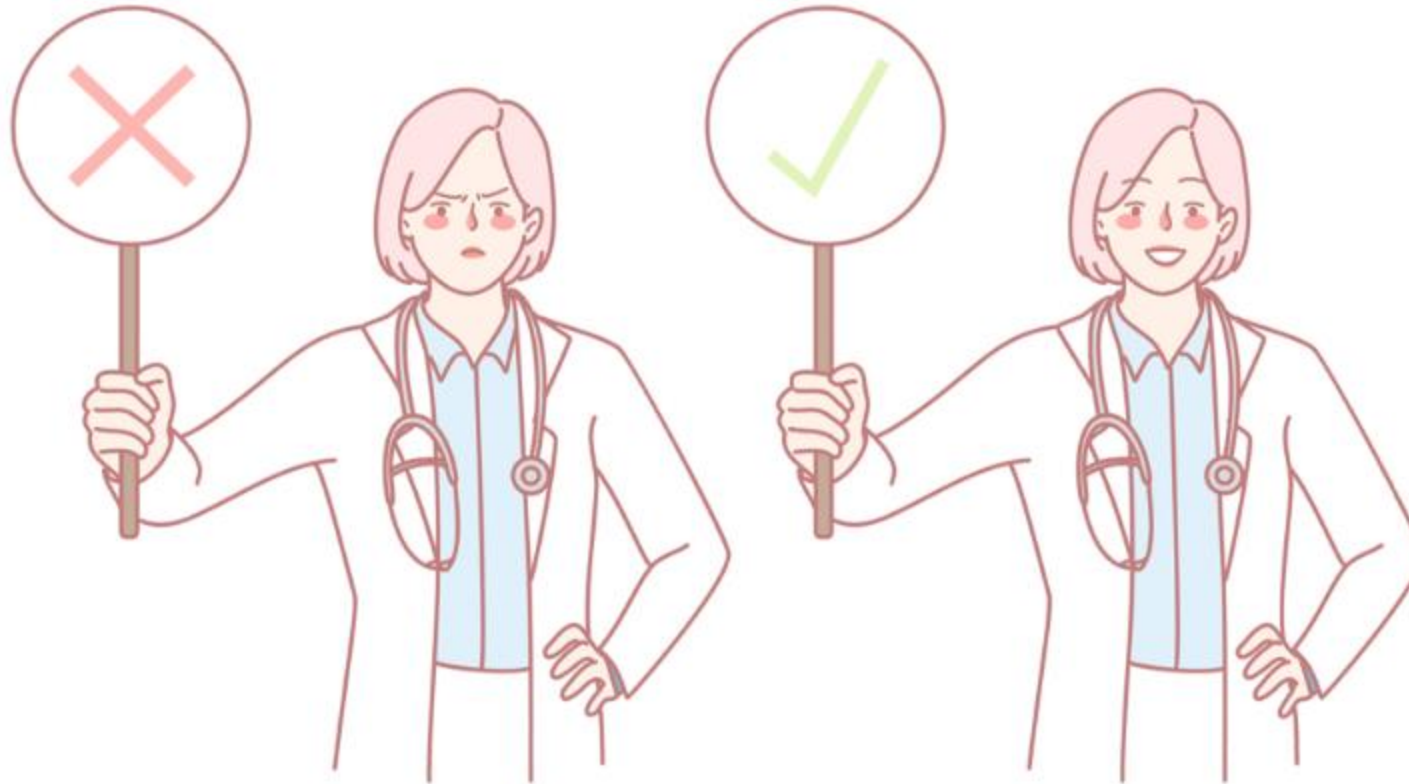
**100% of pharma brands
have an HCP segmentation.**

But only **10-20%** of them
successfully use it to improve
HCP engagement!

HCP Engagement Challenge

Is it possible to engage HCPs and change their behaviors at the same time?

Marketers want
to use content
that changes
HCP behaviors



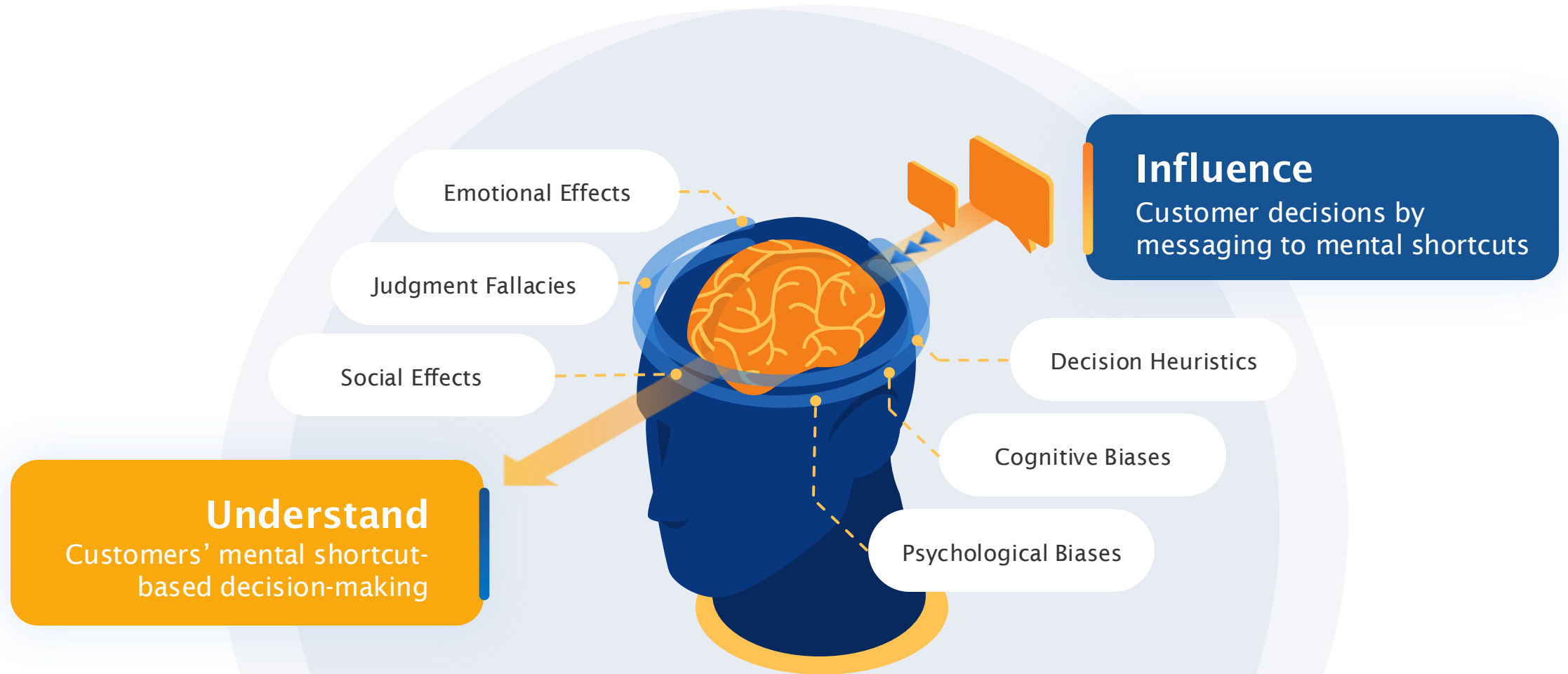
HCPs prefer
content that
confirms their
existing beliefs
and biases

Better HCP engagement starts with better HCP segmentation...powered by behavioral science!

Goal: Uniquely nudge behaviors of every HCP segment in the right direction with personalized content and marketing strategies



Behavioral science is a 3-time Nobel Prize-winning field of research focused on human decision-making.



Roadmap for applying behavioral science to every step of HCP segmentation

Step 01



Data Analytics

Apply behavioral science to secondary data analytics and REVERSE ENGINEER the drivers of segment behaviors

Step 02



Qual Research

Use behavioral science to drill down on BARRIERS to behavior change for each segment

Step 03



Quant Research

Use behavioral science to build detailed segment PERSONAS and to test behavior change strategies

Apply behavioral science to secondary data analytics for HCP segmentation



Start with secondary data on the target list and create differentiated behavioral segments – make sure they can be replicated in PMR for both on-list and off-list HCPs



Add physician-level, patient-level longitudinal Rx data and other relevant data to every HCP on the target list



Apply “behavior science rules” to the combined data - each rule detects the propensity of an HCP to use a specific mental model to make treatment decisions



Label each HCP on the target list with the Top 3 mental models applicable to them based on propensity scores

How to apply behavioral science rules to secondary data on the target list



Predicting the mental models of each segment can help power the qual/quant market research

Don't just use secondary data to create behavioral segments



Behavioral Segment 1



Behavioral Segment 2



Behavioral Segment 3



Behavioral Segment 4

Reverse engineer the mental models that drive their behaviors also!

**Segment 1
Mental Models**

Illusion of Control
Egocentric Bias
Ikea Effect

**Segment 2
Mental Models**

Satisficing
Mental Inertia
Complication Bias

**Segment 3
Mental Models**

Ambiguity Aversion
Certainty Effect
Dread Risk Bias

**Segment 4
Mental Models**

Risk Aversion
Empathy Gap
Salience Effect

Use behavioral-science-inspired **qual** to drill down on the mental models and map barriers to behavior change for each segment



Moderator Question: “Is there any segment/bucket of CHF patients you dread clinically – if they didn’t come to your office you might be relieved?”

Segment Mental Model # 1: Dread Risk Bias

Moderator Question: “Let’s say you have five Class 2 CHF patients who closely adhere to your treatment recommendations, are demographically similar, but have different progression of the disease. What would explain the difference in outcomes?”

Segment Mental Model # 2: Ascription of Causality

Moderator Question: Rx data shows that cardiologists typically treat HF patients by adding drugs to the regimen and rarely switch medications. Let’s say you wrote a book called “Why cardiologists don’t switch – 7 hidden truths about how cardiologists behave”, what would it tell us?

Segment Mental Model # 3: Status Quo Bias

Use behavioral quant research to build detailed personas of each segment.

Make sure that the survey contains at least some exercises that can be used to capture behavioral data truthfully so that the segmentation can be validated on the target list.

Make sure to test behavior change ideas at the same time!

Treatment Behaviors

- Patient chart audit
- Patient case treatment simulation exercise

Treatment Philosophy

- Treatment goals/priorities
- Approach to treatment decisions
- Treatment change triggers

Attitudes/Beliefs

- Towards profession
- Towards diagnosis
- Towards treatments
- Towards patients

Brand Perceptions

- Awareness/Usage
- Brand Loyalty
- Brand Satisfaction
- Brand Attribute Ratings
- Brand Associations

Unmet Needs

- Product needs
- Process needs
- Patient support needs
- Access needs
- Tech needs

Practice-o-Graphics

- Patient volume
- Patient composition
- Institution connection
- EHR/EMR use
- Location

Info Sources/Channels

- Peer-to-Peer
- Institutional Experts/P&T
- National Influencers
- Promotional channels

Choice Drivers/Barrier

- Stated importance
- Derived importance
- Quadrant map
- Perceptual map

Knowledge/Expertise

- Epidemiology knowledge
- MOD knowledge
- Knowledge of inline treatments
- Knowledge of pipeline treatments

Behavior Change

- Barriers to behavior change
- Test behavior change messages
- Test nudge ideas for behavior change

Patient case treatment simulation exercises can help capture behaviors truthfully in a survey setting and improve segment alignment with the target list.

For the first line of treatment, select up to 2 medications from 2 different classes of drugs.

1st Line Of Treatment

No drugs added
(Max drugs can be added)

2nd Line of Treatment



3rd Line of Treatment



Surgery



Chemotherapy



Radiation



Immunotherapy



IL-2



TNF Therapy



Tumor Targeted Therapy



Other

Behavioral science can elevate all segmentation workflows and lead to better HCP engagement



Reps can be trained on how to personalize interactions with each segment, engaging HCPs with the right questions and messages fine-tuned to change behaviors.

“Dr. John, I know from talking to the nurses that you are able to get a lot of your RA patients into remission. What are the biggest differences in how you treat vs. other physicians?”



Segment Selling Guide

Best-in-class practices to implement segment personalization in the field



Content Personalization: Behavioral-science-powered HCP segmentation makes it easy to personalize content for each segment.

Core Message

**PRODUCT X +
PRODUCT Y
significantly
prolonged PFS vs
PRODUCT X in the
clinical trial.**

Segment 1

**Mental Model:
Complication Bias**



Personalized Messages

Just adding PRODUCT Y to PRODUCT X in the trial produced significantly greater PFS.

Segment 2

**Mental Model:
Ambiguity Aversion**



PRODUCT X + PRODUCT Y **clearly surpassed** PFS vs. PRODUCT X alone in the trial.

Segment 3

**Mental Model:
Customization Bias**



PRODUCT X + PRODUCT Y **together provided** patients with PFS for significantly longer than PRODUCT X alone in the trial.

Segment 4

**Mental Model:
Rule of Consistency**



Continue providing a better chance of survival: PRODUCT X + PRODUCT Y extended PFS significantly vs. PRODUCT X alone in the trial.

About Newristics

Newristics is the market leader in optimizing go-to-market communications for pharma brands.

Combining the power of behavioral science, machine learning analytics and databases, Newristics optimizes GTM communications for Top 20/20 pharma companies and 200+ brands.

Interested in learning more about Newristics?
Reach out to info@newristics.com or visit www.newristics.com


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