

How to Maximize Medical Reprint Investments in Wake of the Sunshine Act and Other Industry Challenges



POINT OF VIEW

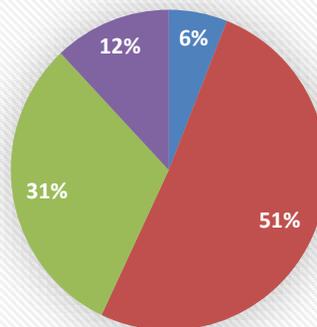
Over the last few years the commercial landscape in our industry has changed significantly. We have to work harder and smarter at communicating client brand messages. HCPs need a more personalized experience, catering to their media consumption habits. They want to receive information on their terms based on their preferences, through preferred channels.

Two of the most impactful changes to the reprint industry have been the continued decline in HCP access for sales reps and the implementation of the Sunshine Act guidelines. These changes have had a major impact on Medical Reprint distribution over the last few years. However, one thing we have not seen change and which continues to be an imperative resource to HCPs: Clinical Content.

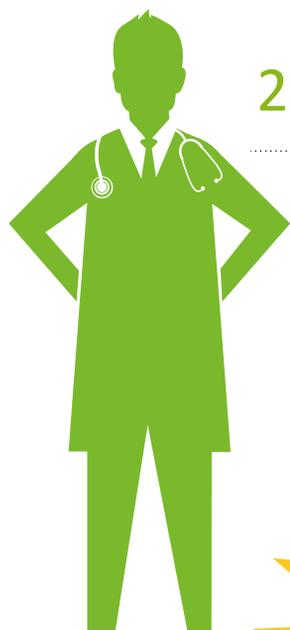
Reprints continue to be among the most valued resources for prescribers. In fact, through the CMI/Compas annual study, 2015 Media Vitals™, which accesses promotional and media preferences of 25+ HCP Specialties, we found that **more than 90% of HCPs still value reprints today.**

One of the most effective tools in influencing HCP behavior is clinical trial data. Physicians are researching this information, they want to receive this type of unbiased content and credible data. Unfortunately, in wake of the Sunshine Act pharmaceutical companies have shied away from the distribution of medical reprints; thinking the Sunshine Act has affected the willingness for physicians to receive or accept reprints, when in fact it has been quite the opposite!

Over 90% of Physicians Value Reprints, Over 40% Finding Reprints *Very to Most Useful*

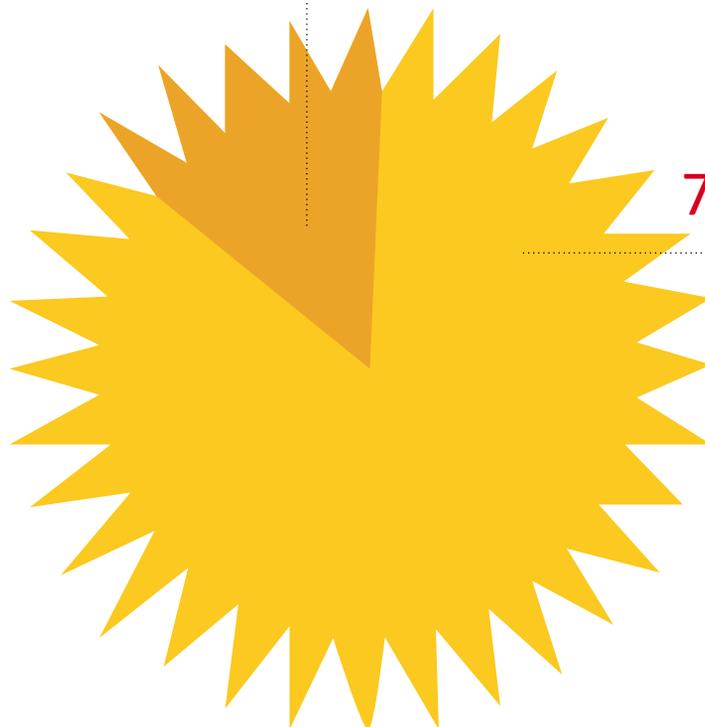


■ Least Useful ■ Moderately Useful ■ Very Useful ■ Most Useful



21% Yes

“79% of HCPs say their willingness to receive medical reprints has not been impacted by the reporting requirements of the Sunshine Act.”



79% No

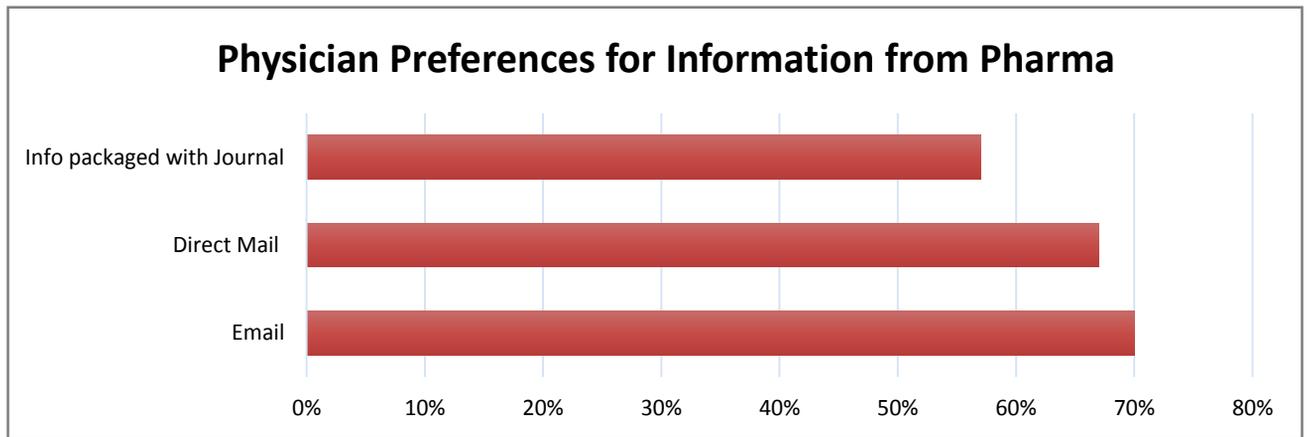


CMI/Compas 2015 Media Vitals™ found that for 79% of HCPs their willingness to receive medical reprints has not been impacted by the reporting requirements of the Sunshine Act.

As one physician we interviewed explained, “I don’t have a lot of time, and I need to keep up with as much information as I can. It’s worth it to me to get relevant studies from sales reps and emails from pharma companies, because that helps keep me up to date.”

Harnessing the Power of Content Marketing

We understand the concerns and complexity Sunshine Act has brought to the industry, especially around the distribution of medical reprints. Pharma needs to look for solutions that capture individual content engagement, all while staying compliant and adhering to publisher guidelines.



Medical reprints are a viable and cost-effective way to engage and educate physicians. Content consumption overall is on the increase. Physicians are proactively following medical developments, treatment options, and so much more. In fact, medical journals ranked #1 as a top source for helping HCPs stay abreast of this information, which is critical to their practice. Chantal Kolber from Wolters Kluwer, presenting at 2015 Digital Pharma East, explained that when a medical journal has a reprint opportunity, engagement increases 180% and has a 100% increase in time spent.

When considering a medical reprint 2015 Media Vitals™ study reports that physicians particularly

look for topics and findings that are novel and/or relevant to them. The source publication is also one of the most important considerations for HCPs when selecting a medical reprint to read.

Disseminating Clinical Content to the Right Audience Through the Right Channel

With fewer opportunities for direct HCP contact it is extremely important to market your Clinical Content campaign by leveraging a distribution model that will engage HCPs, similar to purchasing advertising space. CMI/Compass is creating integrated content plans that allow for distribution of clinical studies through non-personal promotional media channels – providing further reach of brands' clinical data and utilizing reprints to increase brand presence.

Physician Considerations When Selecting Medical Reprints to Read

The Source Publication	57%
How familiar the author(s) are to me	21%
How novel or relevant the topic/findings are to me	66%
Whether or not the author is a recognized expert	34%
Recommendations from colleagues	48%
The sponsoring institution for the research	32%
The format the article is provided	33%

This more targeted approach to disseminate medical reprints ultimately gets the right content in front of the right physician based on their channel preference. More importantly, incorporating medical reprints into your overall brand strategy provides for a more cross-channel approach to increase reach and brand awareness through clinical content and real brand data.

Pharma needs to begin taking a customized approach that measures engagement with analytics for all clinical content, which results to a better ROI. Creating a strategic content plan ensures content is reaching all audiences through every preferred channel based on physician preferences, which may include sales force, direct mail, conventions, digital advertising, brand websites, e-mail blasts, and/or polybagging with HCP journal subscriptions/preferred journal distribution lists. The ultimate goal is to create a content strategy and distribution plan that utilizes all available channels to reach prescribers.

Here are just a few brief examples on how to leverage non-personal promotional channels to help you reach audiences and gain exclusive engagement with clinical studies:

- **Digital advertising** – Digital content can be embedded into banner ads providing dynamic, expandable rich media. Brand sponsored texts links can drive further engagement to clinical studies.
- **Email** – is highly rated by HCPs as a preferred channel for brand communication; results are measureable and provide engagement data in addition to driving traffic to your website. CMI/Compas' very own opt-in email lists powered by ByDoctor® iNBOX™ deliver key messages to HCPs resulting in higher open rates. iNBOX™ can customize your target list and/or match journal subscribers targeting a specialty by decile that sales reps may not reach.
- **Direct Mail** – is another non-personal channel HCPs prefer to receive information from pharma. Our Media Vitals™ data shows us that over 70% of physicians read direct mail when it comes from a pharmaceutical company. Physicians are highly likely to engage when being reached through this channel.

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SOLUTION SNAPSHOT: DIGITAL REPRINT TRACKING

One solution for this is tracking digitally distributed content. Systems that track content digitally can ensure full compliance, and add the bonus of marketing effectiveness as well. Many pharma companies and agencies have ways to do this; the solution CMI/Compas uses for clients, Med eINFO, enables content management and control of ePrints and other types of electronic content such as disclaimers, dear doctor letters, and current prescribing information at an individual document level. This type of “content management” technology addresses pharma’s need to:

- Capture and measure physician engagement with specific content
- Maintain document controls and adhere to Corporate regulatory / legal guidelines as well as Publisher licensing and copyright permissions
- Remain compliant with Sunshine Act reporting requirements

SOLUTION SNAPSHOT: TARGETED EMAIL

Another way to achieve full compliance and boost engagement is by backing up sales staff reprint distribution with direct email distribution to highly targeted physician lists. When distributing clinical content via email, we use our proprietary ByDoctor® technology, which captures HCP-level response metrics, such as number of opens, views, click-thru rates, and unique content engagement. HCPs are leveraging their desktops, smartphones, and tablets more now than ever to read content. In fact, one of the most preferred non-personal source of receiving information from pharma is via email. CMI/Compas 2015 Media Vitals™ finds that over 75% of physicians state that they read email when sent to by a pharmaceutical manufacturer, and 85% read email when sent to them by medical publishers. Distributing medical reprints through HCP preferred non-personal promotional media channels not only gets your key medical studies in the hands of your audience but helps create a more streamlined reporting capability for Sunshine Act compliance.

- **Conferences** – Booth distribution, door drops, and a follow up direct mail piece to conference attendees inclusive of brand key studies are all examples of how brands can use conferences to further leverage key clinical studies.

Clearly content is still king. In today’s industry in order to get this critical information in front of physicians, brands need to find better solutions that encompass the most impactful channel mix - ensuring their content is reaching target audiences.



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