

MARKET REPORT



Digital Doctors: Marketing to Online Networks (2nd Edition)

BioPortfolio
Life Science Healthcare and
Pharmaceutical
Market Research and
Corporate Data



Digital Doctors: Marketing to Online Networks (2nd Edition)

BioPortfolio has been marketing business and market research reports from selected publishers for over fifteen years. BioPortfolio offers a personal service to our customers with dedicated research managers who will work with you to source the best report for your needs. Based in the UK, BioPortfolio is well positioned to coordinate our customers' orders sourced from over 50 global report publishers.

We are pleased to present details of this report to assist your buying decision and administrative process. You will find easy-to-use *How To Buy* information on the last page of this document.

We look forward to being of service to you.

If you have bulk and/or recurring requirements, please get in touch - we can liaise with publishers to obtain sample pages and negotiate discounts on your behalf.

Phone: +44 (0)7887 945155 or **Email:** bioportfolio97@gmail.com

Digital Doctors: Marketing to Online Networks (2nd Edition)

Introduction

Physicians are digital

As smartphones and tablets become ubiquitous among physicians, there are more ways than ever for doctors to stay connected with each other and collaborate meaningfully. Established online communities are becoming more sophisticated, and new professional networks for healthcare professionals are springing up the world over, and reporting extremely rapid growth. The landscape of physician networking and online communities is evolving fast, with a recent trend towards global consolidation.

For anyone with an interest in engaging with physicians, the explosion of physician networking is exciting, but can also be overwhelming.

FirstWord's up-to-the-minute report on physician communities – Digital Doctors: Marketing to Online Networks (2nd Edition) – is your definitive guide to the leading online physician networks in both developed and emerging markets: What are they? How are doctors using them? And how can you bring real value to prescribers through these new media channels?

Scope

Report Overview

This insightful report arms you with the intelligence and guidance you need to develop effective physician community marketing strategies – tailored to your drug's life-cycle stage and its competitive environment.

Understand why physicians and other healthcare professionals are flocking to exclusive communities and how they are using them for professional growth, education, and clinical collaboration.

Learn how other companies have been spending their digital marketing budget and why simply migrating old practices to this new channel is a missed opportunity. Some are investing heavily in developing their own communities to provide a home-grown network of loyal customers.

Finally, discover new ways to measure the impact of your digital spend, so you can justify your digital marketing programmes to senior management, fine-tune your strategy, and meet your sales targets.

Highlights

The benefits of this report...

Jeff Tangney, founder and CEO of Doximity

A selection of expert views...

“Once we have these statistics, who our clientele are and the countries where they practice, we then approach the affiliates to ask who has the most influence and where they need the most drive to come from, primary care or specialists. We then select sites and determine investment based on our chances of reaching the most critical audience to that particular area.” Jeremy Boss, senior global product manager for Victoza, Novo Nordisk

“We have experimented with being very commercial and focused on our products, and feel that we get a much better reach and impact by focusing on high-quality educational activities. When we get too commercial, we lose out in interest and in impact. It’s about really being very good at adding value and giving the customers what they need. Then they will also absorb the other things which are related to our products.” Martin Jönsson, global brand manager in urology, Ferring Pharmaceuticals

“Making sure the doctors are actually collaborating and exchanging on these platforms and allowing us to understand what their real needs and perceptions are. That is where the value will come, not from just pushing old content onto them.” Sven Awege, pharma digital consultant

Reference :

Number of Pages : 52

Report Format : PDF

Publisher Information :

Additional Details

Publisher : FirstWord Pharma

Reference :

Number of Pages : 52

Report Format : PDF

Publisher Information :

<https://www.bioportfolio.co.uk/product/40>

bioportfolio97@gmail.com to order

FirstWord

BioPortfolio
Life Science Healthcare and Pharmaceutical
Market Research and
Corporate Data

**Best Prices
Guaranteed**

bioportfolio.co.uk

BioPortfolio
Life Science Healthcare and Pharmaceutical
Global Market Research and Corporate Data

How to Buy...Digital Doctors: Marketing to Online Networks (2nd Edition)**Option 1 - Online**

Go to our website and pay online with any major debit or credit card:

<https://www.bioportfolio.co.uk/product/40>

Option 2 - Request a Proforma Invoice

Fill in the details below, and **Scan** this page **and email** it to us at bioportfolio97@gmail.com We will send you a Proforma Invoice and deliver your report on settlement.

Your Name:

Job Title:

Your Email:

Your Contact Phone:

Company Name:

Address:

Post/Zip Code:

Country:

P.O. Number:

Any Other Instructions:

Pricing Options: (please tick one)

- \$591** | Single User Price
- \$2423** | Site License Price
- \$4803** | Global License Price

Payment Options: (please tick one)

- Online Credit Card** (we will email you the invoice with a payment link)
- Direct Wire Transfer** (we will email you the invoice with our bank details)

Authorising Signature:

Option 3 - Phone Us on +44 (0)7887 945155

We will be delighted to give you our personal attention.