

5 LESSONS FOR

Medicines Promotion

To HCPs



①

Provide comprehensive product information

- Including benefits, risks, potential side effects...
- It helps HCPs make **informed decisions** when prescribing or recommending products
- It's necessary to **gain the confidence of HCPs**



② Provide scientific data

- Including clinical trial results and real-world evidence
- It helps HCPs **understand the efficacy and safety** profile of your medicine



③ Offer trainings and education to HCPs

- **Regular** training & education help HCPs **stay up to date** with the latest developments and best practices
- **Online** training, webinars... are valuable tools for HCPs to **learn about the products** they prescribe or recommend



④ Build strong relationships

- **Engaging with HCPs online** and sharing relevant content (news, research, clinical data...) **build your credibility**
- **In-person networking** (conferences and events) are also still very valuable



⑤ Focus on patient outcomes

- Showing how a medicine can improve patient outcomes
build credibility and trust
with HCPs

- **Real-world examples, case studies, patient testimonials...**
are great to show how a medicine can have a positive impact on patient health



**Even though you should not
rely on the same marketing
strategy for OTC and
prescription medicines, these
5 lessons apply to both!**



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That's a wrap!



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