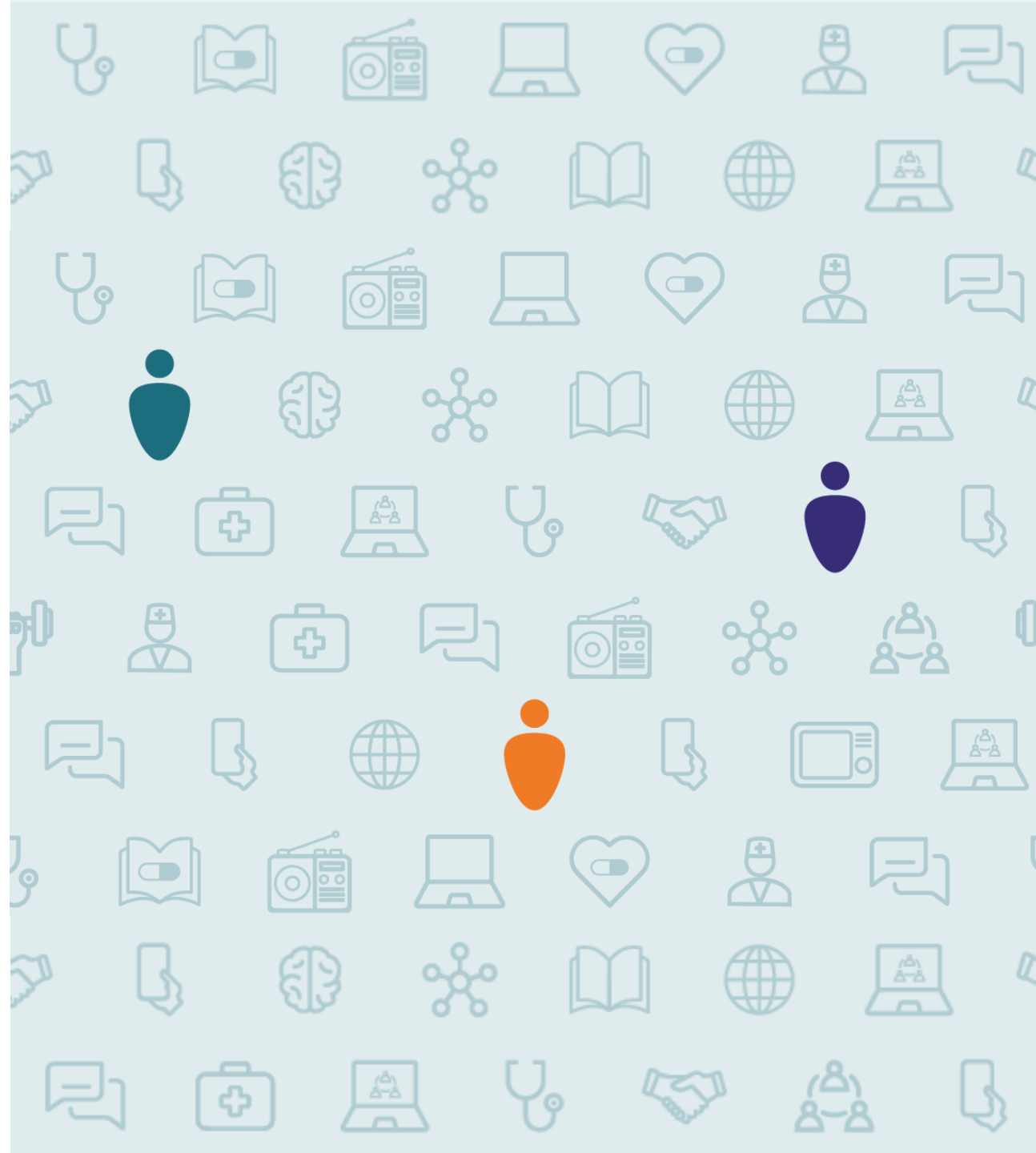


# New HCP Insights

**How health information behavior impacts medical decision making**





The decision-making context in the healthcare industry has been thoroughly disrupted, with more online and offline triggers and touchpoints than ever before.

# Understanding customers' health information behavior and needs is critical



- **How** do customers **engage** with health information?
- **What** are their **triggers** to look for information?
- **What** are their **unmet needs**?
- **When** do they actively **seek, are receptive to, or avoid** information throughout the decision journey?



**Effectively adapt** your marketing, communications and/or innovation strategies for **greater impact now and in the long term**

# The complex nature of human behavior, including information behavior

How to **optimize marketing strategies**?

Which information behaviors to consider?

How to know **what information, when** in the decision journey, **addresses the real needs** and preferences of your customers?

How to **prioritize channels and touchpoints**?

Which do your customers use, prefer, or actively avoid?

How to **differentiate** your customers and leverage their specific needs and preferences?

**How to activate** passive customer groups most effectively? What are effective engagement strategies?

# What you will learn today



Impact of health information on decision making



From health orientation to information behavior



Learnings from SKIM HCP study



Key takeaways

# What you will learn today



**Impact of health information on decision making**



From health orientation to information behavior



Learnings from SKIM HCP study

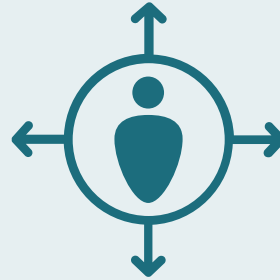


Key takeaways

# Impact of health information on knowledge & decision making



Health information is crucial to modern life and healthcare



Health information and knowledge underlie decisions made by healthcare professionals and patients



Rise of the informed and empowered patient

Impact of  
widespread  
availability of  
online health  
information



89%

changed  
healthcare  
**positively**



# Impact of widespread availability of online health information



79%

made patients generally more **engaged** with their health



82%

increased patient **involvement** in medical decision-making process



64%

positively influenced on the patient-HCP **interaction**

# Why health information matters



## PATIENTS

- Influences medical and lifestyle choices
- Stimulates self-management
- Improves HCP interactions



## HCPs

- New developments and trends to improve patient outcomes
- Decision making (diagnosis, treatment)



## PHARMA

- Optimize marketing and engagement strategies
- Improve '*beyond the pill*' services

# What you will learn today



Impact of health information on decision making



**From health orientation to information behavior**

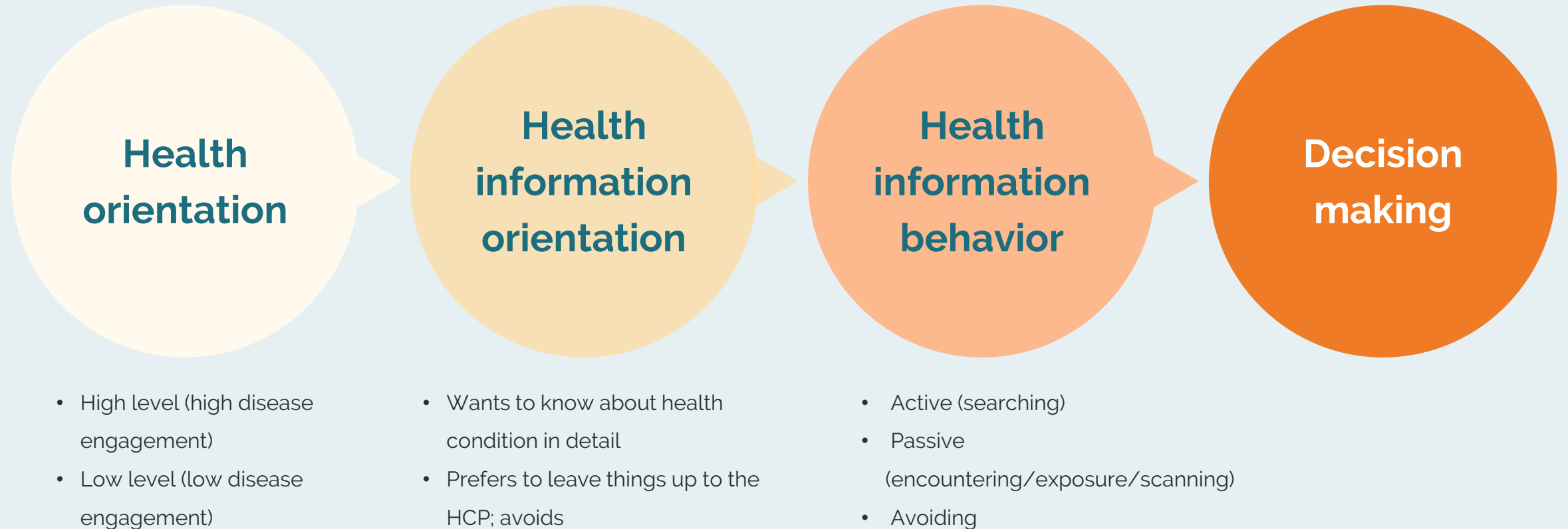


Learnings from SKIM HCP study



Key takeaways

# From health orientation to health information behavior and decision making



# Types of (health) information behavior



**Active**  
*(searching)*

**Intentional, goal-oriented act** of finding information in response to a perceived trigger/ information need or want



**Passive**  
*(encountering/  
exposure/scanning)*

The non-purposeful and **unintentional acquisition of information** through exposure to routinely used sources of information



**Avoiding**

The **intentional avoiding** of health information to avoid anxiety, fear, remain optimistic, resist overexposure and information overload

# What you will learn today



Impact of health information on decision making



From health orientation to information behavior



**Learnings from SKIM HCP study**



Key takeaways

# Our research objectives



Understand HCP health information behavior



Understand information use and channel preferences



Understand impact of information behavior on HCP-patient interaction

# Markets



France



Germany



Italy



Netherlands



Spain



United Kingdom



United States

# Who we spoke to



14 general practitioners



21 internists



21 oncologists

# What you will learn today



Impact of health information on decision making



From health orientation to information behavior



## Learnings from SKIM HCP study

- **Different HCP attitudes towards health information**
- Health information behavior and use
- Future expectations
- Unmet needs and opportunities



Key takeaways



# HCP types have different (information) contexts



## General practitioner

- See a wide variety of conditions
- Focus on the bigger picture
- Act as a 'first-line defense' or 'soldier in the field'
- Information search more on a surface level



## Internist

- Specialization makes for search of information in more narrowed-down area
- Health information highly immersed in daily practice for diagnosis, decision-making and managing patients



## Oncologist

- Health information highly immersed in daily practice due to fast-moving, innovative field
- Keeping up to date is essential as new study trials and developments can help patients

Lower

Tendency to stay up to date on innovations

Higher

**Factors  
causing  
differences in  
health  
information  
behaviors  
and attitudes**



Physicians' age  
and career stage



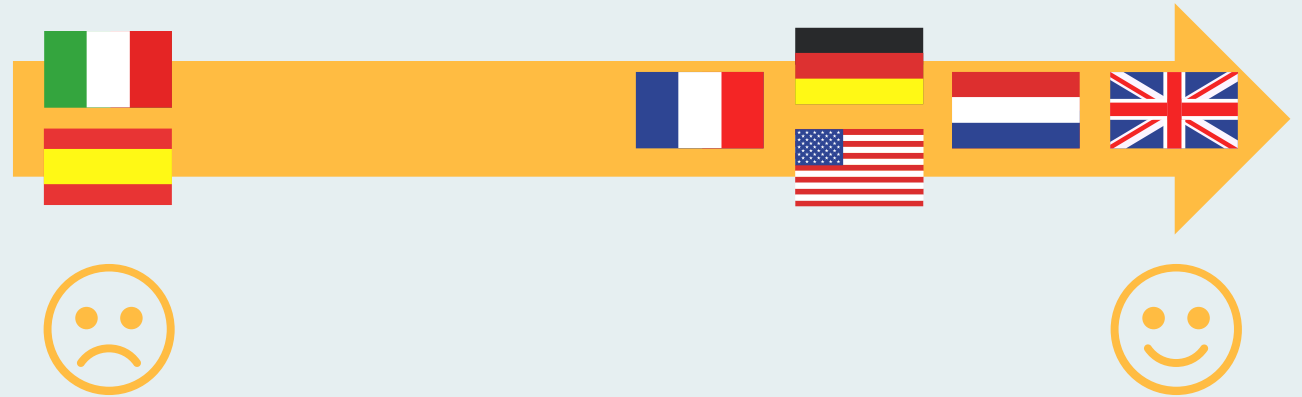
Hospital setting  
*Academic vs.  
non-academic*



Cultural context

## HCP Insights

**HCPs support and encouragement of patients to search, and engage with, health information varies across regions**



# Implications for your business

01

Consider the HCP context and key factors which impact on HCP information behavior and needs when designing your marketing and engagement campaign

02

Keep cultural differences in mind

# What you will learn today



Impact of health information on decision making



From health orientation to information behavior



## Learnings from SKIM HCP study

- Different HCP attitudes towards health information
- **Health information behavior and use**
- Future expectations
- Unmet needs and opportunities



Key takeaways

## HCP Insights

# Impact of COVID-19 on HCP information acquisition across channels



Most physicians now feel **(more) comfortable with online channels and tools**



**Increased preference for hybrid** (online & offline) approach, which include face-to-face interactions



*I am **more comfortable with e-congress and zoom meeting now** than prior to the pandemic.*

**-Oncologist, France**

## HCP Insights

# Perception of pharma reps' role in information delivery



**Realized the value**  
of pharma reps



**New way of engaging**  
and appointment setting



*The relationship with pharmaceutical representatives is usually a **friendly one**. We also have Corona to thank for that, that **people no longer just stand on the ward**, but instead **make an appointment**. So, I am actually satisfied.*

**-Oncologist, Germany**

*I'm much **more satisfied about sales reps today compared to the past**. Today, sales reps are more prepared and less 'seller' and less promotional.*

**-Oncologist, Italy**

## HCP Insights

# What HCPs want from pharma reps



Pharmaceutical reps provide most value to HCPs when they leave a commercial focus aside and offer information on:

- **New products**
- **Indications and developments**
- **Upcoming conferences**



They are **facilitators** because the information **they give you is already digested**.

-Internist, Spain

Sales representatives play **an important role**. They keep healthcare professionals informed about **new products and products innovations**.

-GP, France



## HCP preferred information channels

### National and international medical conferences, colleagues



### Scientific sources

- UpToDate
- Pubmed (for finding medical articles)
- Medical journals
- Websites of medical societies
- Medscape



### Information Channels

### Pharmaceutical sales representatives

- Pharmaceutical company websites



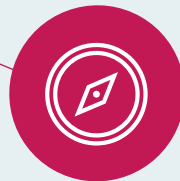
### National and international guidelines

- National health authorities
- Hospital protocols
- International guidelines (e.g., ESMO, ESC, NCCN & CDC guideline)



### Other mentioned channels

- Online forums (interaction with colleagues)
- (Closed) Facebook groups



# Why HCPs avoid information

1

Information is irrelevant to expertise

2

Information is too specific

3

To avoid overload

4

Source is disreputable and unreliable

# Implications for your business

01

Have your reps provide value to HCPs through information sharing (new products, developments, upcoming conferences)

02

Be where HCPs look for information: scientific/medical channels are the most trusted and used sources of information

# What you will learn today



Impact of health information on decision making



From health orientation to information behavior



## Learnings from SKIM HCP study

- Different HCP attitudes towards health information
- Health information behavior and use
- **Future expectations**
- Unmet needs and opportunities



Key takeaways

## HCP Insights

HCPs expect that their need for information will remain the same or increase in the future.

They expect that improved accessibility and technology will aid their search for information.



### Amount of health information

*I believe the tendency will be the same. **My need of information will continue to grow.***

– Internist, Spain



### Role of technology in locating and accessing information

*There is a potential for Artificial Intelligence to be used in the future to help with information searching, Alexa or SIRI may become so intelligent that they will undertake medical searches. Just ask SIRI and it will do a trawl of the online sources and provide me with the relevant information."*

– Oncologist, UK

## HCP Insights

# HCP future expectations about the role of health information



**More** patients will (be able to) search for health information online



The **amount** of (credible) health information will increase



Patients are expected to become even **more involved** in the decision-making process

## Implication

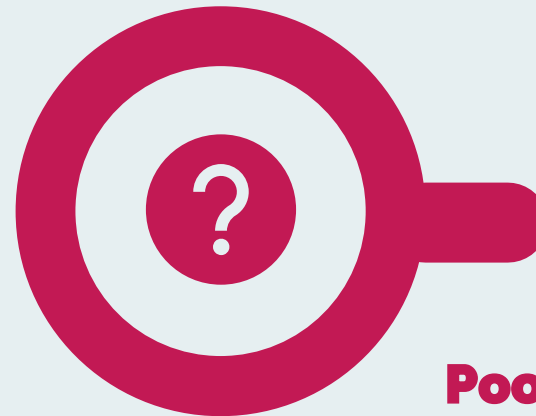
HCPs will increasingly need to be **up-to-date** and **savvy** to **navigate** the muddy waters of online health information to guide patients and right misconceptions and misinformation.

# Concern about the volume and quality of online health information



84%

Patients are **overwhelmed**  
by sheer volume



97%

**Poor quality** and  
**untrustworthy** information

# Implications for your business

01

Consider how to improve the quality of information for different target groups, while avoiding information overload

02

There are still opportunities to improve the accessibility and searchability of information



# What you will learn today



Impact of health information on decision making



From health orientation to information behavior



## Learnings from SKIM HCP study

- Different HCP attitudes towards health information
- Health information behavior and use
- Future expectations
- **Unmet needs and opportunities**



Key takeaways

## HCP Insights

# HCP unmet information needs



Lack of time to locate and filter



Accessibility



Patient-focused information



*The main challenge is finding the needed information in the least amount of time possible. You can have information in two seconds, the problem is that **there is too much of it.***

– Internist, Spain

*Research is good it just needs to be made more comprehensive and more user friendly. They can be hard to use sometimes at the point of care. It would be nice to have something that is easy to use with the patient.*

–Internist, United States

## Address unmet HCP information needs



Already overwhelmed by amount of information in treating/ referring great number of health issues



Need **clear, condensed, surface-level information** that is **easily accessible**



Need relevant, reliable and timely information for their daily medical practice



Tools to efficiently **filter and curate information**  
Overcome issue of subscription **costs**



Need to stay up-to-date in rapidly developing field



Rapid access to **peer-reviewed academic & medical sources**  
Overcome issue of subscription **costs**

# Key takeaways



Understanding health information behaviors (active vs. passive) enables you to create a more **tangible, accurate and actionable** marketing and customer engagement strategy.

**Health information behavior helps identify levers and desired behaviors** you would like to either **reinforce**, further **support** or **modify** in physicians across different **touchpoints** and **channels** to ensure improved clinical outcomes.

- Identify customer segment(s) to focus on
- Shape engagement strategy to activate customer segments
- Decide on the activities to prioritize to reach strategic goals
- Define baseline behavioral KPIs to further measure and track the impact of your activities

# Questions

Want a deeper dive into  
the HCP research?

[skimgroup.com/contact](https://skimgroup.com/contact)



# For more SKIMspiration

[skimgroup.com/  
blog](https://skimgroup.com/blog)

