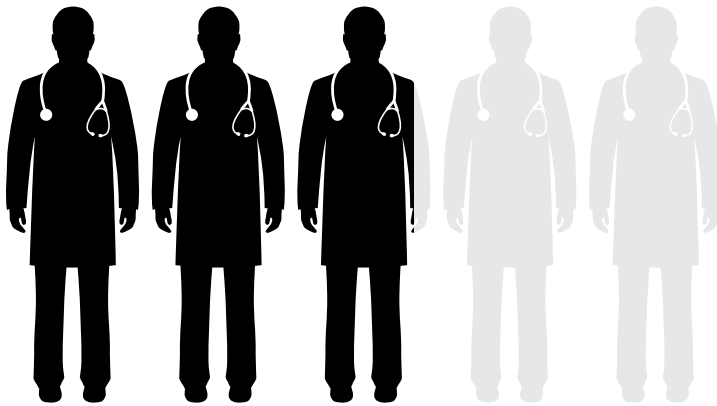


# TWO POINTS YOU SHOULD KNOW ABOUT MARKETING TO PHYSICIANS

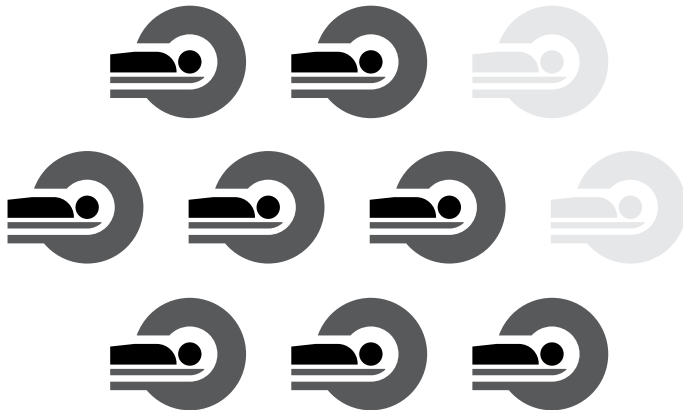
**UNLIKE LARGE BUSINESS SETTINGS, THIS IS PERSONAL.**

The data doesn't surprise us. When you're marketing to physicians, you're marketing a much more personalized sale.



## WHAT'S IN A NAME?

On a scale of one to five, physicians were asked just how much the brand name matters when selecting Healthcare IT solutions. The average was 2.89 out of 5. That means the odds favor those with brand relationships in place already.



## THE DOCTOR WILL SEE YOU!

When asked if they would purchase a technology solution without a visit from a rep, 80 percent said they would need a rep to visit them first. In a digital age, personal appearances make a big impact.

BASED ON A RECENT ANALYSIS OF 120 PHYSICIAN PRACTICE SURVEY RESPONSES