

Focus on Optometrists and Ophthalmologists

August 2014



Focus on Optometrists and Ophthalmologists

In an ongoing series, CMI/Compas reports insights on healthcare providers by specialty. For this edition, we partnered with Advanstar and Optometry Times to learn more about the day-to-day lives of eye care professionals (ECPs) to better serve them.

What's Different About This Specialty?

Optometrists aren't just doctors—many of them are also small-business owners. While the majority of ECPs are in private practice, business responsibility and educational debt load has resulted in a shift of some younger doctors choosing instead to work for major corporations such as Wal-Mart or Pearle Vision. ECPs not only have a business to run, but that business also often includes the management of their retail space.

Also important to know about this specialty is that there are differences between optometry and ophthalmology that are important. Notably, ophthalmologists are medical doctors who have specialty training in the eye, while optometrists attend graduate optometry school in order to prescribe contact lenses, spectacles, and topical and oral medications in the treatment of eye disease. Optometry is a legislated profession, in that each state sets the scope of practice for optometrists in their state. In general, optometrists cannot perform surgery, although some states are beginning to allow optometrists to perform certain procedures. The third O in the “three Os” is opticianry—opticians fit spectacles and, depending on the state, contact lenses, but they don't perform eye examinations. This is enough to make it an important issue, and marketers should be aware of the differences of the groups.

How Do They Feel About Pharma?

ECPs see pharma as a resource for information that may otherwise be time-consuming for them to obtain. They see value in sales rep interactions, and if sales rep visits decrease, ECPs would increasingly turn to non-personal media for getting information from Pharma. Providing valuable content in a concise format is key. Like other HCPs, their time is precious and any brand interaction should not be disruptive.

“Eye care professionals see pharma as a resource for information that may otherwise be time-consuming for them to obtain.”

Research by CMI/Compas Media Vitals® in 2014

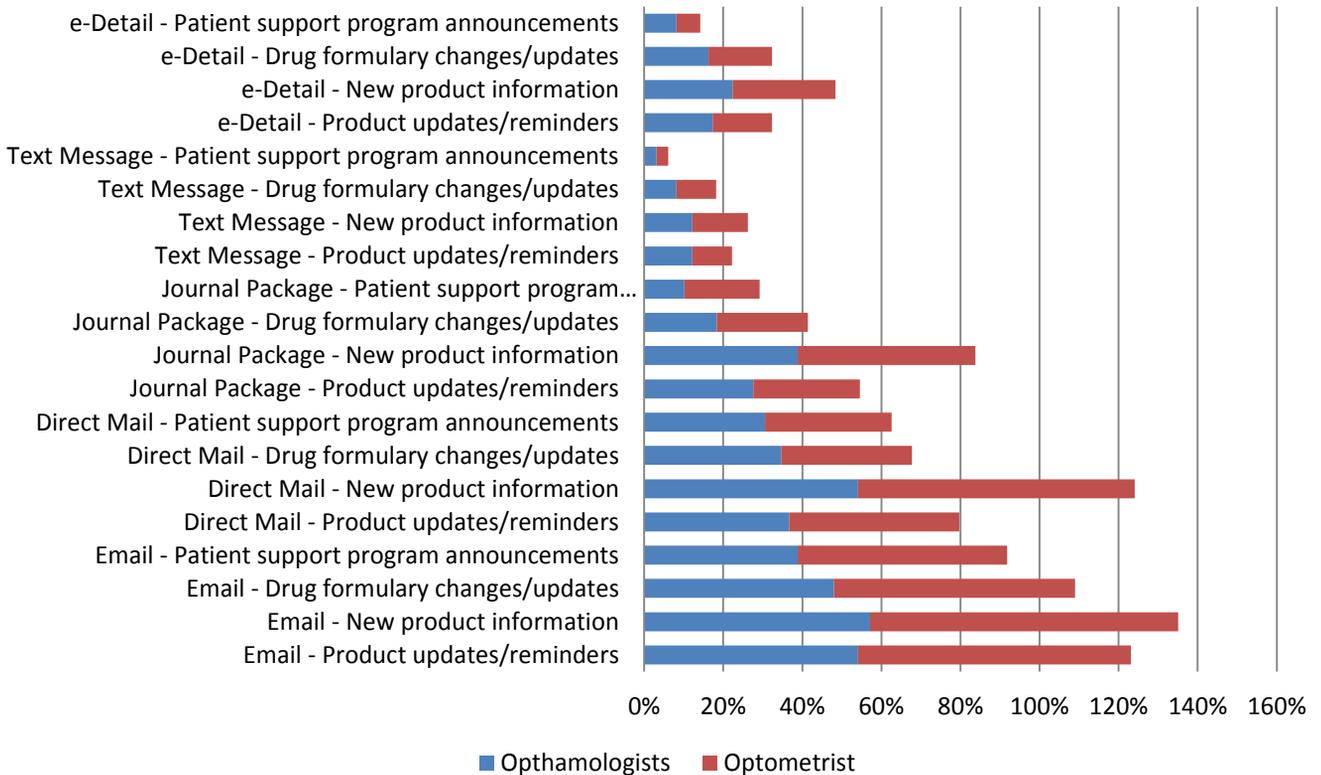
The Best Channels and Tactics

In looking at CMI/Compas Media Vitals™ insights about eye care professionals, which comes from a survey of ophthalmologists and optometrists, relevant and new medical journal reprints are a top tool, with the majority seeing reprints as at least moderately if not most useful. In addition, the study found that direct mail and email are listed as the top sources of information from pharma for both optometrists and ophthalmologists.

Email in particular was a top preferred resource of information from pharma among both specialties.

Note: findings based on 2014 CMI/Compas Media Vitals™ research, which will be released in September.

How do you prefer to receive the following types of information from pharmaceutical companies?



CMI/Compas Recommendation

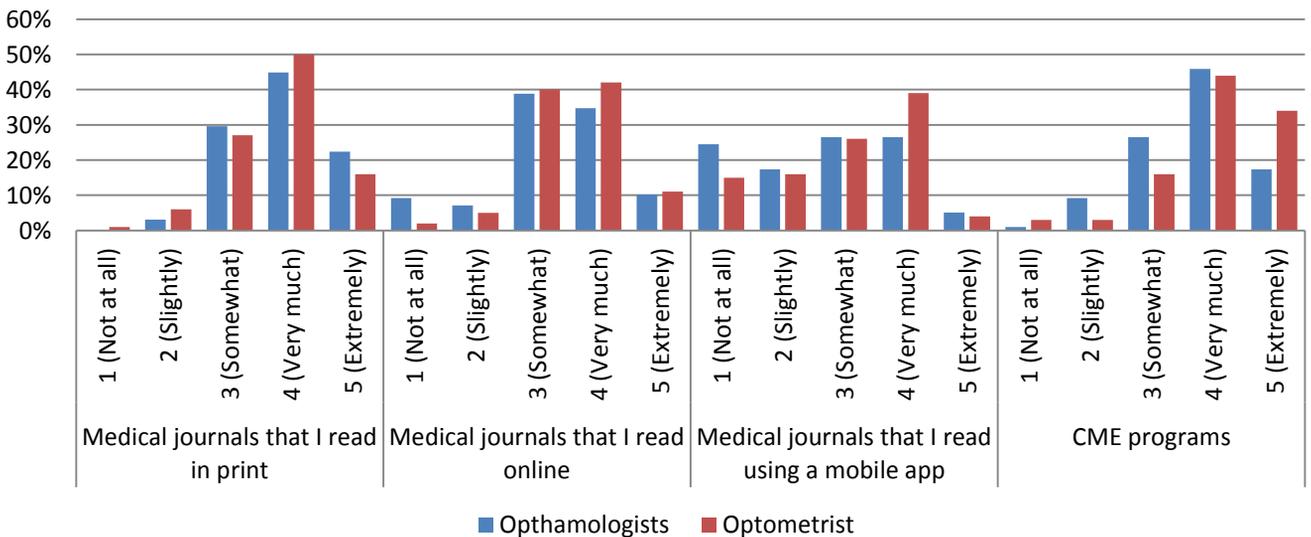
While both optometrists and ophthalmologists have similar media and promotional preferences and so our recommendation for both groups is the same, it's still important for pharma to reach out to them separately, as each group is sensitive to the differences between them. Hyper-targeting - when messaging and media is specifically tailored to that specialty, even down to the individual physician level - can often lead to better engagement.

For ECPs, our recommendation is two-fold. First, clinical content is key. If you have budget to invest in only one campaign concept, this is it. ECPs prioritize information that will be high value and save them time, and clinical content including reprints and KOL meetings fit this need. To make this information of higher value to ECPs, focus on multi-channel forms of content, including digital and print to reach

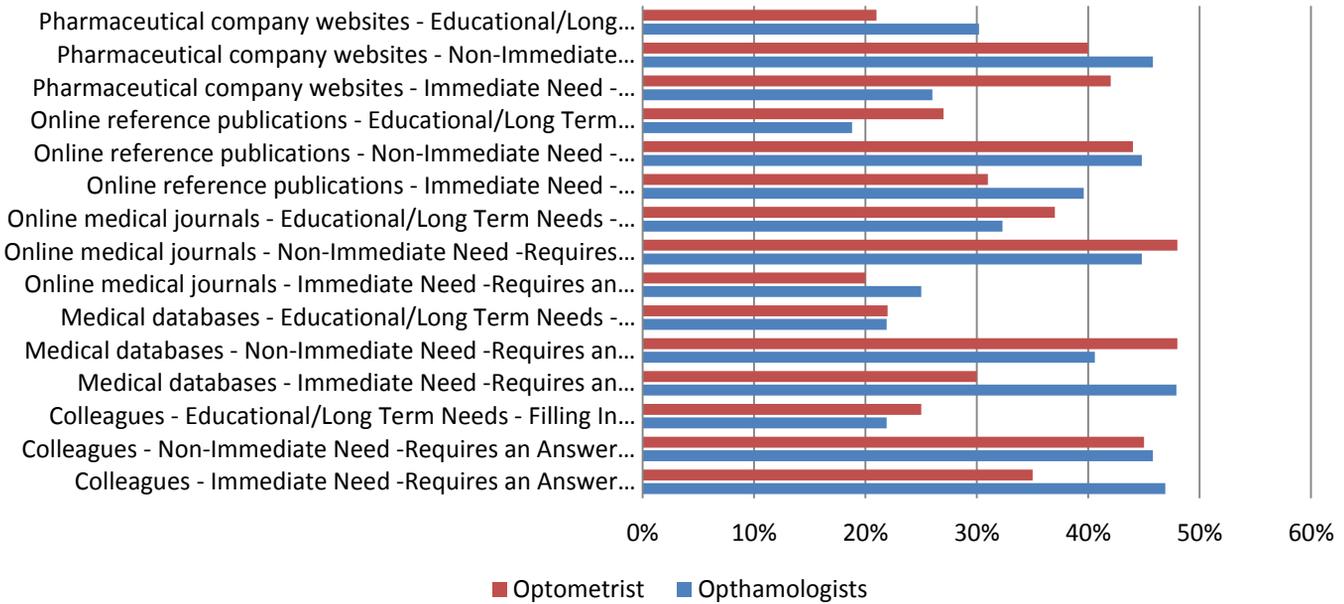
ECPs where they are. It's important to have a multi-layer campaign offering frequency and reach with appropriate content at the time the audience needs it, vs. relying on one channel or one message to meet all of your communication needs.

Second, the two specialties are very open to resources from pharma that are “beyond the pill”—including everything from resources for patients to advice on running a business; after all, most ECPs are small business owners, and who better to advise them than one of the most successful industries in the world? Brands need to be seen as business partners with the ECPs. Yes, they need to provide ECPs with clinical information to help them make the best choices for their patients, but ECPs also need support with tools and content to make their practice stronger and build referrals, build growth, and build patient base.

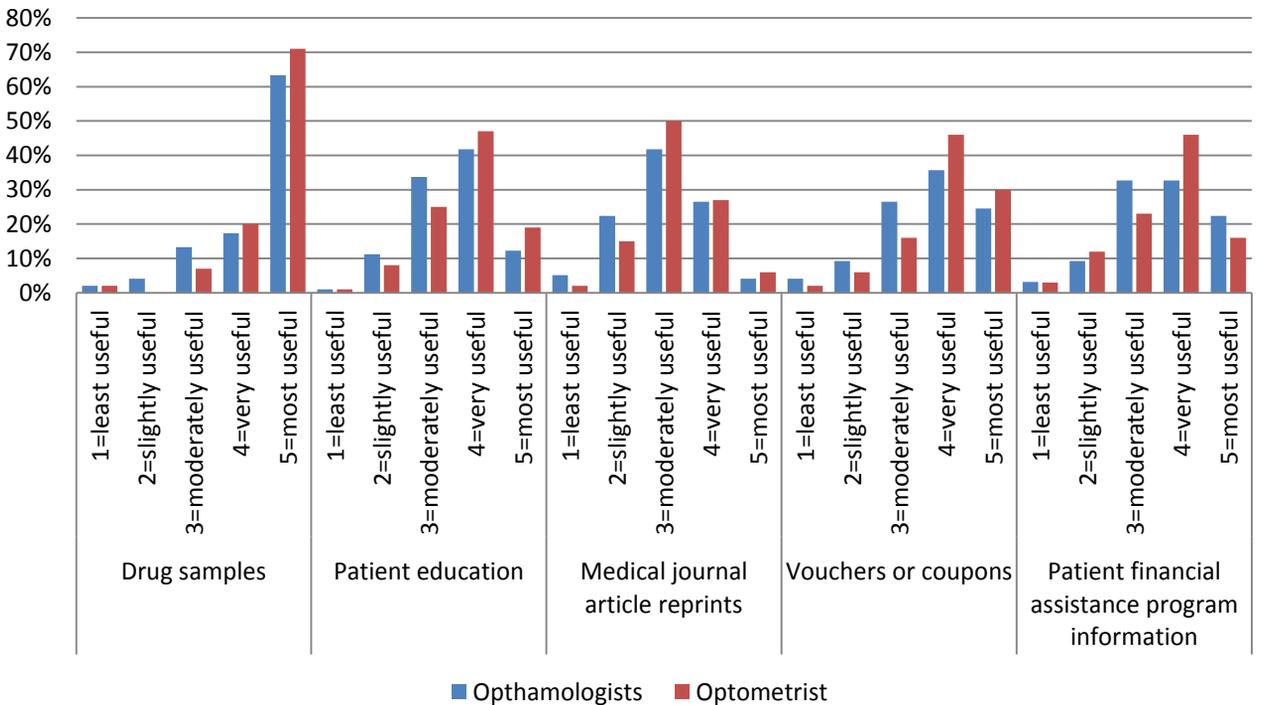
How important are the following in helping you keep abreast of medical developments and treatment options?



When are you likely to use the following sources?



Please rate the following items in terms of their usefulness to you to receive from pharmaceutical companies.



Analysts:

Elizabeth Barron
 Media Director
 Communications Media, Inc.

Lisa Costa
 Buying Services Account Manager
 Compas Inc.