

How to Get NPs & PAs to Prescribe Your Product



PHARMACEUTICAL / MEDICAL DEVICE MARKETERS' GUIDE

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Why Should I Read This?

A THIRD OF PRESCRIBERS ARE BEING IGNORED

Over 460,000 Nurse Practitioners (NPs) and Physician Assistants (PAs) make up a third of all U.S. providers and yet many feel ignored by pharma and device marketers who don't have a deep enough understanding of these prescribers:

NPs/PAs
write more than
1 billion
prescriptions
each year.

“The advertising... it's still, 'Talk to your doctor or pharmacist.' Well, there are **400,000** people... who can write a prescription, and **you just dissed them.**”

- Dave Mittman, past president of AAPA

NPs/PAs don't fit under the physician or nurse umbrella, so marketers should recognize them as a separate and critical target. Are you doing enough to **turn NPs/PAs into loyalists and advocates** for your brand?

NPs/PAs
are members of
purchasing
& **formulary**
boards.

9 in 10 NPs/PAs make autonomous treatment decisions, and these providers are prevalent in both primary care and nearly every specialty field.

CHAPTER 01

What are the Latest NP/PA Prescriber Trends?

A quick overview of the roles and growth of NPs/PAs.



High-Level Prescribers

WHAT ARE NURSE PRACTITIONERS AND PHYSICIAN ASSISTANTS?

An NP or PA is a healthcare provider who is not a physician but who performs the same medical activities as a physician:

Diagnose

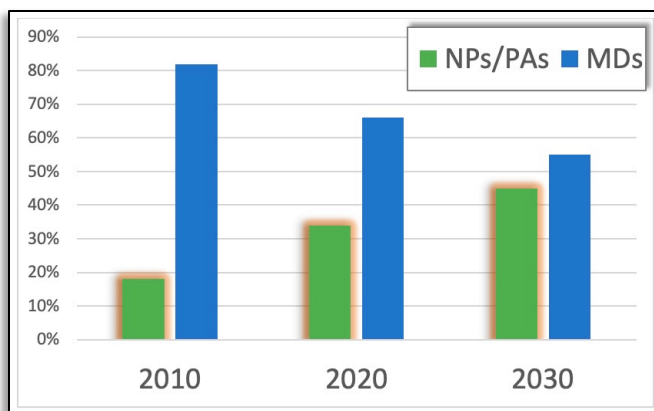
Treat
Acute and
Chronic
Illness

Prescribe
Meds

Perform
Procedures

Counsel &
Educate
Patients

EXPLOSIVE GROWTH



NPs/PAs are expected to make up 45% of providers by 2030 as the Bureau of Labor Statistics estimates the professions will grow four times as fast as physicians.

“We’re looking at **comparable prescribing patterns**, comparable patient outcomes, and... **opportunity** within an audience that’s **exponentially growing.**”

- Charles Hecht, VP of Media at Solve(d)/FCB Health NY

CHAPTER 02

Compare / Contrast of MDs and NPs/PAs

Roles are similar but patient-centricity is the difference.



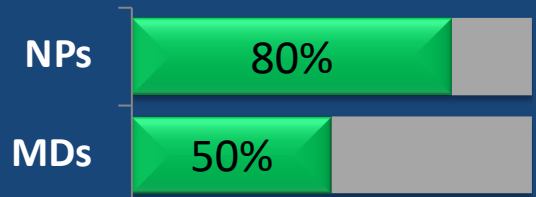
Patient-Centric Approach

NPs/PAs PROVIDE A DIFFERENT APPROACH TO PATIENT CARE

While MDs are disease-oriented, NPs/PAs are patient-oriented. In a national survey, patients reported NP listening skills are superior to MDs.

Patients who prefer NPs/PAs over MDs often cite bedside manner (20%) or interpersonal skills as a reason.

“Always Listens Carefully”



Studies have found NPs/PAs also do a better job in spending the time to provide more thorough patient education and counseling.

Establish
patient-provider
Relationships
with trust



Focus on
Communication
and involve the
Family

ROLES SIMILAR TO PHYSICIANS

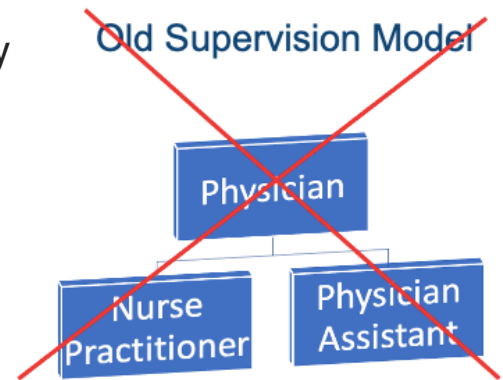
Prescribing rates and patient outcomes of NPs/PAs are similar to MDs.

NPs/PAs treat medically complex patients - one study found NPs/PAs are almost twice as likely to be involved in specialist care when the patient has four or more chronic conditions.

Autonomy & Team Care

PEER RELATIONSHIPS WITH PHYSICIANS

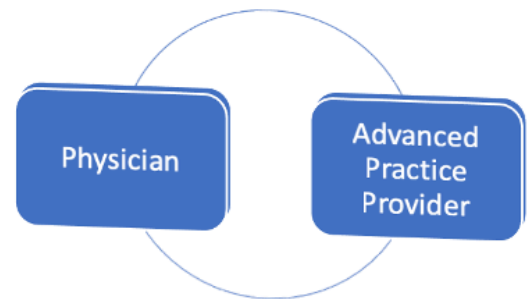
Similar to MDs, NPs/PAs play a central role in developing treatment plans both independently and in collaboration with other providers. NPs/PAs work autonomously or as partners with physicians in peer relationships.



Experienced NPs/PAs train and influence new doctors.

In one study, 76% of surgical residents felt NPs/PAs contribute to resident education. In another, 60% of residents said NPs/PAs taught them protocols and guidelines.

New Team-Care Model



The team collaboration model has replaced the old hierarchy to provide the best patient care. Today, most NPs/PAs see their own patient panel or rotate visits with MDs.

“Don’t call us physician extenders... anyone who wants to get bounced out of my clinic is going to when you call me that. **I am mid-level to no one...** I think that messaging is not out there, and it needs to be within the pharmaceutical industry. ”

- Wendy Wright, NP

CHAPTER 03

How to Create a Profitable NP/PA Marketing Strategy

Recommendations for success in the NP/PA market.



A Separate Strategy

USE MESSAGING SPECIFICALLY FOR NPs/PAs

Because NPs/PAs are a distinct patient-centric group with their own conferences, social media groups and websites, you should create a separate NP/PA strategy and allocate appropriate marketing budgets to this segment.

Because studies show NPs/PAs focus more on patient education compared to MDs, marketers need to provide material that supports this need. A deeper understanding of NPs/PAs helps marketers tailor messaging for this audience.

RESPECT IS IMPORTANT

“Respect NP/PA roles by specifically mentioning their titles and avoid making these prescribers feel overlooked, slighted, or misunderstood by lumping them in with physicians or nurses.”



To have both an immediate impact and to build long-lasting relationships, develop messaging and resources created specifically for NPs/PAs. For example, with virtual roundtable discussions marketers can use NP/PA KOL speakers for deep peer-to-peer engagement.



Wendy Wright, NP



Scott Urquhart, PA

- PM360 Magazine
(May 2020 Issue)

Recommendations

1 AVOID TERMS NPs/PAs DISLIKE

Never use “mid-level”, “physician’s assistant”, “APP” “extender” or other offensive terms. NPs/PAs are **proud of providing the same high level of care** that physicians do. They prescribe, have advanced degrees, often specialize, spend years gaining extensive clinical practice hours, pass certification exams, and have similar or better patient satisfaction rates. Using terms that lack the respect they have earned is surprisingly common but insulting.



2 TEAM UP WITH NPs/PAs IN THE NONADHERENCE BATTLE

In addition to prescribing, NPs/PAs can improve patients’ adherence to medications and treatment plans. Some reports estimate the pharmaceutical industry loses \$250 billion each year in the U.S. to non-adherence.

NPs/PAs involve the family, approach care more holistically, and establish patient-provider relationships with good communication.

Numerous studies show **NPs/PAs often provide more patient education and counseling** than MDs.

This makes them ideal candidates to work closely with patients using tools and strategies known to improve adherence.



NPs/PAs provide more **patient education** than MDs.

Research and Partner

3

PARTNER WITH A NP/PA AGENCY

Identify brand perceptions and knowledge gaps specific to NPs/PAs. Their needs differ from physician groups due to differences in training and communication styles.

For the best result, partner with an NP/PA agency that specializes in NPs/PAs and has the needed expertise to help you with NP/PA strategy, messaging and tactics.



NP/PA experts such as **NP/PA Engage** can also help you identify and work with NP/PA KOLs. NPs/PAs are a tight knit group who want to hear from each other and respect peer opinions. Like physicians, even busy NPs/PAs welcome and value peer recommendations and relevant information passed through trusted sources.

KOLs help cut through the clutter and encourage NPs/PAs to view materials delivered from a respected expert within their NP/PA community.

“ Your marketing has got to be driven towards PAs and NPs because they will be taking on the majority of that patient load. ”
- Scott Urquhart, PA

Open to Industry Efforts

AN OPPORTUNITY WITH A RECEPTIVE HCP AUDIENCE

Over **60%** of pharma brand managers **plan to include NPs/PAs** in their 2022 marketing plans.

Studies found that NPs have a positive attitude toward pharmaceutical marketing efforts. According to the American Journal of Managed Care, 90% of NPs believe it is acceptable to attend lunch and dinner events sponsored by the pharmaceutical industry. Almost half (48%) stated they were more likely to prescribe a drug that was highlighted there.

Almost half of NPs play a role in the purchase of medical supplies, 36% devices and 29% technology for their practice, as NPs and PAs sit on purchasing and formulary boards.

66 Know who your audience is... it's about education and forming meaningful relationships. **99**

- Scott Urquhart, PA



CHAPTER 04

Execute the Tactics to Make Underserved NPs/PAs Brand Loyalists

Secrets to achieve your NP/PA marketing goals.



Tactics and Targeting

TARGET BY SPECIALTY, LIST MATCH AND BILLING CODES

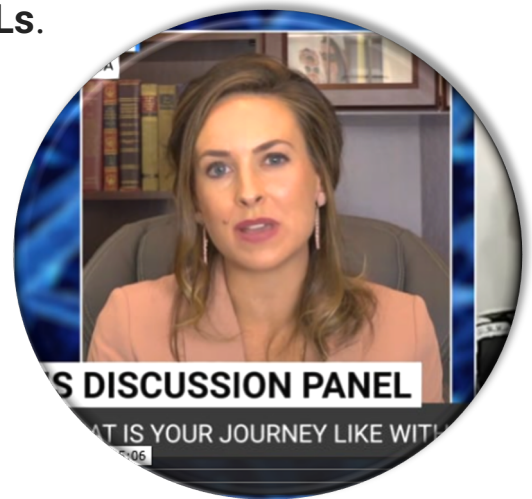
Pharma and device companies can target NPs/PAs by specialty, list match, ICD-10 and CPT billing codes, and other criteria to ensure marketing dollars are directed specifically to those NPs/PAs who influence the success of their brand. Work with a company like NP/PA Engage who can provide the level of targeting you need.



DIGITAL TACTICS

Consider videos / webinars led by NP/PA KOLs.

KOL webinars were identified as the best ROI generator by more than 100 global pharma and life sciences companies, according to an Indegene report. Content personalization has also generated maximum returns. This means sending NPs/PAs the same video you use for MDs will not be as effective as content created specifically for NPs/PAs.



“ I would strongly advise against taking a message intended for an MD and repurposing that for a NP/PA. ”

- Charles Hecht, VP of Media at Solve(d)/FCB Health NY

Tailor email communication. NPs/PAs report that email is a preferred channel to receive pharma information, but again they are more receptive when the emails focus on NPs/PAs.

Quick Review Tips



Caution

- Referring to NPs/PAs with Offensive Terms
- Assuming You Understand NPs/PAs
- Using Messaging that Does Not Align with NP/PA Concerns
- Not Adjusting Strategy and Budget for Growth in the NP/PA Market
- Ignoring Digital Trends
- Resisting Change



Consider

- Partnering with NP/PA Experts
- Increasing Digital Mix
- Focusing on NPs/PAs with Plans to Build Lasting Relationships
- Messaging that Shows Support and Respect to NPs/PAs
- Adapting Quickly to the Changing Market



How Do NPs/PAs Perceive *Your Brand*?

BOOK A TIME TO DISCUSS NPs/PAs FOR YOUR BRAND

NP/PA Engage has the deep insights you need into NPs/PAs/RNs, and we use this understanding to develop programs that cause behavior change and brand loyalty.



www.NPPAEngage.com