

MedData Point

Shares Primary Care's Role in Patient Education

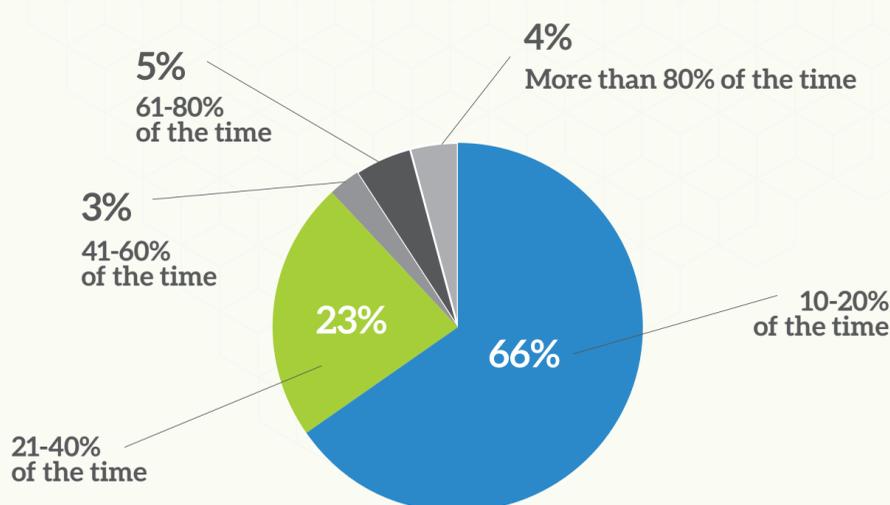
MedData Point is a market research program powered by MedData Group that collects and analyzes data to provide healthcare marketers with insights into the latest trends, technologies and perceptions in healthcare among physicians and other healthcare professionals and across a variety of specialties and practice sizes. The following survey data is reflective of 120 U.S. physicians.

PRIMARY CARE'S INFLUENCE ON PATIENT TREATMENTS AND THERAPIES

As an HCP marketer, it's incredibly important to target the right physicians for your campaigns. Whether it's drug information, a CME event, thought leadership, or something else, many marketers make the assumption that their content should target specialists especially based on script writing behavior. However, primary care physicians play an integral and influential role in educating patients on therapies and treatment options outside their direct scope of practice. With this knowledge in mind, it's more important than ever to consider targeting both specialists and PCPs in your next campaigns.

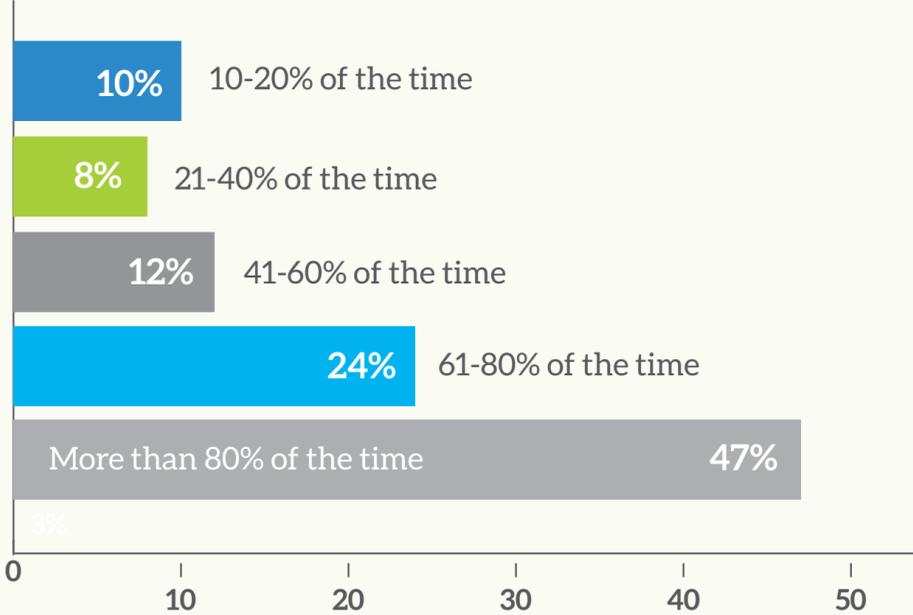
We asked physicians: **"On average, what percentage of the time do you refer your patients to a specialist because the treatment of their diagnosis is outside your scope of practice?"**

Responses were as follows:



We asked: **"On average, how often do you discuss therapies or treatment options with patients before you refer them to see a specialist?"**

Responses were as follows:



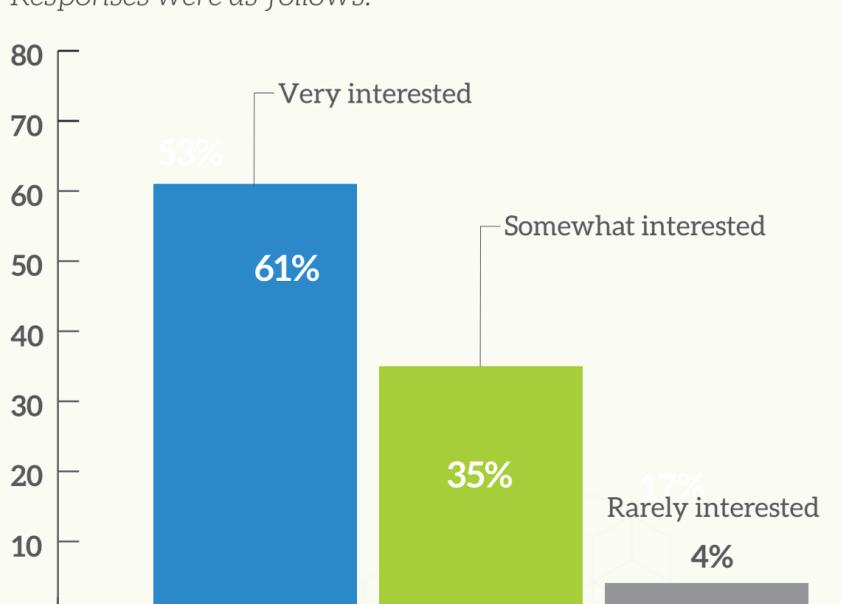
83% of primary care physicians stated that they discuss therapies and treatment options with their patients the majority of the time before referring them to see a specialist.



Family medicine doctors were identified as the **top primary care physicians** most likely to discuss therapies and treatment options with patients before referring them to see a specialist.

We asked physicians: **"How open are you to learning about new drugs on the market for conditions that you wouldn't be directly treating/managing yourself?"**

Responses were as follows:



96% of primary care physicians stated that they are interested in learning about new drugs on the market for conditions that they wouldn't be directly treating or managing.

In conclusion, if you're only marketing to the treating/prescribing physicians, you're missing out on a sizable and influential universe of other physicians who are actively discussing and educating patients on the treatments and therapies that matter to you most.

MedData Group can help you access, segment, and analyze data for your audience(s) by diagnosis and procedure codes. [Learn more](#) about clinical indicator or sign up for a demo to see for yourself!

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