



Tailoring Your Marketing Approach for Millennial Physicians

HAVE YOU STARTED TAILORING YOUR MARKETING APPROACH FOR MILLENNIAL PHYSICIANS?

// Millennials are quickly becoming the largest generation of physicians. In fact, did you know 40% of all pediatricians today are millennials? This shift toward increasing numbers of millennial

Our brands need to live organically across the digital channels and social networks they engage with. And our brand messages need to be succinct, to the point, and developed with a digital-first mindset.

physicians has significant implications for how we market our brands. Millennial

physicians require a different marketing approach to ensure we build a deep connection with our brands. Have you begun to look at how many of your target physicians are millennials and tailor your approach for how you will market to them? If not, to help you start this process, here are 6 important considerations when marketing to millennial physicians.

Discover ways your brand can more effectively engage with millennial physicians. Contact David Zaritsky at dzaritsky@PulseCX.com to talk and review relevant case studies.

1

MILLENNIALS HAVE A STRONG MOTIVATION TO POSITIVELY CHANGE THE WORLD //

Millennials have a strong motivation to positively change the world. We need to demonstrate how our brands share their aspiration and can be a valuable partner in helping them make a positive impact on patients and those who care for them across the community.

2

TEAMWORK AND COLLABORATION WITH PEERS AND PATIENTS IS AT THEIR CORE //

Millennial physicians have different relationships with their patients and will make important healthcare decisions in partnership with them and their loved ones. It's important for us to provide information and tools to help them facilitate these conversations with their patients for our brands.

3

A BALANCED LIFE IS ESSENTIAL TO ACHIEVING TRUE HAPPINESS //

Millennial physicians value work-life balance for themselves and those within their environment. This has implications for how we will educate them on our brands. Creating virtual and interactive experiences that both educate and entertain will be well received by millennial HCPs.

4

DIGITAL AND SOCIAL MEDIA IS WIRED INTO THEIR DNA //

They are the first generation that grew up with smartphones and social networks integrated into their daily lives. Our brands need to live organically across the digital channels and social networks they engage with. And our brand messages need to be succinct, to the point, and developed with a digital-first mindset.

5

ON-DEMAND ACCESS TO INFORMATION AND SUPPORT IS ESSENTIAL //

Have a question? Need support? Millennial physicians expect to be able to get what they need instantly. These are the types of experiences they have become accustomed to when engaging with many of the popular non-healthcare brands like Amazon and Apple. Our brands must invest in delivering modernized, on-demand, smart experiences that make physicians feel like we are always there for them when needed.

6

DRIVING THE HEALTHCARE IT REVOLUTION WILL BE THEIR LEGACY //

If you think we've already seen significant integration of technology with how care is delivered, you haven't seen anything yet. Twenty years from now, healthcare will be unrecognizable. And millennial physicians will be the key drivers in the use of AI, voice, connected devices, and other evidence-based digital health solutions that will represent the new standard of care. Now is the time to highlight your brand's connection to this evolving ecosystem.



Millennial physicians have arrived, and they're going to be a force in healthcare for some time. **They offer Pharma companies a tremendous opportunity to develop more meaningful connections with their brands.** To achieve this goal, our brand content, promotional channels, and services must all evolve to exceed their expectations. Now is the time to identify how many millennial physician targets you have for your brand, and start tailoring your approach to this growing segment.

After you've considered this approach and shared it with your team, connect with an outside partner who specializes in customer experience (CX) creation and marketing to millennial physicians. If you'd like to see some CX case studies that are relevant to you and your team, and provide an interesting perspective on what other companies are doing in CX marketing, contact David Zaritsky at dzaritsky@PulseCX.com.