

Oncologist Segmentation:

How Virtual Engagement Can be Tailored
Based on Attitudes and Preferences





The COVID-19 pandemic has made evident the need to conduct research with the oncologist treater community to better understand their attitudes and outlook toward virtual versus in-person industry engagement. Through our research we have uncovered three key segments that explain how pharmaceutical companies can engage with oncologists throughout the pandemic and in growing opportunities for virtual interactions. Below is an overview of the research methodology and results for this study.

For access to the full report, please click the link below, complete a brief form, and a member of our team will contact you shortly.

Segmentation Study Outline

- I. Background and Objective
 - *What Are We Trying to Solve*
 - *How We Did It*
 - *Some Things to Keep in Mind as You Read the Report*
- II. Executive Summary of Results
 - *What Did We Learn*
 - *Why Is This Important*
 - *What Can You Do/What Should You Do with These Insights*
- III. Detailed Summary of Results
 - *Universal Truths*
 - *Key Dimensions That Differentiate Segments & Segment Personas*
 - *Segment Breakdown of Virtual Engagement*
 - *Summary of Core Segment Dimensions*
 - *Potential Marketing Activities per Segment*
- IV. Appendix
 - *Segments and Relative Segment Size*
 - *Detailed Description of Survey Takers and Segment Demographics*
 - *Each Segment's Key Characteristics*
 - *Research and Segmentation Process*



Considering the market disruptions stemming from the COVID-19 pandemic, pharmaceutical companies are looking to understand how best to engage oncologists in the real world vs. the virtual world. With this research, the Magnolia Innovation team has sought to uncover answers to the questions we believe are most critical to manufacturers.

- How do oncologists vary in their willingness to engage virtually?
- What drives these differences in attitudes and subsequent behaviors?
- Will oncology field-based salesforces be as relevant moving forward?
- How should manufacturers allocate personal vs. non-personal promotional spend?

In short, ***are there different segments of oncologists that manufacturers can identify and engage with differentially in order to maximize the effect of personal and non-personal promotion?***

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How We Did It

The process was informed by real-life oncologists and experts:



KOL interviews at the onset to ensure the relevance of the research tools



A 15-minute online survey with practicing oncologists from a representative sample across geographies, sub-specialties, and practice types/sizes



Multi-stakeholder review of results, which include pressure testing it with other agencies, industry executives, as well as HCPs, in order to ensure real-world relevance and actionability

A five-step approach was used to conduct this project, which included:

- 1 KOL Interviews**
 - 5 Oncologists
 - 3 Pharma Sales Reps
- 2 Online Survey (15 min)**
 - 100 Medical Oncologists
 - 100 Hematology Oncologists
- 3 Analysis**
 - Uncovering of key attitudinal dimensions driving differences in perception of engagement w/ Pharma & Telemedicine
- 4 Uncovering Segments**
 - Two-step & k-means clustering process, utilizing a champion/challenger process to arrive at best segmentation structure
- 5 Real-World Alignment**
 - Aligned solution and recommendations to experts in industry, and consulting for real-world pressure testing

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Four Methodological Points to Keep in Mind as You Read the Report



This study focused on oncology customers who allow in-person access to Sales Representatives



This research and analysis is product agnostic, and is concentrated on the exploration of attitudes and beliefs about industry engagement by varied oncologist treater types



The population for this study was a random sample of practicing oncologists who met minimum screening criteria and is representative of the broader oncology treater universe; however, the sample size of 200 should be kept in mind when considering taking action based on this report



This research was conducted in July 2020 when the pandemic was shifting from the Northeast United States to other parts of the country including California, Florida, and Texas

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What Did We Learn



Three Segments: We found three prominent and differentiated oncologist attitudinal segments which can be typed for enhanced engagement opportunities



Each Segment Has Actionable Provider Characteristics: Each segment has clear and actionable provider characteristics that showcase needs & wants from industry representatives

	Virtual Champion	F2F Purists	Adaptable Partner
	 ~1/3 of Market	 ~1/3 of Market	 ~1/3 of Market
Who They Are	<ul style="list-style-type: none"> Most open to trialing new treatments and new approaches, as evidenced by vanguard engagements with industry 	<ul style="list-style-type: none"> While open to value-exchange with Pharma, this group has entrenched skepticism towards industry, but still sees Sales Reps for specific information 	<ul style="list-style-type: none"> Slow to trialing new treatments, often adopt a “wait and see” posture until new treatments are tried and proven
Practice Dynamics	<ul style="list-style-type: none"> Often feels rushed to see Reps in person during clinic days 	<ul style="list-style-type: none"> Unlikely to have scientific resources available for internal queries; least likely to delegate sales calls 	<ul style="list-style-type: none"> Likely in an academic or large group practice with substantial barriers to virtual engagement
Telemedicine	<ul style="list-style-type: none"> Likely to have already overcome firewall issues and institutional barriers to virtual engagement Believes that telemedicine allows practice to be more efficient and daily provider caseload to be reduced 	<ul style="list-style-type: none"> Does not feel that telemedicine is appropriate in cancer care, even for some OP appointments Practice is least likely for telemedicine to have been successfully adopted 	<ul style="list-style-type: none"> Willingness to delegate sales calls to support staff Prefers F2F engagement with patients, but willing to adopt telemedicine for the benefit of patient care
Attitudes About Reps & Virtual Engagement	<ul style="list-style-type: none"> Most likely to offer <u>more time</u> if Sales Reps engage virtually Most likely to offer <u>more time</u> for virtual speaker programs or advisory boards 	<ul style="list-style-type: none"> Even during the pandemic, wants to meet with Reps face-to-face in clinic <u>Most likely</u> to see Reps who will wait in the office 	<ul style="list-style-type: none"> Most likely to offer <u>more time</u> with Reps if provided flexible engagement options and valued information <u>Most likely</u> to want a 50%/50% balance of face-to-face vs. virtual

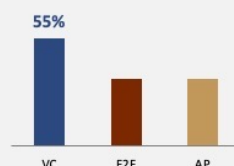
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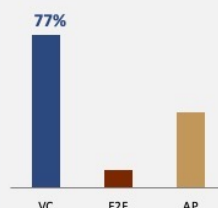
Segment: Virtual Champion

“The pandemic has been difficult for everyone, but on a positive note our practice and our patients have really embraced telemedicine for appropriate outpatient cancer care visits. And while we’ve closed our on-site office doors to Sales Reps temporarily, the virtual engagements I’ve been having with industry are far more engaging and enjoyable than I anticipated. Virtual just might be more efficient for everyone, and I find myself having more focused and valuable eDetails with Reps if scheduled for virtual vs. trying to wedge them in during my busy days with patients.”

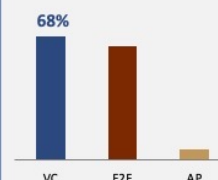
% Transitioned to Telemedicine



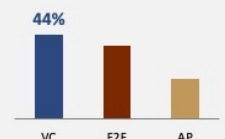
% Believing Virtual Increases Efficiency



% With Lowest Barriers to Virtual Engagement



% ≥6 Speaker Programs Annually



*Extrapolated response, not actual quote.

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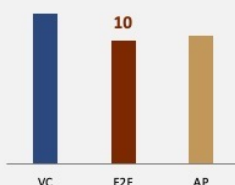


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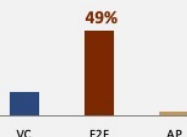
Segment: F2F Purist

*"I've spent my 20+ years in practice seeing sales reps, and we have an understanding about how we approach one another. I'll provide the time and attention, but only when they deliver the evidence-based information and PSP materials I need to appropriately treat my patients. And let's not forget, cancer doesn't stop just because of the pandemic so neither will we as the oncology community. If a Sales Rep wants to see me, they can still find me at my office seeing my patients in-person. **"*

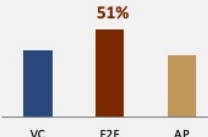
of Days per Month
Seeing Sales Reps
(F2F Is Lowest)



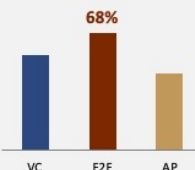
% Disagree With
Virtual vs. In-Person
Rep Engagement



% Who Make Time
for In-Person Rep
Visits



% Activities Didn't
Change During
Pandemic



*Extrapolated response, not actual quote.

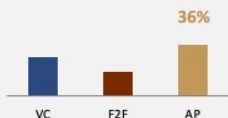
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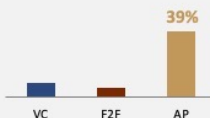
Segment: Adaptable Partner

*"I still remember why I became a Hematologist-Oncologist...treating patients and working with colleagues to overcome devastating oncologic diseases. But now that I've been practicing for several years, I miss the intellectual stimulation of learning and feeling a sense of partnership in taking care of my patients. And some days, the bureaucratic hurdles of focusing on patient care can be deflating. I know that the pharma industry helps to drive innovation in cancer care, and I'm open to additional engagement opportunities to keep myself invigorated about my role in patient care. **"*

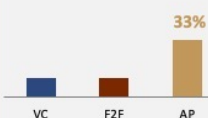
% Who Will Increase
Rep Time
With Flexible
Engagement Options



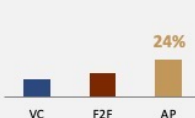
% With Highest
Barriers to Virtual
Engagement



% Waiting for KOL
Opinions Before
Using New Products



% Who Delegate
Sales Calls to
Support Staff



*Extrapolated response, not actual quote.

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Why is this important?

- Commercial leaders are increasingly asked to reprioritize their marketing dollars and targeting priorities in real time; understanding how physicians are looking to engage with pharma is more critical now than ever in making decisions
- **There is a belief that the entire medical provider world is going virtual right now; this research shows that this is not the case.** Addressing the right segment with the right tool, in the right channel, and with the right message will lead to increased engagements and better results for pharmaceutical brands

What Can You Do/Should Do With These Insights

1. Consider incorporating 'engagement attitudes' into your segmentation and/or prioritization scheme
2. Reevaluate what is known and what is not known about customer preferences re: sales rep engagements
3. Overlay this segmentation into all future relevant market research in order to power up the insights obtained
4. Refine/optimize current tactics to resonate more profoundly by leveraging these segment-specific attitudinal insights

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