

Unify Your Brand Messaging

Before physicians feel comfortable prescribing a new therapy, they need education on its efficacy and safety, dosing and administration, and the clinical criteria that define eligibility. They also must know if the drug is accessible for their patients.

As physicians are increasingly selective about face-to-face meetings, pharma companies are complementing in-person promotion with digital, non-personal promotion. In omni-channel brand marketing, each element amplifies previous messages and supports the next outreach opportunity.

MMIT's promotional solutions help you identify and engage key physicians with relevant, consistent cross-channel messaging on your brand's efficacy, differentiators and accessibility.

Personal Promotion



FormTrak

Support face-to-face HCP conversations with the only promotional solution natively integrated with Veeva CRM. Deliver relevant patient access messaging and use real-time lab alerts, coverage updates and rep-triggered messaging to target physicians at the right time.



Coverage Search

Answer HCP access questions on the spot with current, local coverage information. Coverage Search gives reps immediate access to plan-specific policies and restriction criteria, helping them satisfy physician concerns about access for their patients.

Non-Personal Promotion



Skipta

Target key prescribers on Skipta, the professional social network for verified HCPs. Deliver customized content and use next-best-step engagement methods to personalize your brand messaging and disease state education for specialized medical communities.



CoverageFinder

Provide updated local coverage information to HCPs via this selfservice, customizable lookup tool on your brand's website. Give physicians the information they need to prescribe with plan-specific policies, restrictions and prescriber notes, refreshed daily.

Target Your **Key HCPs** at Scale

MMIT's promotional solutions support a holistic engagement strategy to help you educate physicians, improve brand awareness, and increase uptake—so more patients can be identified and treated.

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