

Insights from the Frontlines

Enhanced Pharma &
Physician Collaboration



Introduction

Today's healthcare environment is characterized by rapid drug advancements, evolving patient expectations, and increasing pressures on healthcare professionals (HCPs) to deliver high-quality care. Amidst overwhelming advertising, finding meaningful resources can be daunting for HCPs. Therefore, it is more crucial than ever for pharma and life sciences organizations to deeply understand and address the current needs and challenges faced by HCPs.

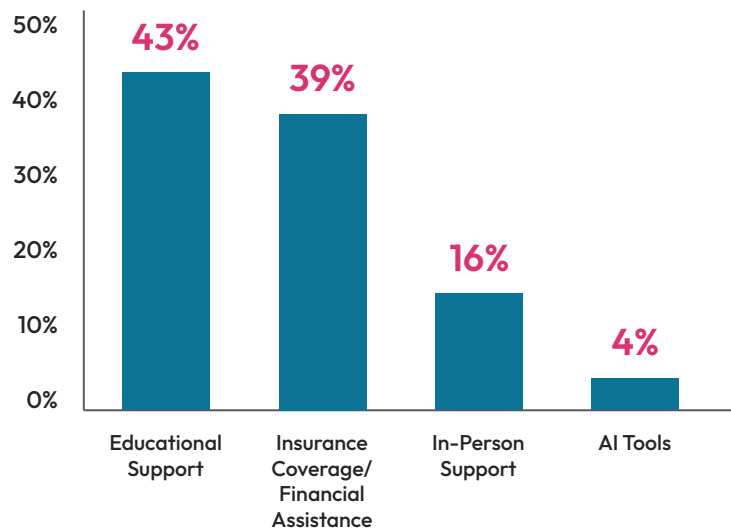


Impiricus and CMI Media Group have collaborated to provide valuable insights from a recent 2025 survey deployed via SMS to Impiricus' proprietary opted-in HCP network. This report uncovers insights from HCPs across the United States on how pharmaceutical companies, brands, and manufacturers can better support them in their day-to-day patient care delivery.

The survey was conducted among HCPs, including physicians, nurse practitioners (NPs), physician assistants (PAs), registered nurses (RNs), clinical nurse specialists (CNS), across various specialties: Oncology, Dermatology, Gastroenterology, and Primary Care.

Enhanced HCP Support from Pharma

QUESTION — How can pharmaceutical companies better support you in making the best treatment decisions to improve patient outcomes, and what type of assistance would be most helpful?



“By providing clear, evidence-based clinical data, real-world patient outcomes, and easy access to updated guidelines. Offering AI-driven decision support tools, personalized treatment recommendations, and streamlined access to drug information would be highly beneficial. Additionally, enhanced collaboration through digital platforms and expert consultations could further improve patient outcomes.”

— **Dermatologist, California**

Voices from the Frontlines

“Unbiased, evidence-based data on drug efficacy, safety, and comparative effectiveness. Access to well-structured clinical trial summaries, real-world data, and post-marketing safety updates would be particularly helpful.”

— **Primary Care Physician, Minnesota**

“Pharmaceutical companies, especially those with biologics, can create algorithms that are practical and geared towards addressing patient care, adverse effects, complications, medication holds. Their algorithms can be made available to developers to incorporate into AI applications.”

— **Gastroenterologist, Pennsylvania**

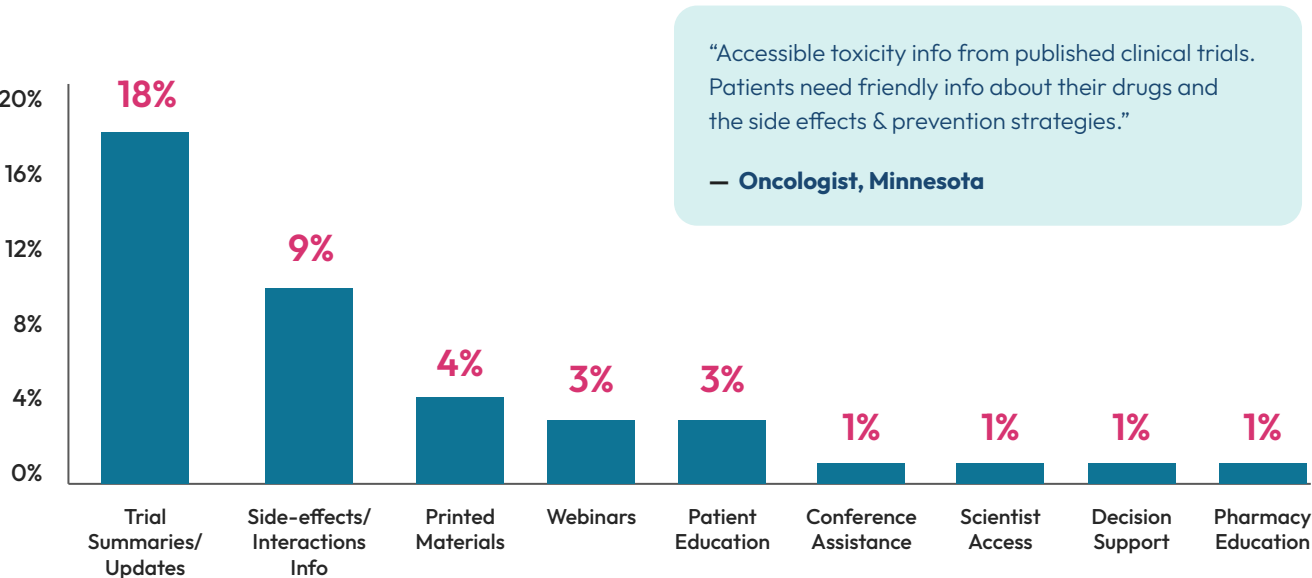
“Making information into small digestible nuggets makes it the most high yield and easy to access.

- Access: field access managers to help with insurance coverage issues and troubleshoot issues.
- Medical: Maximize data cuts that make it helpful to know what patient type a given treatment might work best for. “

— **Dermatologist, New York**

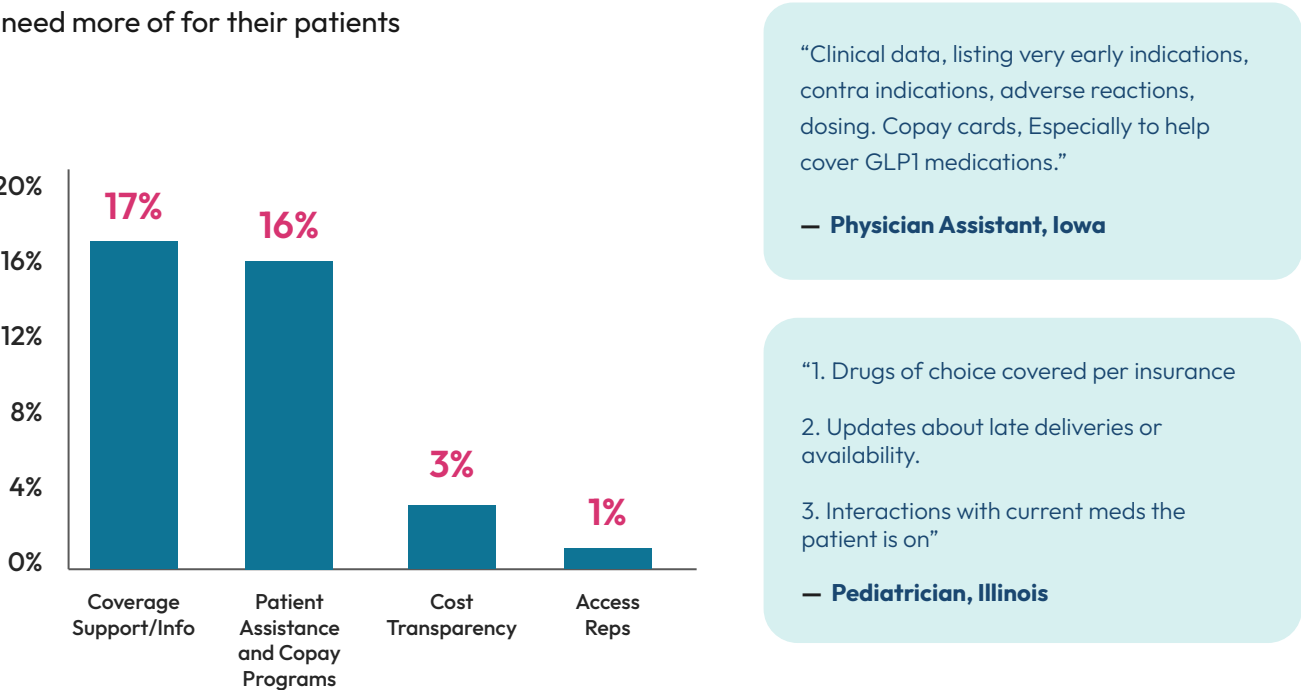
Educational Support Needed by HCPs

Breakdown of educational resources that HCPs need more of from pharma brands



Financial Support Needed by HCPs

Breakdown of financial resources HCPs need more of for their patients



ANALYSIS

Physicians



**Dr. Abrar
Qureshi**

President, Brown
Dermatology Inc.,
and Chair,
Department of
Dermatology

Physicians and advanced practitioners are asking for help! They're over-burdened with ever increasing demands of patient care, electronic medical records and checklists, and communicating test results - they simply cannot add more to their plates.

Compounding the problem is need to keep up with new information and advances. FDA-approved medicines are coming to market almost daily, and prescribers are struggling to stay current. Even more complex, access to these new medications requires specialized understanding of prior authorization processes, tailored to each drug.

Collectively we need to find novel ways of supporting physicians and advanced practitioners to enable better patient care, at the cutting edge of discovery and new drug approval!



**Dr. Osama
Hashmi**

Dermatologist and
Co-Founder of
Impiricus

Pharma and physicians have a central point of alignment - creating amazing clinical outcomes for patient care. The results of this survey emphasize this, when doctors can understand more about treatment options as well as when they can get help for financial assistance for those options, the relationship can be collaborative.

There is a fundamental frame-shift in Pharma-physician interaction happening today. It's not longer about the free lunch. It's about the patient in my room who can live a better life because of a resource or opportunity pharma can provide.

ANALYSIS

Pharma



**Darrell
Wakefield**

VP, Precision
Oncology Marketing
Exact Sciences

From these results, it's clear that HCPs have evolving needs that pharma must address, specifically in three key areas:

Educational assistance: HCPs need clear, evidence-based clinical data, real-world patient outcomes, and updated guidelines. Providing practical and digestible information is crucial for informed treatment decisions.

Financial support: HCPs have repeatedly emphasized the need for insurance coverage and financial assistance information in order to provide the best care and make treatment decisions. This means brands must put a stronger focus on providing PAP and co-pay resources in their HCP communications in order to ensure treatments are accessible for their patients.

In-person and AI tools: HCPs have requested more personalized treatment recommendations and streamlined access to drug information. Combining in-person rep interactions with AI-driven solutions built for your brand can help deliver on these requests at scale.

By shifting our focus to these areas, we can improve patient access to the right treatments and strengthen our collaboration with HCPs.



**Nicole
Benedetto**

Women's Health
Marketing
Organon

These results clearly demonstrate an ongoing HCP need for digestible educational content and support in getting access to medication for their patients. We know that now, more than ever, providers are experiencing administrative burdens within their practice. It's imperative that pharma can partner to meet HCP needs within their existing workflows.

Specifically, manufacturers can provide succinct clinical trial summaries within educational platforms that providers are already using. Additionally, we can provide support to alleviate drug coverage processing burdens on the physician office. Marketers should be consistently challenged to understand the customer's end to end experience with our products and leverage technology advancements, like AI, to alleviate barriers to prescribing.

ANALYSIS

CMI Media Group



Tara Karam

SVP, Engagement
Strategy
CMI Media Group

As marketers look to enhance collaboration with HCPs, there must be a focus on bringing value to HCPs in decision-making moments. Research shows that HCPs are seeking data accessibility, educational information, and coverage/financial assistance information. It is imperative that pharma marketers provide accessible, up-to-date content at speed, in a well-organized, clear, succinct, and digestible manner to help facilitate informed decisions. HCPs are turning to digital channels as their main source for information – making it vital for marketers to utilize digital platforms and dashboards to deliver clinical data, treatment guidelines, efficacy data, safety, and financial resources to HCPs. Platforms must be updated and evolve continually to highlight valuable insights and solutions to specific challenges (for example, HCPs want to ensure that their patient has access to treatment, so it is critical to provide clear & accessible information regarding pricing and patient assistance knowing that cost/insurance are a potential barrier). It is crucial that marketers think beyond the short term and work towards providing ongoing support during key decision-making moments to build relationships and trust among HCPs.



Jason Sibley

SVP, Engagement
Strategy
CMI Media Group

Pharma marketers consistently face the challenge of strategically reaching healthcare professionals at the right moments when they need information and resources, while also providing a seamless customer experience. As noted in the report and testimonies, clinical data, cost/coverage information, and other resources are crucial for making treatment decisions. However, not all of this information is relevant at each and every key “moment” of the decision journey. It is critical for pharma marketers to understand the day-to-day of their target HCPs so they are equipped to provide that customer experience. This is exactly why we see so much innovation in the industry around AI and personalized, trigger-based tools and media solutions, to best serve HCPs as they navigate the treatment process with their patients. Infusing personalization into HCP outreach will enhance their experience and their ability to make informed decisions for their patients.

ANALYSIS

CMI Media Group



Ryan Burchinow

SVP, Engagement
Strategy
CMI Media Group

This insightful report from Impiricus highlights evolving and static HCP needs. HCPs consistently emphasize the importance for pharma companies to continually educating them on product efficacy through data releases and trials. They are seeking guidance on specific usage, patient benefits, quality of life outcomes, and affordability. This comprehensive funnel illustrates the HCP journey in achieving optimal patient outcomes from start to finish when considering ideal treatment solutions. While these findings are not surprising, they underscore the necessity of an omnidynamic paid marketing plan to support HCPs through each step of their journey, providing timely information as they progress. A well-crafted media plan can track HCP engagement with various aspects of this journey and deliver the next best data to inform their decisions for improved patient outcomes. The verbatim feedback provided by HCPs in this report also reflects a broader trend of evolving and increasing HCP reliance on AI to summarize large data sets, expedite delivery, and enhance decision-making (HCPs are people too!). As these services become more available and ad inventory on new platforms like Open Evidence leverages data from traditional medical publications, it is crucial for pharma to develop their own AI tools to help doctors navigate their specific products and access tailored information.



Natalia Dapia

VP, Engagement
Strategy
CMI Media Group

Physicians have shared how they envision an enhanced relationship with Pharma. As Marketers, we know Pharma brands rely heavily on HCPs' awareness, knowledge, and prescribing preferences of available therapies. Given busy HCP schedules, the importance and value of a two-way communication stream between Pharma and Physicians cannot be overstated. Throughout their daily workflow, HCPs must engage in numerous personal and non-personal interactions that help them stay informed about new and updated therapeutic treatments and products, enabling them to make the best decisions for patient care. HCPs have expressed a strong desire for Pharma companies to provide "educational support materials," highlighting evidence-based clinical data, trial summaries, and patient cases as the most valuable information they seek from their Pharma/Physician relationship. Financial support and co-pay programs are also key pieces of product considerations that should be incorporated in strategic marketing plans as these have a major role in the treatment selection. With today's latest technologies available for "personalized" brand/HCP experiences, Pharma brands have the exciting opportunity to educate and empower physicians by delivering critical information in practical and digestible form.

ANALYSIS

Impiricus



Mike Gelber

SVP of Product
Impiricus

The story this joint effort tells is a compelling one: healthcare providers are not only open to engaging with pharma, they're often eager to do so when the information is genuinely useful and actionable. We're sitting on a real opportunity to use tangible data points to connect the right physicians with the right industry resources at exactly the right moment, ultimately helping drive better patient outcomes. What's clear from the responses we saw is that "the right resource" isn't one-size-fits-all. It changes depending on where both the patient and the provider are in their journey. So how do we make this work at scale? The answer, unsurprisingly, is AI. And perhaps most importantly, the data shows that HCPs not only understand this—they're ready for it.



Casey White

VP of Client Services
Impiricus

Successfully bridging the gap between Physicians and Pharma has been a long standing battle. We have seen from this report that HCPs/APPs are missing very vital information and resources that could result in better treatment for their patients, which is the ultimate goal for everyone. Clinical data, insurance coverage and patients assistance continue to be areas where HCPs need support in getting this information. Pharma may very well already be providing these resources, which means there could be an issue with getting this information into the hands of the right HCP at a relevant time and in the most efficient and trusted way. Utilizing innovative platforms and tools that can personalize and deliver information in quick and concise formats is where the industry is headed. It's our job to listen and learn through these insights to support HCPs in their day-to-day medical practice.

Summary

The survey conducted by Impiricus and CMI Media Group highlights the critical needs and preferences of HCPs across multiple specialties. By addressing these needs, pharmaceutical companies can significantly enhance their support for HCPs, leading to better treatment decisions and improved patient outcomes. The insights gathered emphasize the importance of educational assistance, financial support, and innovative tools for shared physician and patient decision-making. As pharma companies continue to evolve their strategies, these findings serve as a guide to fostering better collaboration models and more effective patient care.

Key Takeaways

For Marketers

Create and distribute clear, evidence-based educational materials (clinical data, patient outcomes, updated guidelines) through digital platforms that can easily be accessed by HCPs.

Promote awareness of available financial resources, such as patient assistance and co-pay programs, through targeted campaigns to ensure HCPs and their patients are well-informed.

Invest in AI-powered tools and two-way communication channels that enable personalized treatment support and streamlined access to drug information.

For Medical Affairs

Collaborate with KOLs to develop and disseminate info on drug efficacy, safety, comparative effectiveness via channels that reach HCPs beyond what MSLs can cover.

Work with payers to streamline the process for HCPs to access info on insurance coverage, cost transparency, and financial assistance options during medical education sessions.

Collaborate with technology teams to create practical tools that can be easily integrated into HCP workflow to address patient care, adverse effects, and medication management.

For Sales Teams

Equip representatives with personalized resources and training to provide real HCP value and address unique challenges during in-person visits.

Train representatives to help HCPs navigate insurance coverage issues and troubleshoot financial barriers with the latest financial support programs.

Leverage AI-powered field force enhancement technology to bridge cross functional workflows and improve in-person interactions with HCPs.

About



CMI Media Group, a WPP company (NYSE: WPP, <http://www.wpp.com>), is a global, full-service media agency focused solely on health, wellness, and pharmaceutical marketing. CMI Media Group's core offerings include Audience Strategy, Planning, Development, and Insights; Data and Analytics; Buying and Investment; and Direct Response and Customer Experience. As the leading media resource for the world's top healthcare companies, CMI Media Group brings together leading technology, data, and talent to deliver seamless capabilities for clients. CMI Media Group has been recognized as a leader in inclusivity, talent retention and employee development as well as one of the industry's best places to work. To apply for a position within our teams visit <https://www.cmimediagroup.com/careers>



Impiricus powers the next-generation of healthcare partnerships through the first value-based HCP communication engine. Founded by a practicing physician and a senior pharmaceutical executive, Impiricus was created to cut through the noise and put physician care delivery at the forefront. With our unique frontline access to HCPs, their insights, and clinical expertise, we are committed to providing life science companies with innovative channels and AI-driven technology needed to deliver clear, reliable, and evidence-based resources into the hands of HCPs. Guided by a board of trusted physician advisors, we ensure every message leads to better patient care.

Partner with us:

<https://impiricus.com/contact-impiricus/>

