

What is the best way to provide relevant HCP communications that do not add additional burden to the field force?

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Did you know that only 18% of your sales team will take advantage of rep-triggered email programs? Many marketers are hesitant to dictate action from their sales counterparts, preferring to supplement their efforts in a personalized and relevant way. One solution is to use a business-rule-based automated platform to enhance the NPP efforts driven by the sales team.

Here are three tips to get started:

1. **Define your objectives** as specifically as possible to make your campaign more effective. Which HCP and which HCP behavior are you focusing on?
2. **Establish your business rules** such as frequency, timing, and content based on HCP behavior or characteristics. Run your rules regularly, usually every week, so that HCPs who meet your qualifiers and triggers receive the right message at the right time.
3. **Provide engagement metrics** to your sales team so they can use them for lead generation or follow-up with a detailed visit. Be sure to close the loop and coordinate with your sales teams.

Here's an example of what this might look like:

Campaign Topic	Qualifier(s)	Trigger(s)	Rule(s)
Access	HCP meets your threshold for covered lives Rep has not been in contact with HCP in last month	HCP is low utilizer of your brand	HCPs receive access message when qualifier and trigger is met
Unmet need	All targets	HCP has low Dx for your treatment option	HCPs receive unmet need message when trigger is met
Indication	HCP meets volume threshold for your indication	HCP has decreased utilization for your brand	HCPs receive indication message when qualifier and trigger is met

From these initial base rules, you can learn what is effective, optimize in future rounds, and share insights with sales leadership.

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