

## Activate physician influence networks with compelling brand experiences

The Affordable Care Act has dramatically reshaped the provider landscape over the past several years and continues to be a driving agent of change. Integrated Delivery Networks (IDNs) are replacing physician-owned practices, providers are forming Accountable Care Organizations (ACOs), and practice sizes are generally increasing. Physicians are more likely to join big healthcare systems, and these organizations often impose guidelines that limit treatment choices.



As a result, audience targeting for sales and marketing purposes is no longer a function of prescribing volume and sales force coverage. Likewise, the proliferation of channels and physicians' heightened expectations for personalized brand interactions demand that brands listen to what their customers are telling them, in the form of marketing and promotional response data. It is no longer acceptable to hit physicians with a plethora of tactics and assume that at least one will be delivered through the preferred communications channel, with relevant content.

**MD Nexus is a powerful marketing solution that identifies influence networks and mines observed engagement behavior to discern providers' channel and content preferences.**



By combining first-party data with insights derived from proprietary data sources and partnerships, Epsilon can be extremely precise about how we reach physicians and what message we deliver. Our unique methodology paints an accurate and comprehensive picture of healthcare providers' value potential, which must include their sphere of influence as well as the constraints of their organizational affiliations. This, in turn, enables account-based promotional strategies that maximize your impact and efficiency. Leveraging our full agency resources, we can then translate these data-driven insights into personalized creative that compels the influencers to action.

### MD Nexus will enable you to:

- Target high-potential providers with competitively differentiated communication strategies
- Activate influencer networks to amplify the reach and impact of your messaging
- Segment your database to execute account-based promotional strategies
- Apply insights into healthcare provider content preferences for messaging, channels, format and cadence to optimize campaign delivery
- Assemble a promotion mix that cost-effectively maximizes reach and engagement while delivering superior business outcomes



**For more information contact your Epsilon representative.**

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