

Product/Service Review

Medical Transcript Advertising

Reach Targeted Physicians at the Point of Care

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Targeted pharmaceutical advertising

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With roughly 100,000 pharmaceutical sales representatives knocking on doctors' office doors every day, the increasing workload of physicians (see box), and states imposing restrictions on sales rep activity, it is harder and harder for pharmaceutical companies to reach prescribers with their marketing messages.

There is also the expense of using "live" sales reps, which can range from \$200 to \$500 per call (see Pharma Marketing Forum Poll: "[What Is the Average Cost of Sales Call?](#)").

All this underscores an ever-increasing need to reach physicians with brand messages and reminders through "non-personal" marketing techniques that do not directly involve sales reps.

datumRx, a California-based company, has come up with a unique technique to reach physicians with targeted brand messaging by inserting Rx product logos within medical transcripts containing key words relevant to the product. The solution, called advertRx™, delivers brand messages directly to the eyes of prescribing doctors nationwide.

Before describing how datumRx is able to insert ads in transcripts, it is important to understand how medical transcripts are created. Gone are the days when physicians wrote medical notes by hand or dictated them into a tape recorder.



Manuel Prado

"On average a doctor in the US sees about 35-40 patients per day," says Manuel Prado, CEO of datumRx. "Writing out the medical histories for each patient can certainly become quite cumbersome for doctors. Instead of writing these transcripts by hand, physicians typically dictate their notes into a digital recording

device or over the phone and have a transcription service type them up."

datumRx actually offers two solutions for inserting product messages into the transcription process. "Our technique offers a highly specialized method of reaching doctors just before a script is written," says Prado. "For example, if a doctor is viewing a record for a client with hypercholesterolemia, our technology will insert an advertisement for a statin. In fact, we can even narrow it down to focus on specific geographic regions."

advertRx™, mentioned above, provides a patent-pending system for inserting highly targeted ads into the transcribed documents that physicians access online. adviceRx™ inserts audio messages into the dial-in dictation process itself.

How It Works

Working with a network of medical record and transcription companies, datumRx places an Rx product logo or message with transcripts based on keywords. Keywords can target ad placements by:

- Specialty
- Category
- Region
- Recent Medical Treatments

The product logo is strategically displayed at the end of the transcript, in color and in plain view for the doctor to see (see Figure 1, pg. 16). This ad appears whenever transcripts are viewed, faxed, or printed.

Continues...

Non-Personal Marketing and Sales

The "Sales Force of the Future" has got to take into consideration that physicians are overloaded with patients and have little, if any time to see reps period. The no-see/low-see physician population continues to grow at a double digit rate and now accounts of ~40% of physicians (Health Strategies Group, 2006). No wonder, there is massive medical service consumption growth by baby boomers and high retirement rates of baby boomer physicians. The % growth of physician population is only in the 1-2% range.

A well-trained rep is facing a practice environment where they are hardly in the Top 10 of priorities, and therefore have been relegated primarily to sample drops. Changing the training and the tools has been shown to have limited short-term value (e.g. TabletPCs for the novelty). The current model relies on jamming uninvited reps into the unwelcome environment of today's medical practice. The model of "service-oriented" reps has been tried over the years. It still relies on access -- the math doesn't add.

-- Mark Gleason, Aptilon; quote from post to Pharma Marketing Forums ("[News Sales Model Needed?](#)")

Medical Transcription is a Growing Service Area

The Internet has grown to be a popular mode for transmitting documentation. Many transcriptionists receive dictation over the Internet and are able to quickly return transcribed documents to clients for approval. Another increasingly popular method utilizes speech recognition technology, which electronically translates sound into text and creates drafts of reports. Reports are then formatted; edited for mistakes in translation, punctuation, or grammar; and checked for consistency and any possible medical errors.

According to the US Department of Labor's Bureau of Labor Statistics "Employment of medical transcriptionists is projected to grow faster than the average for all occupations through 2010. Demand for medical transcription services will be spurred by a growing and aging population. Older age groups receive proportionately greater numbers of medical tests, treatments, and procedures that require documentation."

"A high level of demand for transcription services also will be sustained by the continued need for electronic documentation that can easily be shared among providers, third-party payers, regulators, consumers, and health information systems."

Medical Transcriptionists – Job Outlook
<http://www.bls.gov/oco/ocos271.htm>

Benefit to Physician

Inserting product ads into medical transcripts is an obvious benefit to the pharmaceutical marketer, but what benefit does the physician get aside from the product message itself? "Prescribers are simply offered a discount on transcription services for opting into ad-enhanced transcription services," says Prado. "Our advertRx and adVoiceRx services are completely optional for physicians in our network."

Prado emphasizes that it's really a win-win situation for the doctors and the advertisers. The doctors benefit from getting a discount off a significant segment of their overhead costs, and the advertisers benefit in that they can now advertise in a very targeted way at the point of care that wasn't previously available.

Is It Legal and HIPAA Compliant?

Transcript advertising is completely HIPAA compliant and legal, according to datumRx. HCP's have the right to opt out of the advertisements at any time. And since there is no direct interaction between the advertising company and the medical facilities, patient privacy is never compromised.

"HIPAA compliance was an important issue we thought about before building this service," says Prado. "Not only is our service HIPAA compliant, the ads are also clearly labeled as advertisements so that they are not confused with the body of the medical transcript."

Effectiveness

As with any physician marketing tool, Pharmaceutical companies would like to measure how effective advertRx™ and adviceRx™ are for them.

One of the most useful perks of the datumRx service is the ability of clients to gauge the success of their engagement by monitoring how often their ads are viewed, printed, or heard in the case of adviceRx™.

Continues...

NAME: John Smith PHP VISIT
 MRN: 11673333 LOCATION: PHP
 PROVIDER: John Benson, NP TYPE: Doctor Note
 DATE OF SERVICE: 06/23/2005 DOI: xxx

Summary Information

- HISTORY: Terry was last seen on 01/04/06. His creatinine has slightly improved since 03/30; to 3.7 on 04/05 is. His blood pressure is still a bit high. He has been obese "since he can remember" and has no intention of dieting. His issues with depression date back to high school
- PHYSICAL EXAMINATION: Vital sign: Blood pressure is 148/90. Pulse of 95. Weight is 329 pounds. Examination-wise, he is obese. Chest: slight pain. Heart: Heart sounds audible. Extremities: Has no edema.
- LABORATORY DATA: None available, requested to be done this week.
- DIAGNOSES: Hypertension, not controlled -very severe.
- HISTORY OF FSGS: Plan is to repeat 24-hour urine. He has brought urine in my office today.
- DIABETES: Not on any medication. Blood sugar 113 on fasting.
- MORBID OBESITY: Plan is to go ahead and do 24-hour urine. Start him on statin therapy and depending on 24-hour urine, we will contemplate kidney biopsy again. His ARB is on hold at present.
- ADDENDUM: serious risk of hypercholesterolemia and diabetes.

YOUR LOGO HERE

Figure 1: A full color logo or graphic is inserted into the electronic transcript, which is viewed by doctors upon meeting with

Chronology of Transcript Advertising

1. Patient visits doctor or specialist
2. Doctor dictates the details of the patient visit (adviceRx greeting is heard upon dial-in dictation)
3. datumRx partner transcribes
4. Your logo is placed on the transcription document, through advertRx and becomes a permanent part of patient's medical record
5. Ad is viewed by every doctor that visits with the patient thereafter.

This is the last promotion a doctor will see before writing a prescription

Another advantage of transcript advertising is that an ad can be altered simply with a few mouse-clicks. However, once a transcript is printed, the ad will live in the patient's medical record for the rest of that person's life. Roughly 90% of transcripts end up being printed.

Docs Can Hear Your Message

With datumRx's adviceRx™ solution, Pharmaceutical marketers have the opportunity to serve an audio message to doctors when they call into the service and dictate the transcript. About 95% of the doctors who use medical transcription services opt for the dial-in choice over using a digital recorder.

The concept of adviceRx™ began with a survey, conducted by datumRx's medical transcription partners to find out whether actual ad space opportunities existed in this area. Many of the doctors and healthcare providers datumRx works with reported that they would have no objections to the use of adviceRx™.

What About Reach?

datumRx is actively expanding its network of partners in the transcription industry. As the electronic health record trend grows, so does its network of partners. Currently, datumRx have access to several hundred thousand medical transcripts. Thousands more are added every day.

"We cover every single specialty and every region of the US," says Prado.

Conclusion

With increasing pressure on the pharmaceutical sales force and downsizing, it is more critical than ever to innovate and make use of technology to improve access to physicians. datumRx's transcript advertising services offers a unique win-win

solution that should be considered in your sales and marketing mix.

"There is no other way for marketers today to reach the exact prescribers they are looking for at the exact time they would be inclined to write a prescription," says Prado. "Furthermore, there's also no other way to place a targeted ad inside a patient's medical record that will be with the patient as long as he or she lives."

Pharma Marketing News

Expert Consulted

The following expert was consulted in the preparation of this article.

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Pharma Marketing News

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