

Physician



### ATU Driver Analysis

**MeDminds<sup>SM</sup>** actually “lifts the curtain” to assess physicians’ perceptions quantitatively as they react to a new entry into a product category. Claims and counterclaims are precision-mapped by relative credibility, instantly revealing weaknesses and strengths. Physician impressions are then tracked over time as they respond (or don’t) to subsequent promotional messages and, eventually, trial-use within a category.

The result? Much more than a detailing audit, **MeDminds<sup>SM</sup>** graphically portrays what drives adoption and loyalty patterns of prescribers from their first exposure to a new product. This revolutionary tool permits immediate tuning of promotional messages and measures audience impact of any changes in quantifiable increments.

- › Measures doctors’ reactions and beliefs about product messages
- › Prioritizes perceived strengths/weaknesses
- › Maps product perceptions to salient performance variables



Seeing Beyond the Data<sup>SM</sup>