



DMD's Dear HCP Program

Spend less, reach more on your next Dear Doctor outreach

Direct mail Dear Doctor letters present challenges

The FDA mandates that all important drug announcements – including black box warnings, recall events, labeling updates, changes in prescribing information, and corrections of drug information – must be conveyed to all prescribers of that drug via Dear Doctor letters. But, the traditional direct mail approach to these letters is slow, time consuming, inefficient, and expensive.

Timing is critical, but direct mail is slow

Timing is critical when it comes to Dear Doctor letters, especially when an alert is of critical importance to the prescriber. However, implementing a direct mail approach can be time consuming because of creative changes, negotiations between the manufacturer and the FDA, printing, and postal transit.

It's hard to measure the effectiveness of direct mail

Sending only a direct mail Dear Doctor letter is considered a defensive approach, as it satisfies the company's responsibilities to the FDA, but adds little value to the brand. A direct mail approach also makes it difficult to assess impact, deliverability, "opens," and engagement, even if all of these measurements are not FDA requirements.

Because postal mailing lists and processes are often unreliable, high returns for wrong addresses are common. Warehouses full of returned postal pieces serve as a constant reminder that many manufacturers rely on a broken and inefficient Dear Doctor process.

And, direct mail is expensive. The cost associated with content development, printing, and postage adds up.



DMD's hybrid approach to Dear Doctor letters expands the reach to all possible prescribers and delivers alerts more efficiently

The FDA has identified email as the preferred channel for Dear Doctor letters because manufacturers can confirm delivery to the right doctor. In response, DMD has developed a hybrid approach – the Dear HCP Letter – that meets the FDA requirement more reliably and efficiently than the traditional direct mail approach, while expanding reach to all prescribing healthcare professionals (HCPs), including nurse practitioners (NPs) and physician assistants (PAs).

DMD's Dear HCP Letter approach first involves emailing the message to a list pulled from DMD's authenticated database that can be matched and appended to the client's target list. Then, the message is sent via postal mail to any HCPs whose email went undelivered. Pharma marketers benefit from speed, accuracy, and cost savings when a hybrid program is implemented.

Be efficient

- > Save time by using pre-approved templates to reduce the number of MLR reviews
- > Ensure brand consistency for copy and design with repurposed templates
- > Craft a message using a DMD template with a clinical, not promotional, design
- > Reduce reliance on direct mail

Be proactive

- > Go beyond the bare minimum of the FDA requirements
- > Expand your reach to mid-level prescribers
- > Use your Dear Doctor license for future alerts and additional custom email marketing campaigns

Be accurate

- > Access delivery tracking and records retained by DMD in the event of an audit
- > Get informed about which HCPs actually consume your Dear Doctor communication



Pharma marketers benefit from speed and accuracy

- > FDA-preferred approach for delivery confirmation
- > Increased assurance of keeping manufacturers compliant and HCPs informed
- > Reduced execution time, due to customized templates
- > Reduced cost on postal fees
- > Cost savings on other initiatives when purchasing a one-year unlimited-use license
- > Ease of coordinating with agencies on email and postal messaging

The best database in healthcare

- > 99% deliverability
- > Match rates up to 99% – the best in the industry
- > Daily updates on message delivery
- > HCP-preferred email addresses
- > Identification of retired, semi-retired, do-not-call, and deceased doctors for elimination
- > Prescription and procedure data that verifies the most accurate target list
- > Opportunities to link NPs and PAs to their respective group practices for complete practice coverage

Case Study: Healthcare marketing agency saves big with hybrid approach

Problem

As part of a defensive strategy, an agency was developing an expensive direct mail piece for a major pharmaceutical company to alert HCPs of new information regarding a brand drug.

Strategy

DMD used a hybrid approach (i.e., email and postal mail) to reach a larger audience faster, more cost-effectively, and with reduced environmental impact.



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Implementation

The message was emailed first. Then, undelivered emails were supplemented with postal mail. Standardized templates were used to save time and ensure brand consistency for copy and design.

Results

Our agency client was rewarded with cost savings and a reduction in carbon emissions.

Cost

- > Direct mail approach cost: \$43,410
- > Hybrid approach cost: \$16,440

Carbon emissions

- > Direct mail approach emissions: 8,600 lbs. CO2
- > Hybrid approach cost: 2,150 lbs. CO2

What's next?

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