

Prescribing Influence Beyond the MD

Key Takeaways

- 💡 Stress and time-constraints imposed on MDs contribute to tension between MDs and non-MD healthcare providers (HCPs)
- 💡 Growing influence of non-MD direct care providers, as well as non-direct care providers such as pharmacists, on prescribing decisions
 - Physicians make up less than 10% of the interactions with patients during office visits
 - Physician Assistants and Registered Nurses comprise more than half, with Nurse Practitioners at 19%, providing a larger and more diverse matrix of influence and opportunities for healthcare brands to engage
 - Expand your definition of HCP to expand your reach
- 💡 Pharmacists have greater sway in the prescribing journey than originally perceived
 - Pharmacists are closer to the cost decisions surrounding patients' prescriptions, with 25% of pharmacists surveyed said they were very or extremely influential in the prescribing process.

“As the face of healthcare evolves, it is important to understand the greater role non-MD healthcare providers play in treatment and product choices,”
Nick Lapolla, Director of Research at MedSurvey

