

The 7 Dimensions of Success

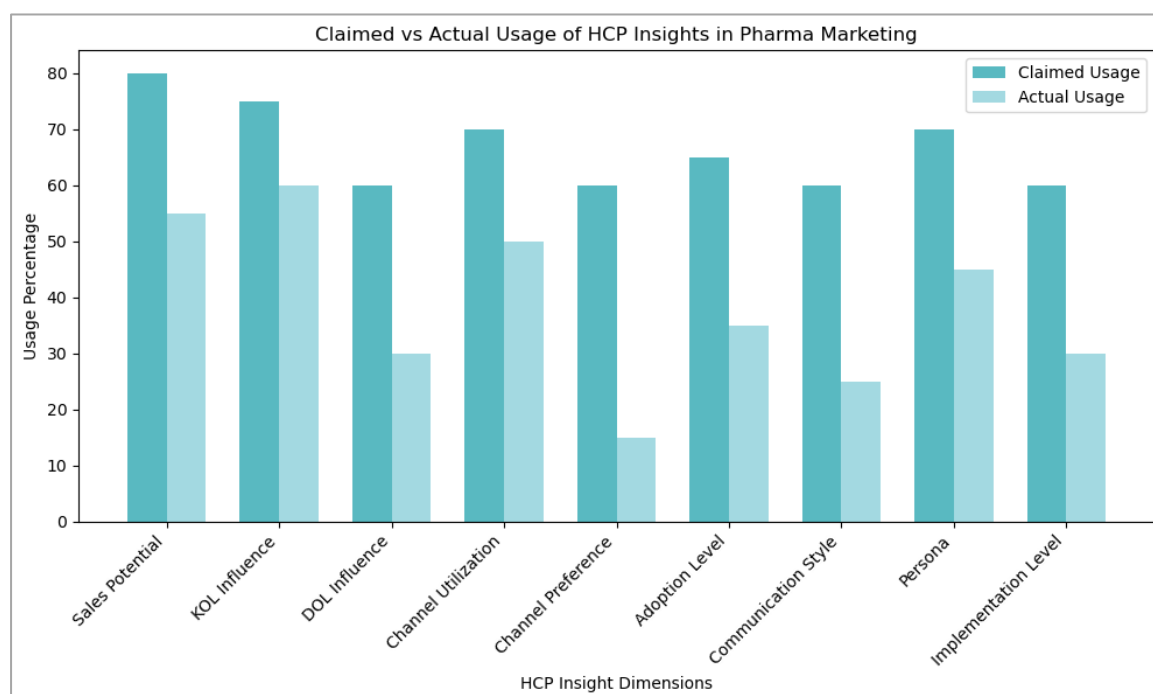
HCP Personalization Across the Pharma Industry

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This whitepaper explores the strategic benefits and risks associated with seven key HCP-level dimensions used in pharmaceutical marketing. It highlights the gap between claimed and actual usage across the industry, emphasizing the importance of true channel preference as a leading indicator for personalized outreach.

Summary

The following chart illustrates the estimated percentage of companies effectively using each insight dimension:



1. Sales Potential

Understanding HCP sales potential allows pharma companies to prioritize field force engagement and ensure effective product launches. Doctor level data allows better targeting compared to group (brick) data. However, only about 55% of pharma companies effectively leverage this data to prioritize field force engagement. Many still rely on outdated segmentation models or using group data (at brick level not at doctor level). Companies leading in this area use predictive analytics to forecast future value, not just historical performance. Integration with omnichannel strategies is growing, but full personalization based on sales potential remains underutilized.



2a. KOL Influence

Key Opinion Leaders (KOLs) are central to shaping peer behavior. KOLs influence through research, publications, and speaking engagements. Pharma companies map these influencers using network analysis and social listening tools. Around 60% of companies have formal KOL engagement strategies. The most advanced firms blend both types to amplify reach and credibility. However, many still struggle to quantify influence beyond traditional metrics like publication count or conference presence.

2b. DOL Influence

Digital Opinion Leaders (DOLs) are an important subset of KOLs and leverage digital platforms to reach broader audiences, especially younger clinicians. Ignoring DOLs can lead to missed opportunities in digital channels, reducing engagement with tech-savvy HCPs. Only 30% actively integrate DOLs into their campaigns. Many still struggle to quantify influence beyond traditional metrics like publication count or conference presence. The most advanced firms blend both types (KOL and DOL) to amplify reach and credibility.

3a. Channel Preference

Understanding how individual HCPs prefer to receive information - email, rep visits, phone calls, or social media - is critical for engagement. True channel preference is not derived from tracking data. It requires understanding an HCP's personality type, cognitive style, and decision-making traits. This is a leading indicator - predicting future behavior and is especially valuable for new product launches. Only about 15% of companies actively collect and act on preference data. Leaders use psychographic profiling and AI to align outreach with genuine preferences, improving engagement and trust. Companies that personalize outreach based on channel preference see significantly higher engagement and conversion rates.

3b. Channel Utilization

Tracking channel utilization (e.g., email open rates, click rates, webinar attendance) provides insights into HCP engagement patterns. It helps to measure the effectiveness of outreach efforts. Ideally channel utilization is used to monitor the effectiveness of initiatives based on channel preference. Yet only 50% of companies systematically collect and act on channel utilization data. The rest often default to one-size-fits-all approaches, leading to disengagement. Omnichannel orchestration platforms are helping bridge this gap, but adoption is uneven.

4. Adoption Level

Adoption level refers to how quickly and consistently an HCP integrates a new therapy into practice. Pharma companies track this via prescription data, formulary access, and patient outcomes. Early adopters are often targeted for pilot programs and peer education. However, only 35% of companies have robust systems to monitor and respond to adoption curves at the individual HCP level. Most rely on lagging indicators



like quarterly sales. Advanced firms use real-time dashboards and predictive models to identify barriers and tailor support, such as patient education tools or reimbursement assistance.

5. Communication Style

Tailoring messaging to an HCP's communication style - data-driven, empathetic, concise, or exploratory - can significantly improve engagement. Natural language processing and rep feedback loops help identify these preferences. Despite its impact, only 25% of pharma companies actively personalize communication style at scale. Most reps still use standardized scripts. Companies that do invest in this area often see improved trust and message retention. The future lies in dynamic content generation that adapts tone and format based on real-time interaction data.

6. Persona

HCP personas combine demographic, behavioral, and psychographic data to create actionable segments - e.g., "evidence seekers," "tech-savvy educators," or "cost-conscious pragmatists." These personas guide content, channel, and timing strategies. About 45% of pharma companies use persona-based marketing, but only 20% update them regularly with fresh data. Static personas risk becoming irrelevant. Leaders in this space use machine learning to continuously refine personas based on new interactions, ensuring relevance and resonance. Persona-driven campaigns consistently outperform generic ones in engagement and conversion.

7. Implementation Level

Despite the availability of rich HCP insights, full implementation across commercial functions remains limited. Only 30% of pharma companies integrate these dimensions into a unified strategy. Silos between sales, marketing, and medical affairs often hinder execution. The most advanced organizations use centralized data lakes and cross-functional teams to ensure insights translate into action. Implementation maturity is a key differentiator in competitive markets, especially for new product launches, specialty and rare disease therapies where precision is paramount.



Summary Table

The following table illustrates the estimated percentage of companies effectively using each insight dimension:

Claimed vs Actual Usage

Insight Dimension	Claimed Usage (%)	Actual Usage (%)
Sales Potential	80	55
KOL Influence	75	60
DOL Influence	60	30
Channel Utilization	70	50
Channel Preference	60	15
Adoption Level	65	35
Communication Style	60	25
Persona	70	45
Implementation Level	60	30

Strategic Conclusion for Marketing Executives

The findings in this whitepaper underscore a critical strategic inflection point for pharma marketing leaders. While the industry broadly recognizes the value of HCP personalization, execution remains fragmented and often reliant on outdated metrics. This presents both a challenge and a high-leverage opportunity.

The Strategic Challenge

- Misalignment Between Strategy and Execution**
Many organizations claim to use advanced HCP insights, but actual implementation—especially at scale—is limited. This misalignment leads to generic campaigns, diluted messaging, and missed opportunities for differentiation.
- Overreliance on Retrospective Data**
Channel utilization metrics (e.g., email open rates, webinar attendance) dominate current engagement strategies. These are lagging indicators—they tell you what happened, not why it happened or what will work next. This reactive approach is especially risky during new product launches, where early engagement is critical.



3. **Underuse of Predictive Personalization**

Insights like true channel preference, communication style, and psychographic personas are leading indicators. They reveal how an HCP is likely to engage, learn, and decide—before any outreach occurs. Yet these remain underutilized, leaving marketing teams without the predictive power needed to drive proactive, high-impact campaigns.

The Strategic Opportunity

1. **Precision Engagement at Scale**

With the rise of AI-driven segmentation and behavioural analytics, marketing teams can now personalize outreach based on an HCP's cognitive style, tone preference, and decision drivers. This enables hyper-personalized messaging from day one—boosting relevance, trust, and conversion.

2. **Accelerated Launch Success**

Early adopters of true preference-based personalization are seeing faster uptake, stronger advocacy, and more efficient resource allocation. By engaging HCPs in the way they naturally prefer to communicate and learn, these companies are shortening the path from awareness to adoption.

3. **Competitive Differentiation**

In a crowded therapeutic landscape, personalization is no longer a “nice to have”—it's a strategic differentiator. Marketing executives who champion predictive personalization will position their brands as more responsive, more relevant, and more trusted by HCPs.

Sources

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