

CIB – DIGIMED

SECOND WAVE



7,74 MILLION

7,74 MILLION

emails sent to

30.103

active physicians

DIGIMED

2nd edition

CIB Study

DIGIMED 2ND EDITION

- 7,74 M emails from 4 editors (ActuaMedica, MediPlanet, MediQuality, RMN) → No comparation
- Digimed = Quantitative study ≠ Multimed
- Period covered: Feb. to July 2013 (6 months)
- Analysis on 7,14 M Medical emails (92,3%) & 539 K Commercial emails (7,7%)
- Analysis and match with 30.103 active physicians (OneKey-Cegedim)
- Read-rate benchmark (by GP & SP) & Physician profiling

THANK YOU

- ActuaMedica (Ben & Baudouin)
- Cegedim (Sabrina)
- MediPlanet (Luc)
- MediQuality (Kenya)
- RMN (Valérie & Vincent)

DIGIMED

📄 2nd edition

📄 CIB Study

📄 Presented by Thierry Jans - Consultant

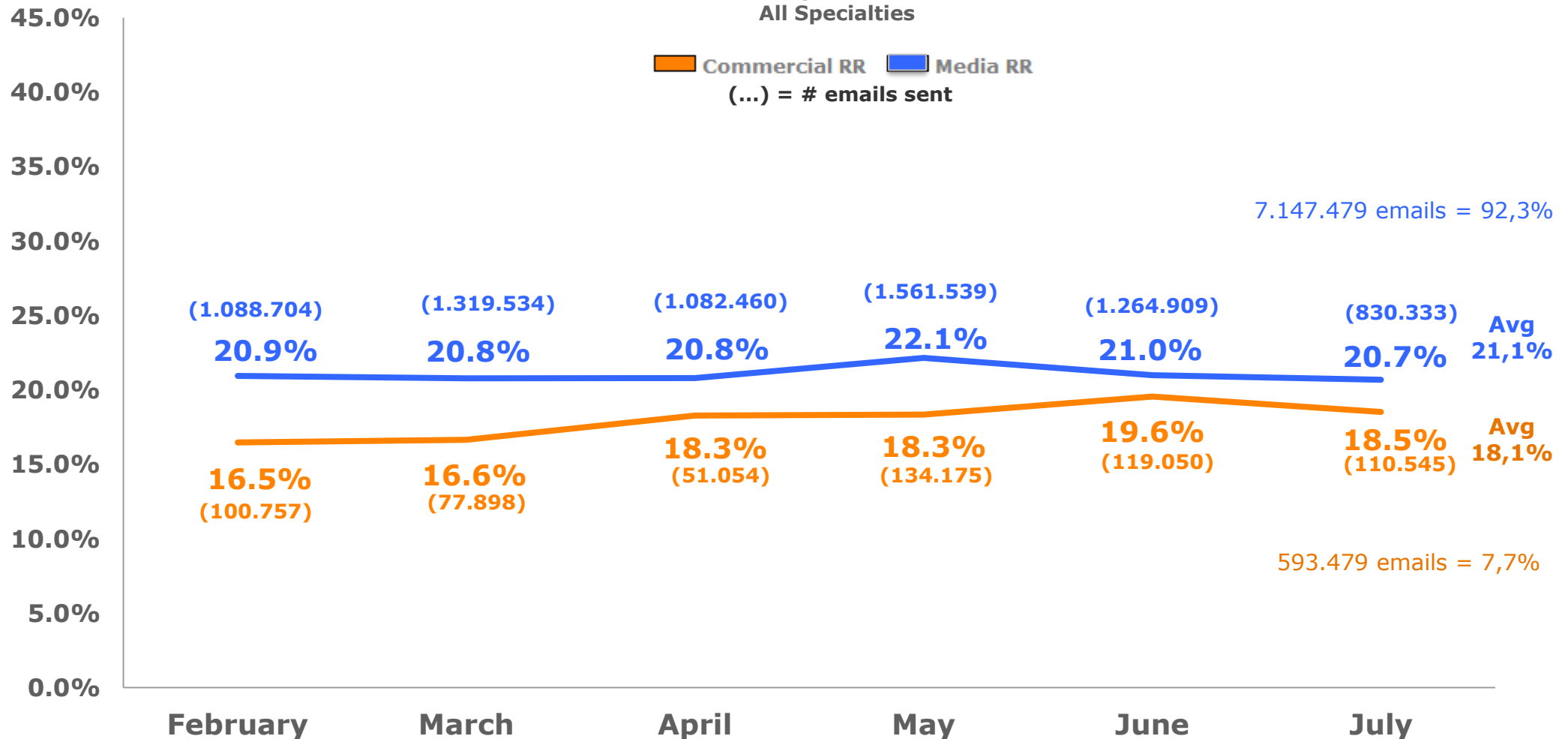
Base: Total (n=7.740.958)

READ RATE = # of emails ***opened*** / # of emails ***sent***

Read Rate per month

All providers
All Specialties

Commercial RR Media RR
(...) = # emails sent

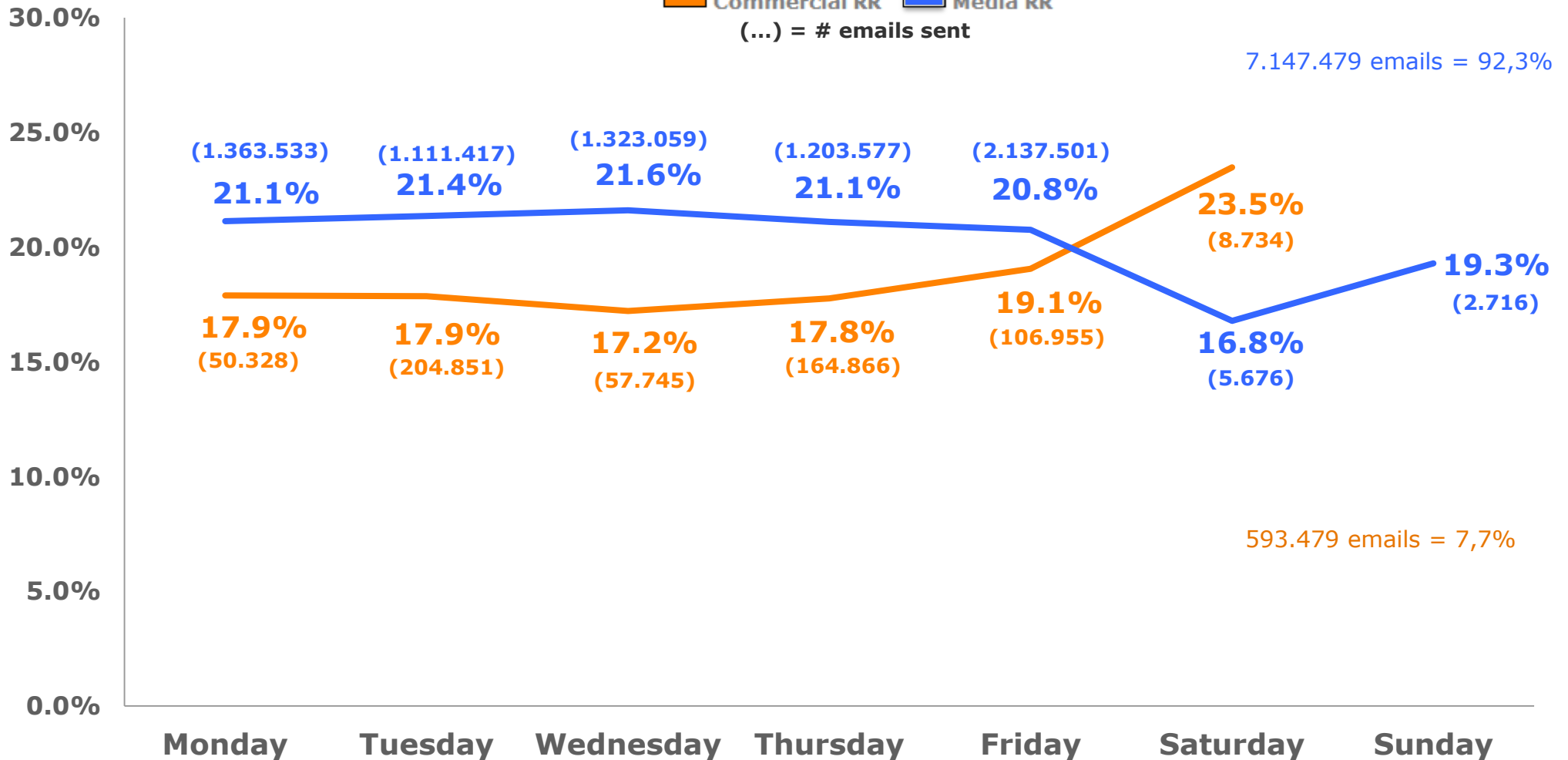


Base: Total (n=7.740.958)

Read Rate per day

All providers
All Specialties

Commercial RR Media RR
(...) = # emails sent

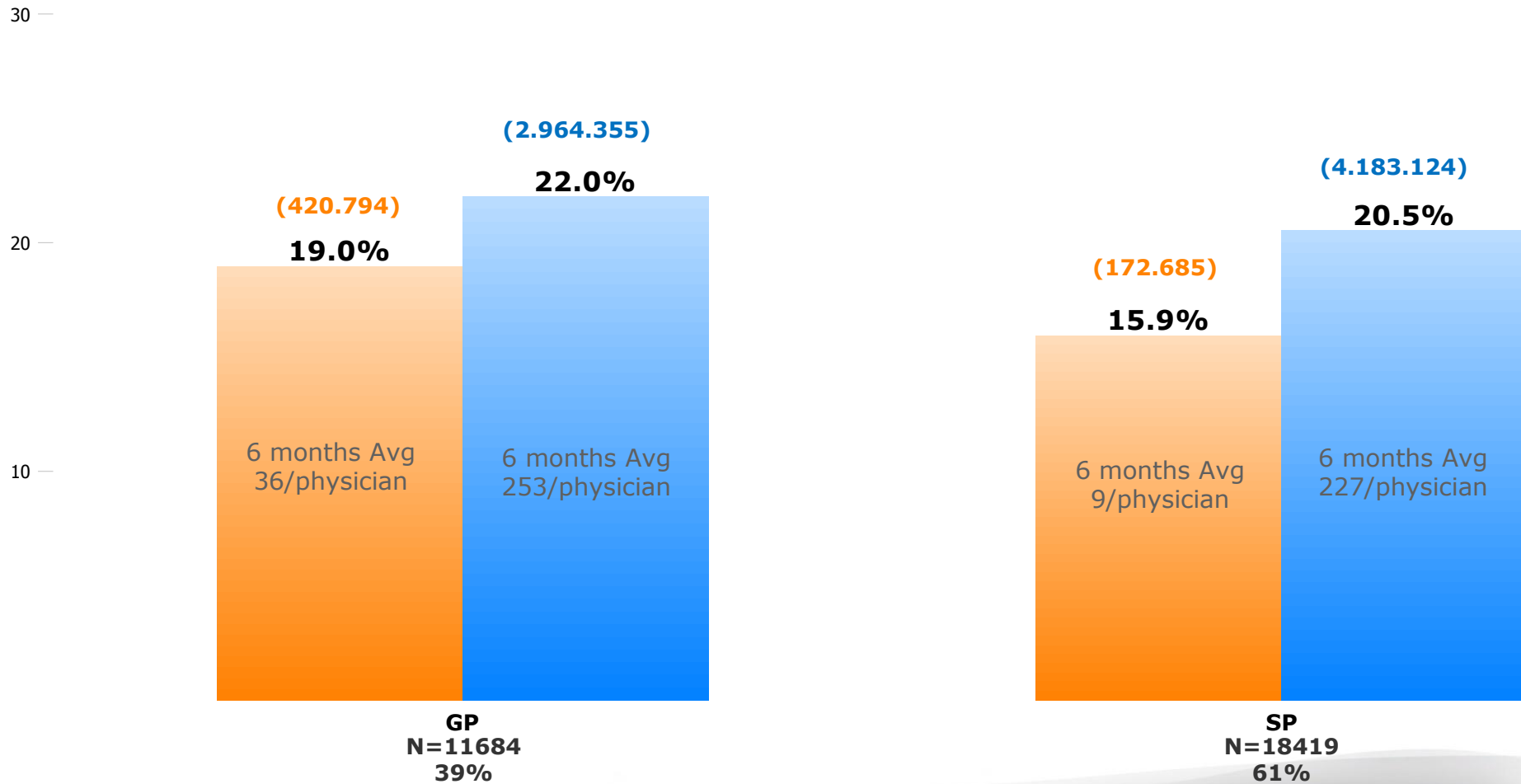


Base: Total (n=7.740.958)

Read Rate by specialty

All providers
All Specialties

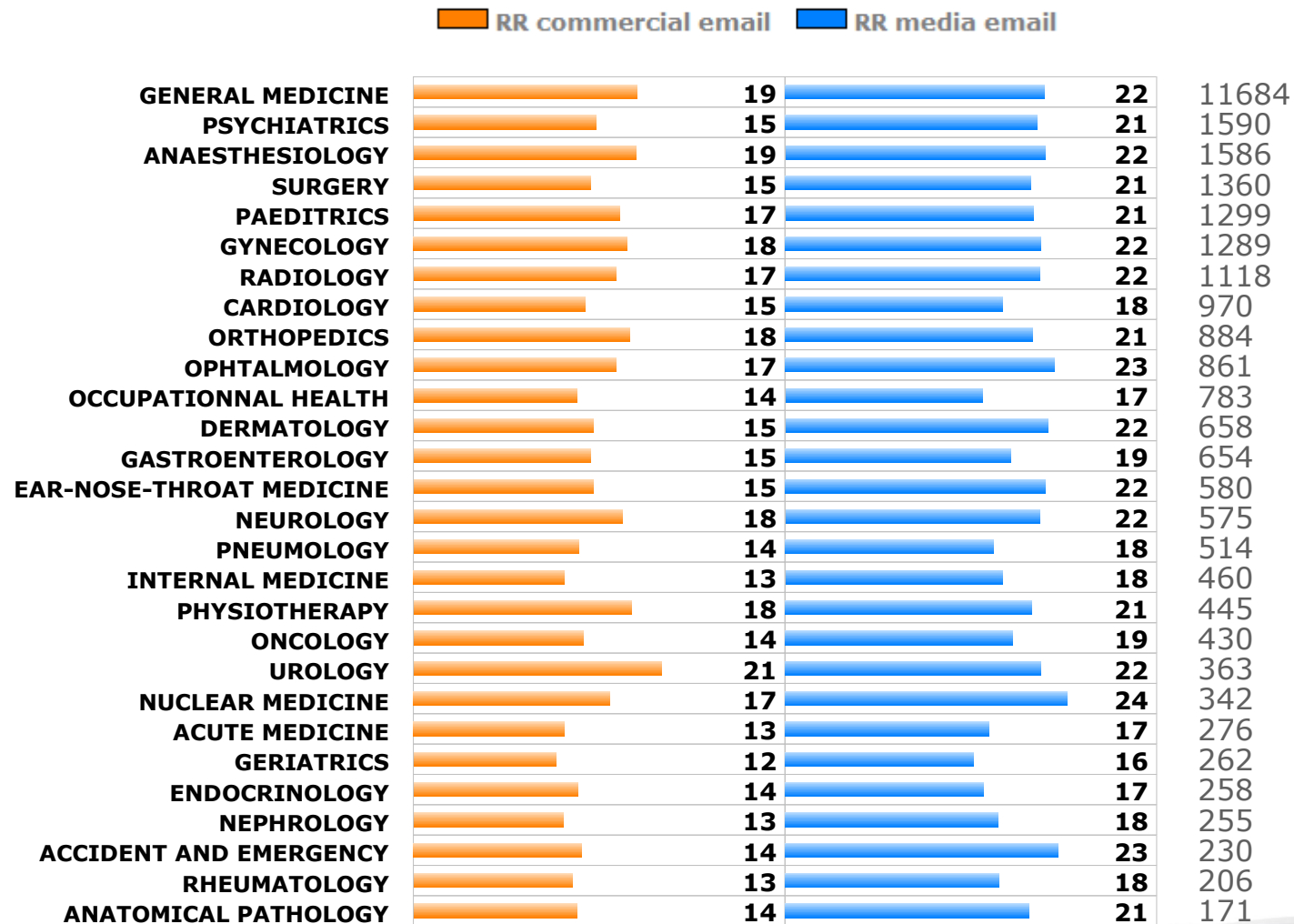
RR commercial email RR media email



Base: Total (n=7.740.958)

Read Rate by specialty

All providers
All Specialties

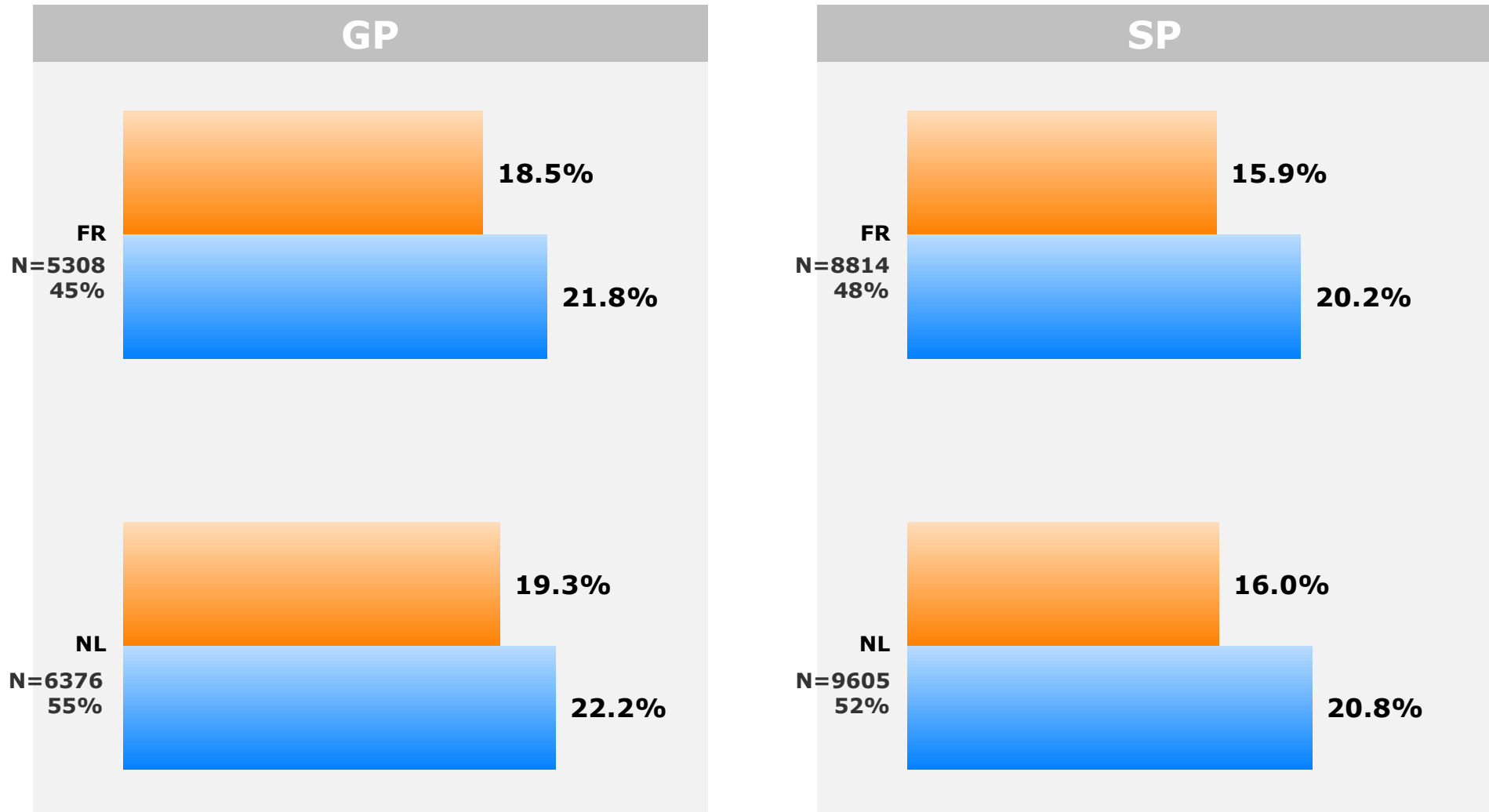


Base: Total (n=7.740.958)

Read Rate by language

All providers
All Specialties

RR commercial email RR media email

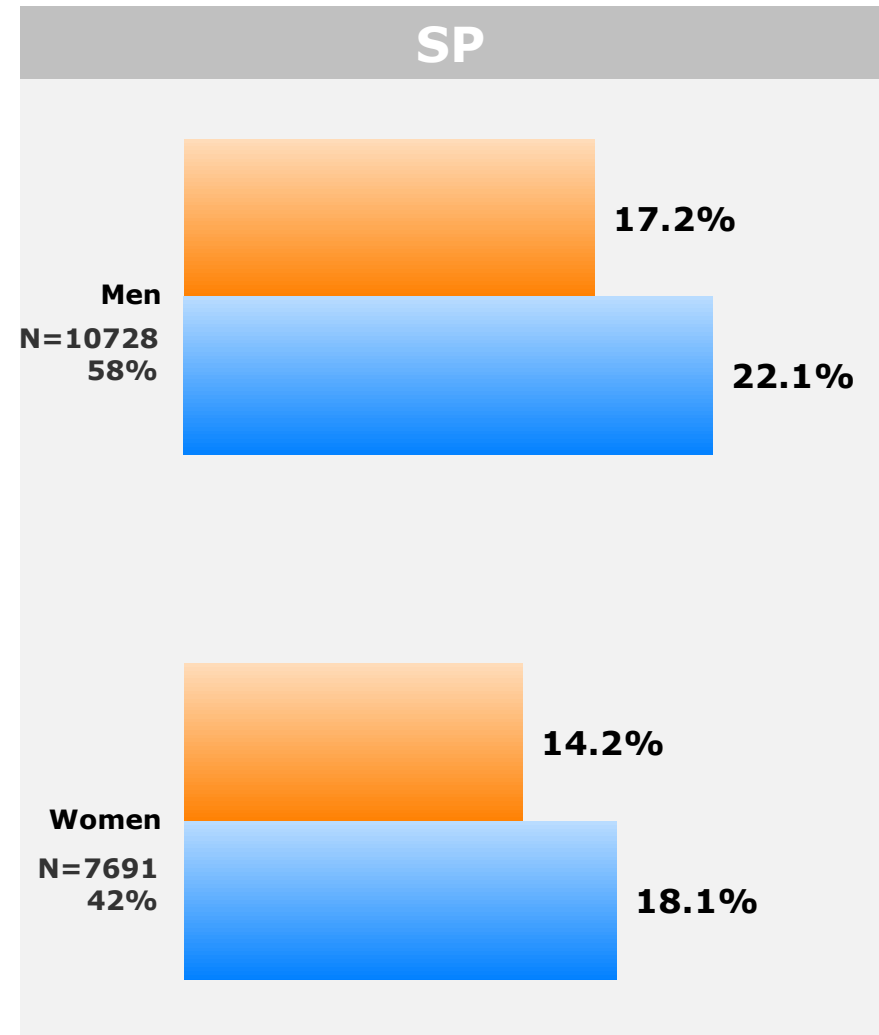
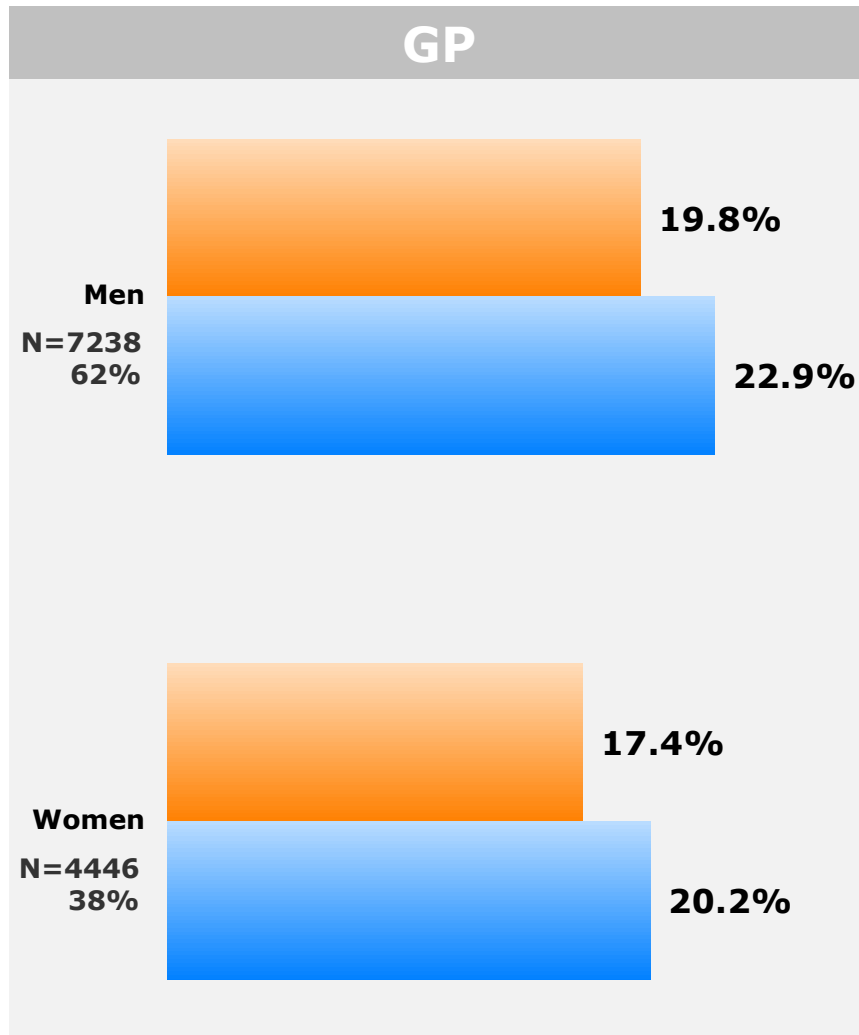


Base: Total (n=7.740.958)

Read Rate by gender

All providers
All Specialties

RR commercial email RR media email

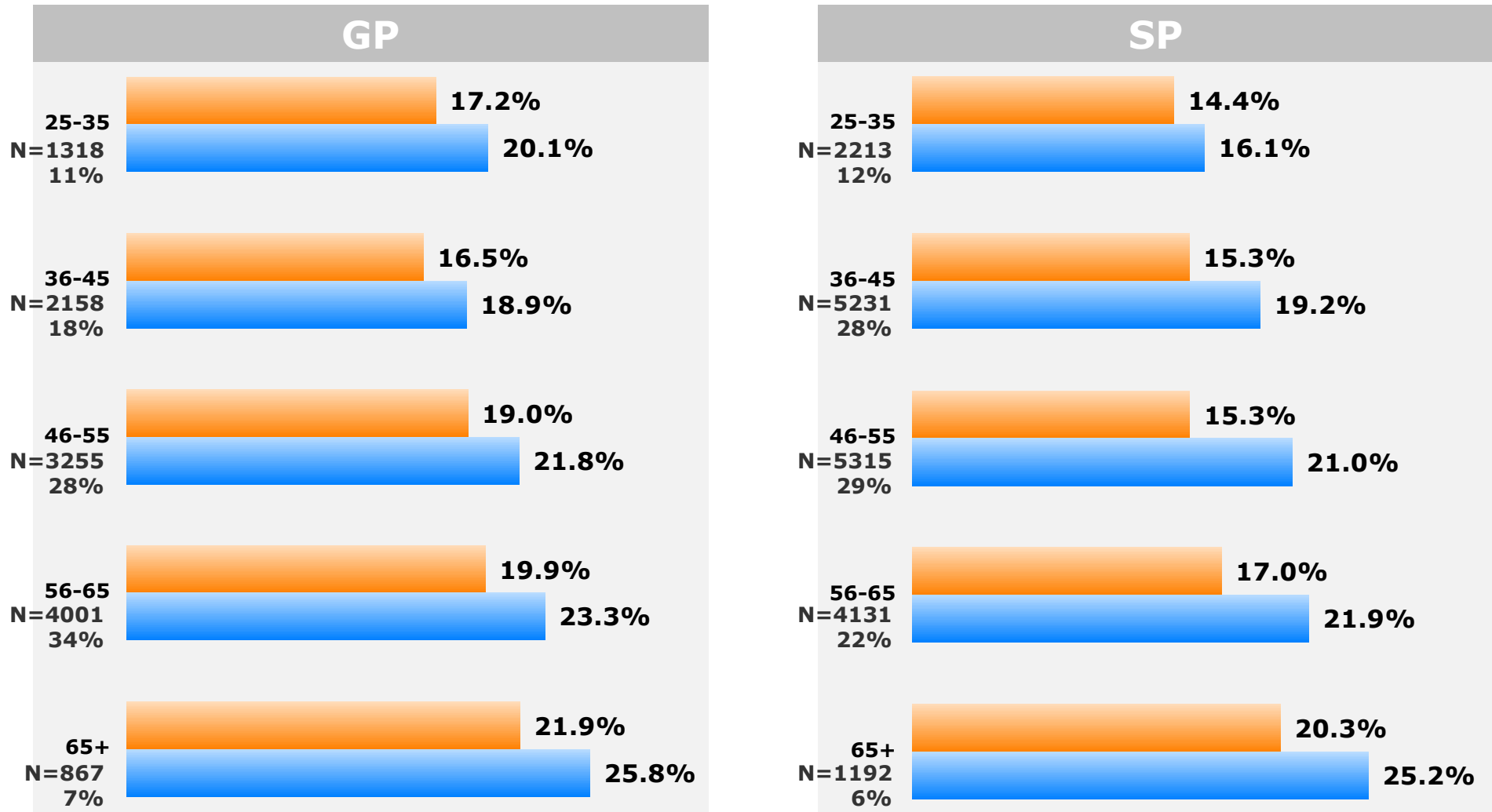


Base: Total (n=7.740.958)

Read Rate by age class

All providers
All Specialties

RR commercial email RR media email



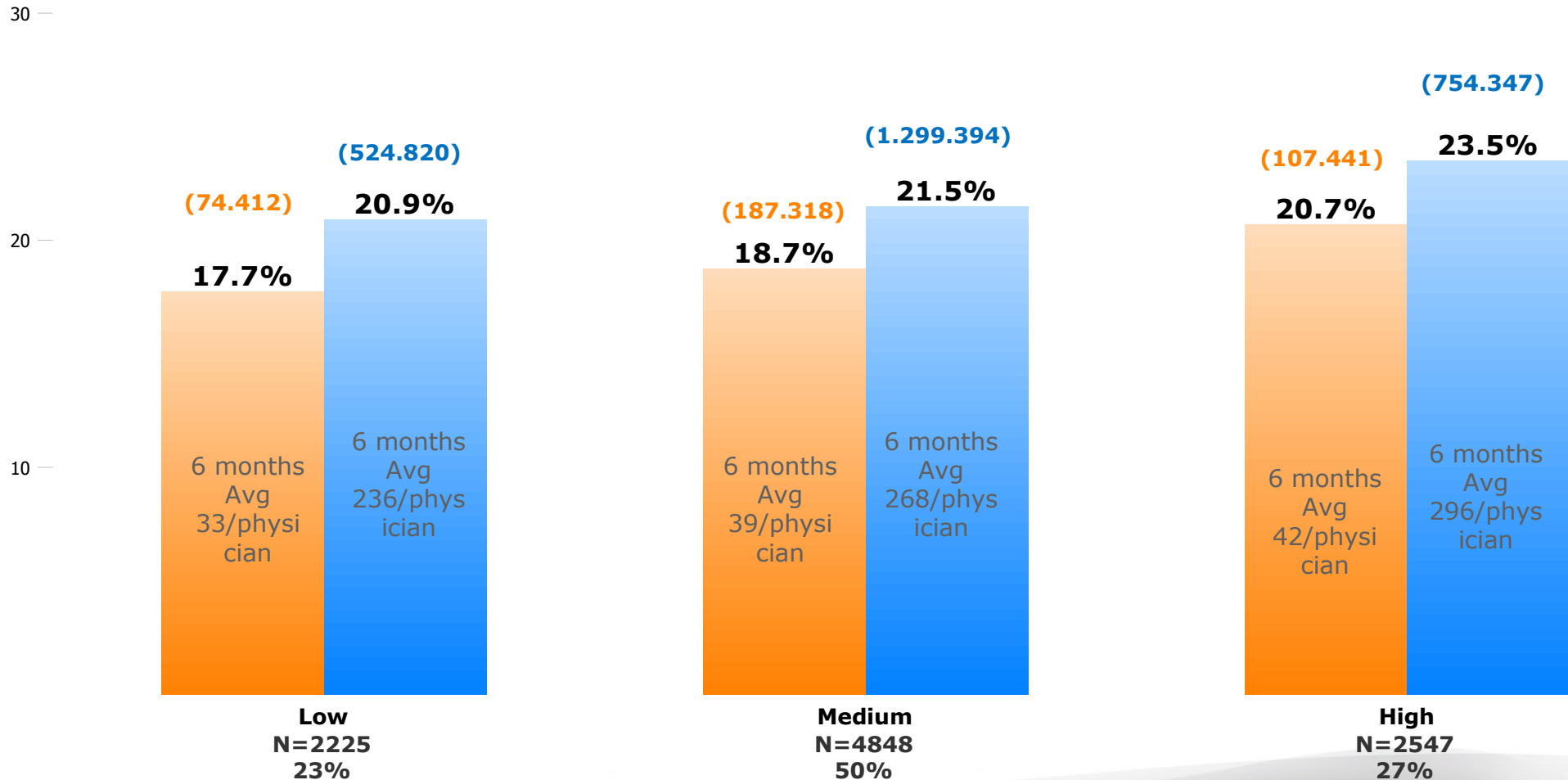
POSITIVE CORRELATION BETWEEN GP POTENTIAL, NUMBER OF EMAILS SENT AND READ RATE

Base: Total (n=7.740.958)

Read Rate by Rx Potential

All providers
GP only

RR commercial email RR media email

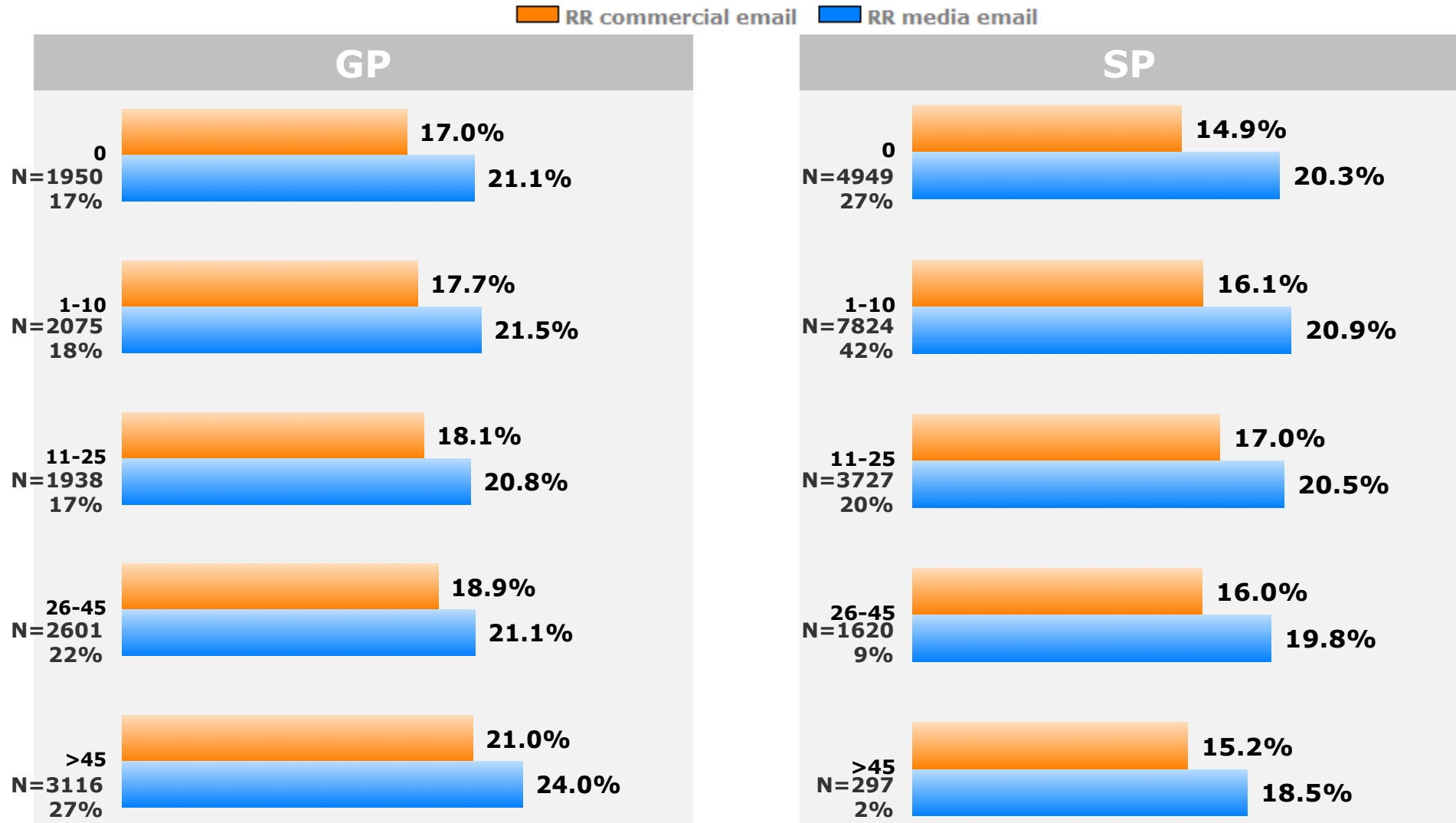


Base: Total (n=7.740.958)

Read Rate by CPI

All providers
All Specialties

CPI: Monthly average number of contacts made to an individual by the medical representatives of the pharmaceutical companies in Belgium working with Cegedim CRM system



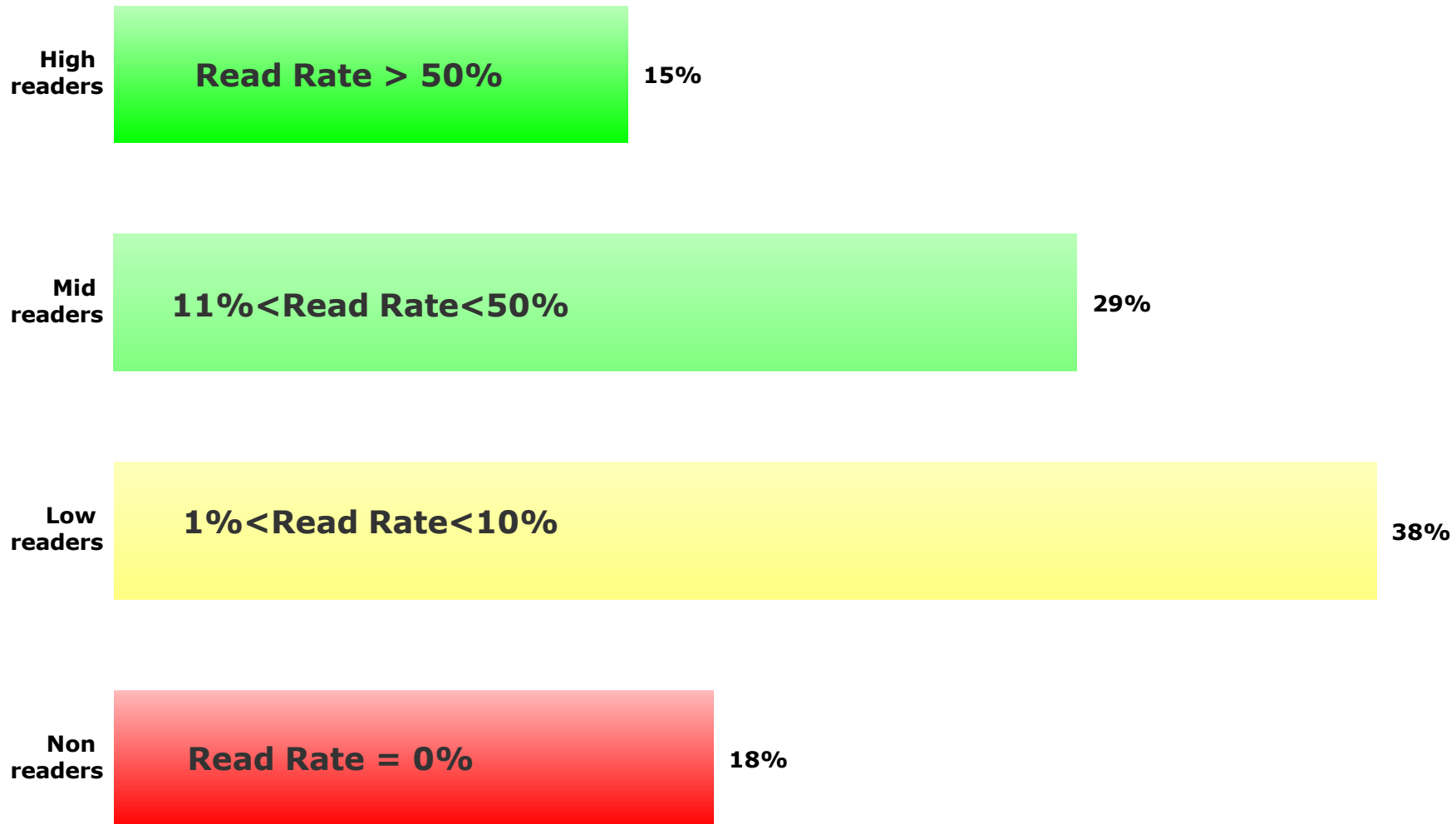
Base: Total (n=7.740.958)

Base: Total (n=30.103)

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Read Rate segmentation

All providers
All Specialties

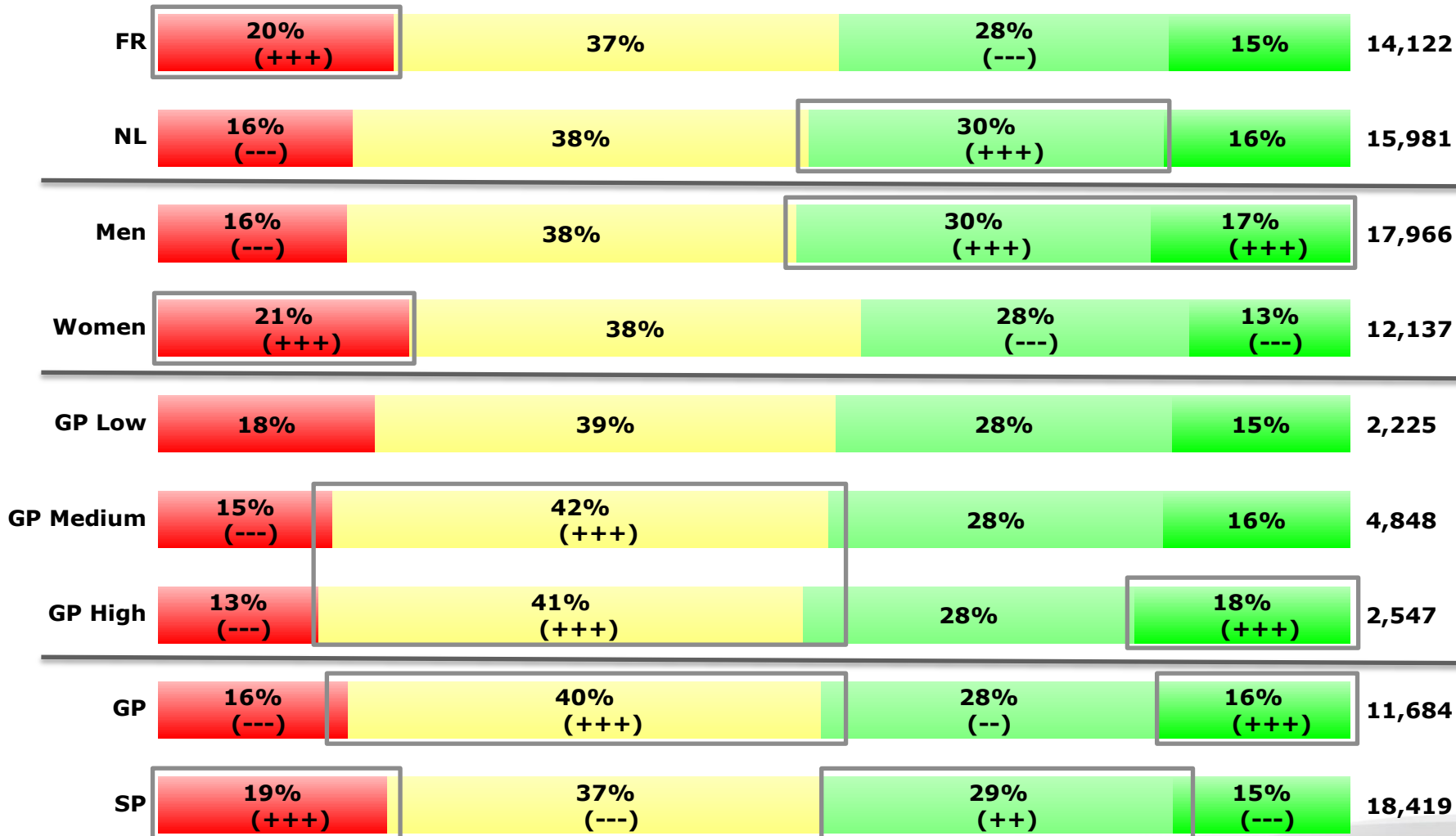


Base: Total (n=7.740.958)

Base: Total (n=30.103)

Profile of High, Mid, Low and Not Readers

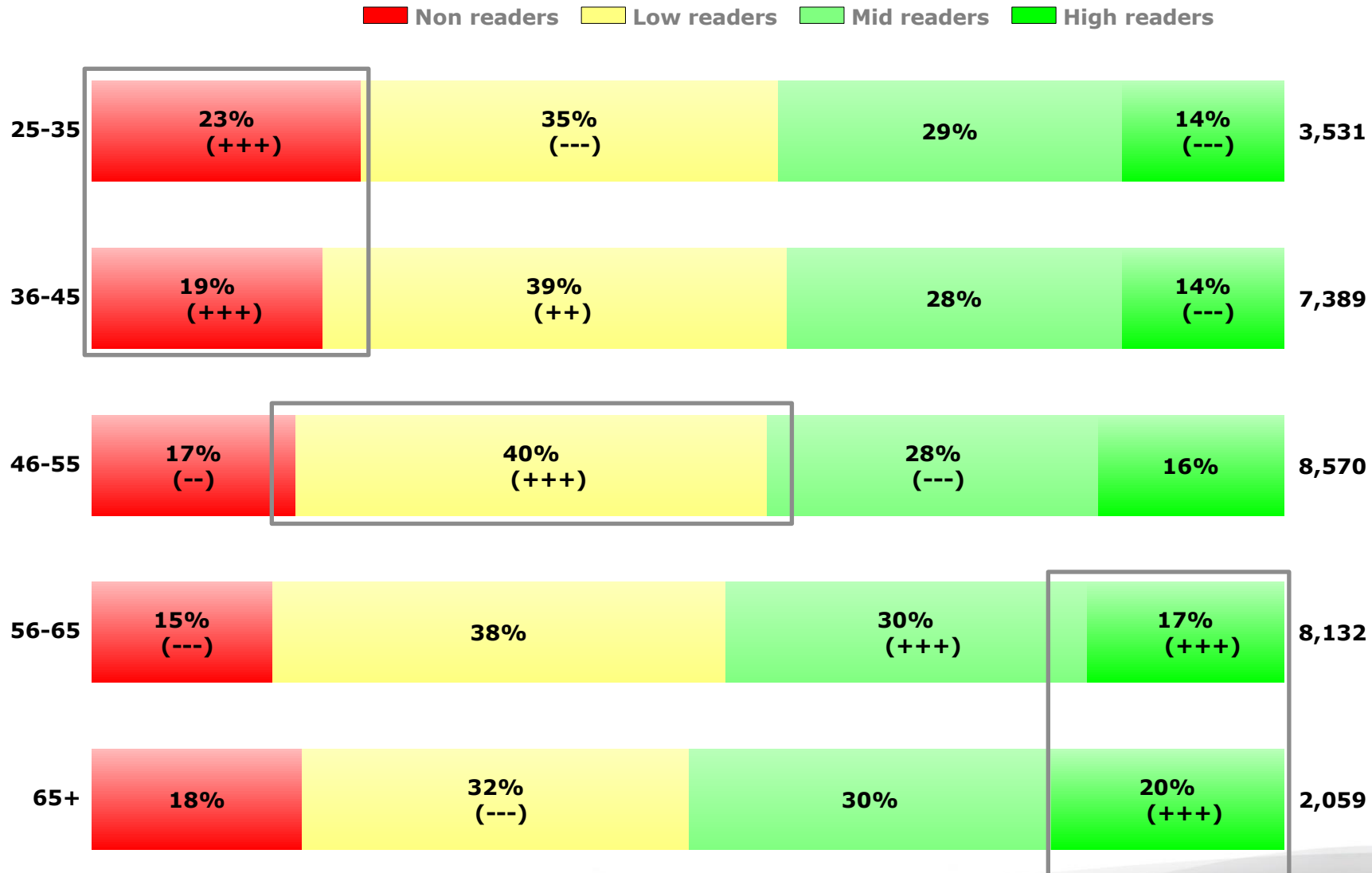
■ Non readers
 ■ Low readers
 ■ Mid readers
 ■ High readers



Base: Total (n=7.740.958)

Base: Total (n=30.103)

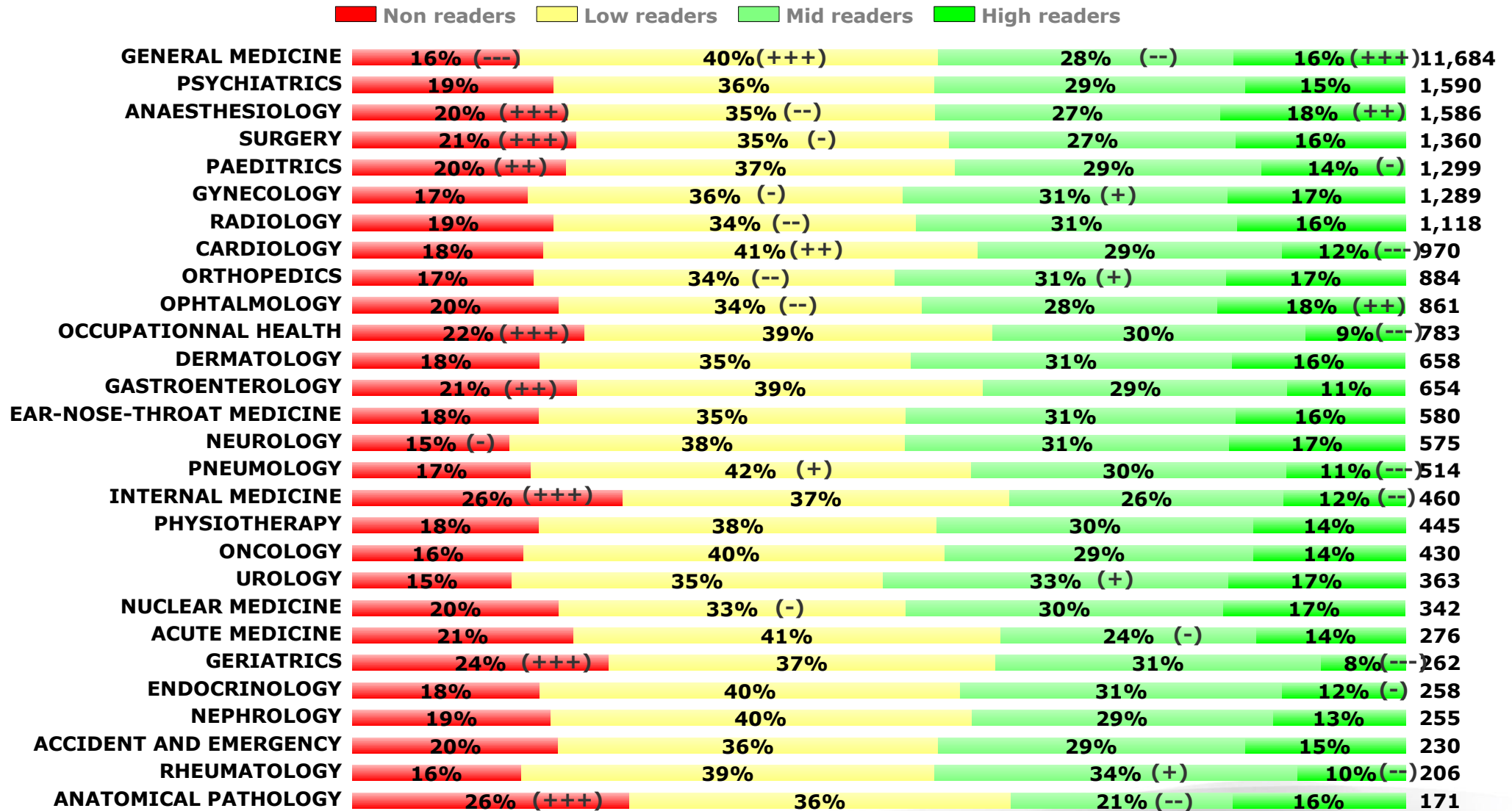
Profile of High, Mid, Low and Not Readers



Base: Total (n=7.740.958)

Base: Total (n=30.103)

Profile of High, Mid, Low and Not Readers





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