

BEFORE DEVELOPING AN EXTERNAL COMMUNICATION CAMPAIGN

- Am I addressing the right audience?

Examples:

What influence do physicians, pharmacists, patients and other players have on the decision making process?

Am I targeting the appropriate groups?

- Am I addressing the audience in the right sequence?

Examples:

Am I working the 'pyramid of opinion leaders' in a logical order?

Do I need to address the specialists before addressing the general practitioners?

- Am I addressing the audience in the right way?

Examples:

Are my key customers really attending the conference I am sponsoring?

How many of the physicians I want to email have internet access?