Understand and connect with **managed care professionals**

Managed care professionals continue to play a pertinent role in the healthcare system as they address key issues, including drug prices and quality of care. **M3 MI's Managed Care Study** provides essential data for understanding the motivations and behaviors of clinical decision makers, formulary directors and executives in the managed care market.

Identify and profile the managed care audiences important to your communication plan

- Employment locations
- Position (e.g. HMO/PPO/PBM/IDN general executives, hospital/nursing home medical directors, etc.)
- Formulary committee membership
- Influence & involvement in Formulary Decisions, role in the purchase process
- Telework (% of job done from home)
- Managed care issues most concerned with
- Authority to specify generic-only or ban a particular drug
- Social media behaviors
- Actions taken after viewing ads
- Demographics

Support omnichannel marketing strategy

Managed care professionals' channel preferences and usage across key information sources:

- Conferences (remote & in-person) & webinars
- Professional associations
- Professional portals
- Newsletters
- Professional journals (print/websites)
- Social media
- Podcasts
- Websites
- Sales reps
- + many more

Develop media plans for your target audiences

Trusted media measurement data across 48 media properties:

- Managed care journals
- Managed care websites
- Consumer-facing websites
- Professional and consumer social media
- Mobile apps
- Mailings and newsletters (print & email)

Pro Health Resources

Download the latest Professional Health content directory here or visit our website for other relevant materials.
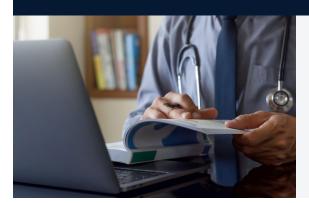
Managed Care Study details

Latest release	August 2024
Survey respondents	600+
Sample source	M3 MI's internal panel & emails provided by participating publishers
Methodology	Online interviews with managed care professionals, weighted and projected to the U.S. universe of managed care professionals
Data access options	Dashboard, charts & tables, crosstabulation & planning tools

- Unbiased, independent survey research
- Large sample sizes
- Cost-effective syndicated data

Counts based on work location and position

HMO/PPO/PBM/IDN (U.S. Based)

Clinical decision makers	N=330
General executives (No IDN)	N=109

Hospital/Nursing Home (U.S. Based)

Medical directors	N=80
Pharmacy/Formulary directors	N=109

M3 MI Professional Health
Other Syndicated Offers

Ad Intelligence

The market's leading competitive ad intelligence platform, used by brands, agencies and media to understand advertising share of voice, competitive strategies and spend across media channels. Data is collected, classified and updated daily.

HCP specialties & health verticals

Media measurement and strategic omnichannel insights for 23 medical/surgical physician specialties, and other health verticals including: dentistry, eyecare, hospital management, managed care, oncology nursing, PA/NP, pain medicine, pathology, pharmacy, and radiology/radiation oncology.

MARS Consumer Health

MARS is the industry's most comprehensive dataset of health consumers, connecting 100+ conditions with treatments, Rx brands, media usage, health behaviors, attitudes, and more. Developed from a nationally representative data set of 40K U.S. adults, M3 MI's annual bilingual survey provides robust samples sizes and coverage of low incidence conditions.

M3 MI

For more information contact us or visit our website:

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M3 MI provides media insights and marketing intelligence to the healthcare market's advertisers, agencies and media companies.