


Understand and connect with **pain specialists**



The critical role of pain medicine physicians in providing relief through procedures and prescriptions for patients of various acute or chronic conditions continues to evolve, as they balance seeking the newest available treatments with safety and efficacy. **M3 MI's Pain Medicine Study** provides essential data for understanding the motivations and behaviors of these HCPs and how to effectively reach them, empowering informed marketing plans and decisions.

Identify and profile the pain medicine audiences important to your communication plan

- ✓ Practice type, primary focus of practice (e.g., pain medicine, PM&R, anaesthesia)
- ✓ New drug/device/procedure adoption policy, involvement in purchasing devices, equipment, etc.
- ✓ Patients with specific conditions seen per week, procedures performed
- ✓ Prescribing profile (e.g., # of Rx written, therapeutic categories prescribed)
- ✓ Patient interactions (e.g., recommending acetaminophen to manage pain)
- ✓ Use of technology for work
- ✓ Demographics

Develop media plans for your target audiences

Trusted media measurement data across 38 media properties:

- Pain journals
- Pain medicine-specific and HCP-focused websites
- Reference websites
- Professional and consumer social media

Support omnichannel marketing strategy

Pain specialists' channel preferences and usage across key information sources:

- Conferences & meetings (remote & in-person)
- Professional associations
- Professional portals
- Newsletters
- Professional journals (print/websites)
- Social media
- Webinars, podcasts
- Pharma websites
- Sales reps
- + many more

Pro Health Resources



Download the latest Professional Health content directory [here](#) or visit our [website](#) for other relevant materials.



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

Pain Medicine Study details

Latest release	August 2024
Survey respondents	160+ (projected to a universe of 6,500)
Sample source	Mix of online panels, database and publisher lists
Methodology	Online interviews, weighted and projected to the U.S. universe of active pain medicine physicians
Data access options	Dashboard, charts & tables, crosstabulation & planning tools

Top patient conditions seen (avg per week)

Chronic pain	52 patients
Back & radicular pain	43 patients
Neck & radicular pain	30 patients
Neuropathy	23 patients

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:

✉ info@M3-MI.com 🌐 www.M3-MI.com

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