Understand and connect with **pathologists**

Pathologists play an integral role in the healthcare journey, using lab tests to help HCPs diagnose patients and influencing test/equipment purchasing decisions. **M3 MI's Pathology 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 pathology audiences important to your communication plan

- 10+ Pathology specialties and subspecialty certifications
- Demographics, professional activities, association membership
- Primary designation of clinical laboratory
- Billed tests run annually
- New device/procedure adoption policy
- Most influential person in hospital lab when purchasing new brands/types of clinical instruments, tests, equipment, etc.
- Involvement in selecting suppliers/instruments/ services
- Professional social media connections & impact on job-related decisions
- Use of technology for work

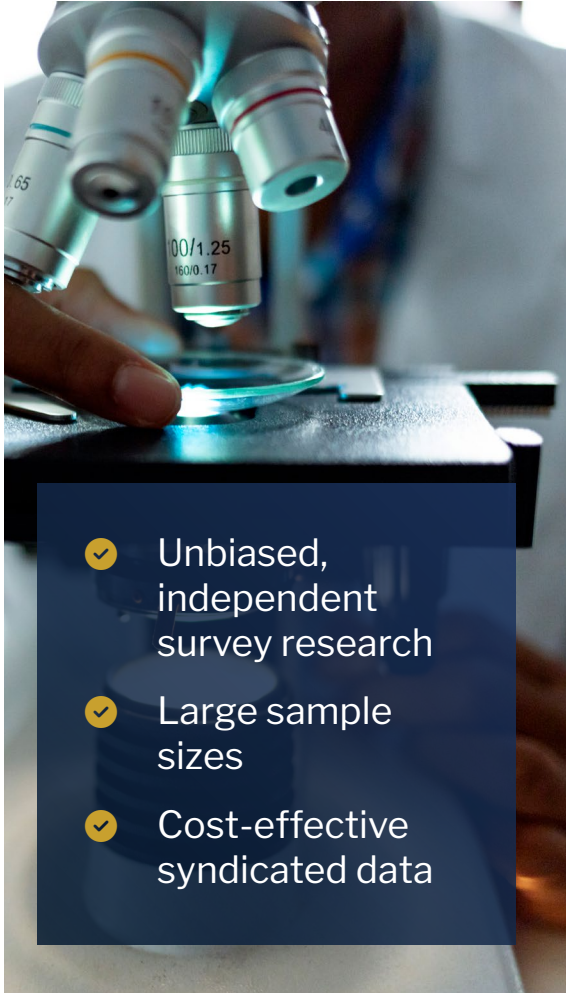## Support omnichannel marketing strategy

Pathologist channel preferences and usage across all their information sources:

- Conferences & meetings (remote & in-person)
- Professional Associations
- Professional Portals
- Newsletters, Promotional Emails and Mailings
- Professional Journals (print/websites)
- Social Media
- Webinars, podcasts
- IVD/Device/Equipment Company Websites
- Sales Reps
- Preferred information like to acquire via certain channels & channels like to use for different types of information
- + much more

Develop media plans for your target audiences

Trusted media measurement data across 56 media properties:

- Journals
- Professional and consumer-facing websites
- Reference websites
- Professional and consumer social media
- Mobile apps
- Email & print newsletters
- + media attitudes & opinions

Pro Health Resources

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

Pathology Study details

Latest release:	October 2024
Survey respondents:	300+
Sample source:	Random selection from AMA/AOA Physician Masterfile
Methodology:	Online pathology interviews, weighted based on the size of the universe of the age group to which they belong.
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

Top conditions diagnosed

Periodontal Disease	N=150
Respiratory Infections (Upper or Lower)	N=140
Gallbladder and Biliary Diseases	N=132
Inflammatory Bowel Disease	N=125
Gastritis and Duodenitis	N=125
Breast Cancer	N=124
GERD	N=119
Urinary Tract Cancers (e.g., bladder, kidney)	N=117
Rheumatoid Arthritis	N=115
Influenza and Pneumonia	N=115

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

## M3 MI Professional Health
Other Syndicated Offers
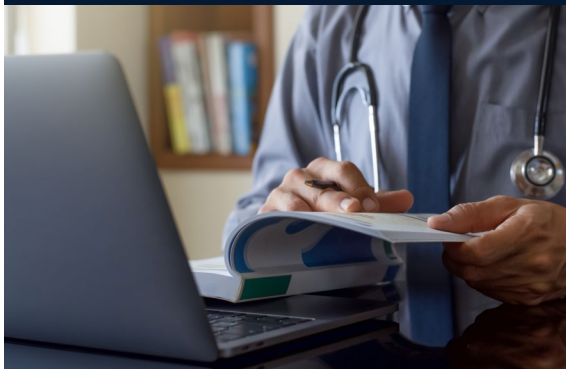
Ad Intelligence

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.
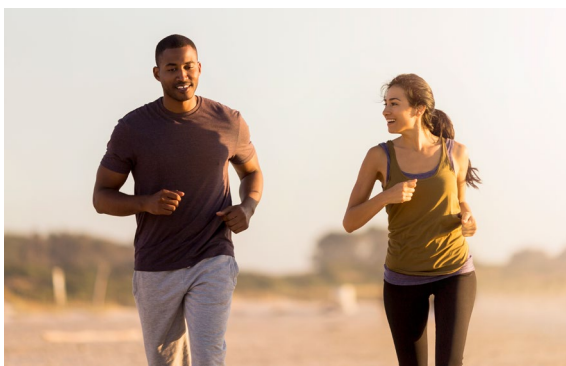
MARS Consumer Health

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.