Understand and connect with **Physician Assistants (PAs) and Nurse Practitioners (NPs)**

PA/NPs play an integral role in the healthcare journey, interacting with many patients, writing numerous prescriptions and prioritizing patient education. **M3 MI's PA/NP 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 PA/NP audiences important to your communication plan

- 15+ PA/NP specialties
- Actions taken after reading medical-related social media posts
- Adoption of new drug/device/procedure
- Demographics, employment locations (e.g. urgent care clinic, hospital, etc.)
- Patients seen in an average week, time spent on patient visits
- Products recommended, prescribed, or administered
- Professional activities, association membership
- Professional social media connections & impact on Rx/treatment decisions
- Time spent on patient education and counseling
- Use of technology for work

Develop media plans for your target audiences

Trusted media measurement data across 45 media properties:

- PA/NP journals
- PA/NP-specific and HCP-focused websites
- Reference websites
- Professional and consumer social media
- Mobile apps
- Email & print newsletters
- + media attitudes & opinions

Support omnichannel marketing strategy

PA/NP channel preferences and usage across all their information sources:

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

Pro Health Resources

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

PA/NP Study details

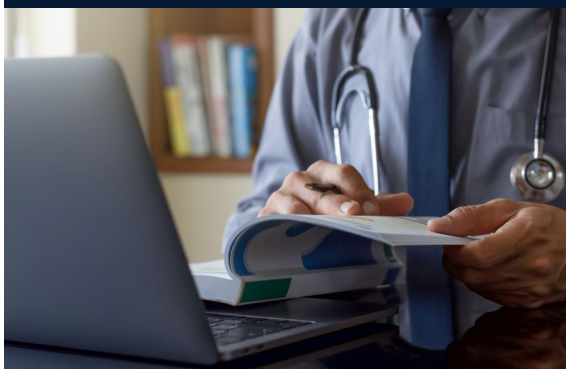|	
Latest release:	February 2024
Survey respondents:	500+
Sample source:	Mix of online panels and databases
Methodology:	Online PA/NP interviews, weighted and projected to the U.S. universe of each specialty
Data access options:	Dashboard, charts & tables, crosstabulation & planning tools

Counts by key areas

Primary care

Physician assistants	N=202
Nurse practitioners	N=161

Non-primary care

Physician assistants	N=54
Nurse practitioners	N=95

- 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.
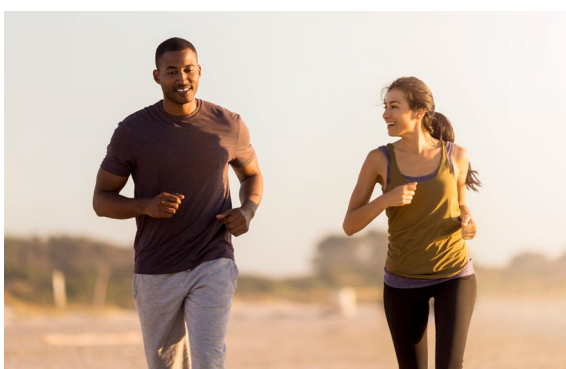
MARS Consumer Health

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.