



## **Pfizer Pharmaceuticals and CMI Present:**

### **Why Should You Care About Prescribing Habits and Brand Consideration?**

Feb 14, 3:20 – 3:55

Join Anne Hale from Pfizer Pharmaceuticals along with CMI Research for this exciting talk about how prescribing habits and brand consideration were used to build an effective marketing and messaging strategy to target opportunities for trial.

This talk will highlight how brand strategy is refined based on how your brand is considered among fast vs. slow thinking physicians. It will provide insight into the policy and messaging issues that trigger trial and conversion for your brand, which results in effectively focusing marketing efforts to drive trial.

#### **Presenters:**



**Anne Hale, Pfizer, US Business, Analytics & Insights Lead – Specialty Care**



**Will Leopold, Life Sciences Account Director, CMI**