

The Ultimate Pharma Activation Market Checklist™

Does your brand or therapeutic area answer Yes to any of these questions?

Unmet Clinical Need (Under diagnosis, under treatment identified with Lab results)	YES	NO
1. Does your therapeutic category have overuse of a medicine that indicates sub-optimal treatment or symptom control?		
2. There is a sizable untreated group in your therapeutic area. They can be identified as being on specific medicines (or absence of specific medicines)		
3. You have newly funded medicines and there are awareness and education challenges in switching patients to new clinical guidelines or Pharmac funding options.		

Switch for patient benefit	YES	NO
4. You have a new therapeutic option in a range of treatments. You want to move the market from the original product to the newer, more efficacious product in your range.		
5. Do you have a therapeutic category with the issue of under-testing and a clinical indicator such as a lab result that highlights that clinical need?		

Pharmac Funding Changes Education and Awareness	YES	NO
6. You have new funding criteria, and you want to educate prescribers when a patient presents that meets the exact criterion.		

Clinical Audit insights and Market Data to identify patient numbers and the size of market	YES	NO
7. You want to understand better the real-time use of your product (diagnosis coding, other prescribing for patient groups) and the demographic profile of users.		

Direct-to-consumer marketing via Pharmacy or GP	YES	NO
8. You are interested in reaching people using your products with prescription reminders, clinical information, and educational content via SMS or emails.		
9. You have education or Apps that would enhance the prescribing journey, for example, PSP or how-to-use videos.		

Once you complete the checklist, claim your free market gap audit [click here](#)

The Ultimate Pharma Activation Checklist™ was created by the founder of MediActivate Ltd, Stacey Airey. It aims to demystify which therapeutic areas or brands will benefit from GP nudges and Pharmacy Activations by delivering messages that matter during the prescribing journey. Created by industry professionals, MediActivate's groundbreaking digital technology helps create a more targeted healthcare delivery approach. We have partnered with Group Healthcare to facilitate on-screen updates for GPs and pharmacists designed to identify and educate real-time clinical gaps.

To learn more and claim your audit click: <https://www.mediactivate.co.nz/contact/>