



AGENCY | FREE GUIDE

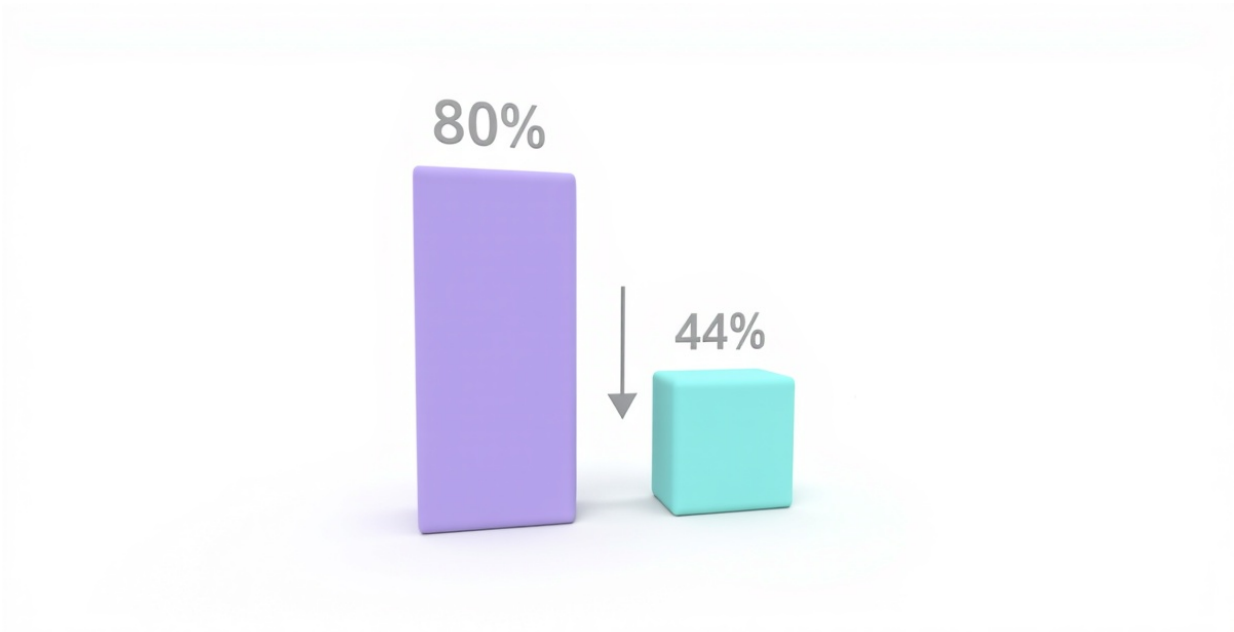
The 10pm Search Test

A practical diagnostic for healthcare marketing leaders

Inside this guide:

- A five-question self-assessment you can run today
- A four-week audit method your team can follow
- The three leading indicators that predict launch success
- Real patterns from 47 healthcare launches





Why the rep is no longer the first impression

In 2008, healthcare sales reps had access to around 80% of the physicians they were targeting. By 2021, that figure had fallen to 44% in Europe. This was not a gradual erosion. It was a structural collapse.

Companies responded by trying harder to reach the same room. Better training. Higher call frequency targets. Improved CRM data. The activity metrics improved. The results, for many, did not.

Eighty-three per cent of HCPs now research suppliers digitally before agreeing to a meeting, according to Veeva's 2022 healthcare industry data. The decision point moved. The rep still matters. But the first impression now happens the night before, without the rep in the room.

This guide helps you assess whether your digital presence is doing that job.

Pro Tip

Pull your post-event web analytics from your last congress. Look at how many leads visited the site within 72 hours. That number tells you how much first-impression opportunity you had — and your conversion rate tells you how much you captured.



Run this diagnostic in the next ten minutes

The 10pm Search Test is simple. Open a browser you do not usually use (so there is no personalisation from your own browsing history). Search your therapy area as a consultant who has never heard of your company. Use the terms they would use — their clinical problem, not your product name.

Three searches to run:

1. [Your therapy area] latest clinical evidence 2026
2. [Your product category] alternative options [clinical setting]
3. [Your company name]

For each search, note what appears before your own content. Note what a clinician would find if they clicked through to your site with six minutes available.

The test is not whether you rank. It is whether what they find gives them a reason to agree to a meeting.

Pro Tip

Search as the specific clinician you most need to reach. A consultant haematologist, a cardiac surgical nurse, a procurement pharmacist. Their search behaviour is different. Run one search per job title.



Three questions to score your digital presence

Score each question 0, 1, or 2. Zero means not present. One means partially present. Two means clearly present.

Question 1: Clinical questions answered, not company questions.

Does your site answer the questions a clinician in your therapy area would actually search? Score 2 if you have dedicated pages per clinical question. Score 1 if some clinical content exists but is not organised around HCP search intent. Score 0 if content is product-organised.

Question 2: Clinical validation within three clicks.

From your homepage, can a consultant reach a readable evidence summary in under three clicks? Score 2 if yes. Score 1 if reachable but requires a PDF download. Score 0 if not accessible without asking a rep.

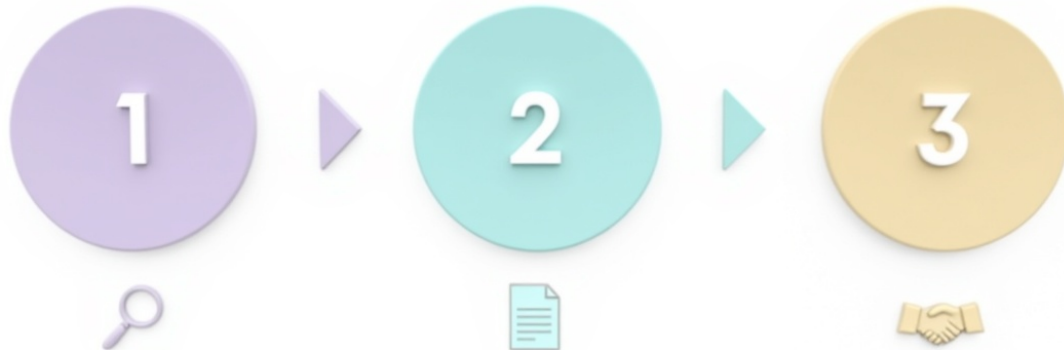
Question 3: Content a champion would forward.

Do you have one piece of content a clinical advocate would share internally without it looking like promotional material? Score 2 if yes. Score 1 if partially useful clinical content exists. Score 0 if only sales materials exist.

Total: 0-2 = significant gap. 3-4 = partial presence. 5-6 = demand-generating.

Pro Tip

If your team disagrees on the score for any question, that disagreement is itself useful data. It means there is no shared standard for what good looks like — which is usually the root cause of a partial score.



What to fix first when everything needs attention

Most healthcare teams score between 2 and 4. Everything needs attention and there is no budget to do everything at once. The priority order below is based on what moves meetings the most.

Fix 1: One clinical question page.

Choose the single most common question an HCP in your target profile would search. Build one page that answers it well. Not a product page. A page that answers the clinical question, with the evidence visible, in language a busy clinician would use. This is the highest-impact single intervention.

Fix 2: The evidence shortcut.

Create one URL — a dedicated page or downloadable summary — that gives a clinician access to your strongest clinical evidence in under two minutes of reading. This is what your field team sends instead of a PDF attachment.

Fix 3: The champion brief.

Write one document (two pages maximum) that a clinical advocate can share internally without it looking like it came from the marketing team. Plain English, evidence-led, honest about limitations.

Start with Fix 1 this week.

Pro Tip

Test Fix 1 with someone who does not work in your company. Give them the URL and six minutes. Ask: would you take a meeting with this company based on what you just read? Their answer tells you whether it is working.



The signals that tell you it is working

Page views measure activity. These four metrics measure demand.

Signal 1: Post-event site visits within 72 hours.

After every congress, measure how many badge scans visited the site in the following 72 hours. Rising visits = rising interest. Visits without meetings = digital handoff problem.

Signal 2: Time on clinical evidence pages.

Average time on your clinical evidence pages tells you whether clinicians are finding and reading the material. Under 30 seconds = not engaging. Over 90 seconds = reading. Set this as a baseline and track it.

Signal 3: Champion forward rate.

Ask your field team how often a clinical contact says they shared the clinical summary with a colleague. This requires a systematic field team question. Even informal tracking reveals the pattern.

Signal 4: Meeting quality shift.

Ask your reps whether meetings have changed. Are HCPs arriving with prior knowledge? Are more meetings skipping the introduction stage? This is the downstream signal that the digital presence is doing its job.

Measure meetings started, not pages viewed.

Pro Tip

Pick one signal to track this month. Do not try to build all four dashboards at once. Post-event site visits is the easiest to pull and the most immediately actionable.



What Next?

The 10pm Search Test takes ten minutes to run. The fixes it reveals may take longer. If you want to work through what the diagnostic found for your company, a 30-minute triage call is available. No pitch, just diagnosis. Or read the full argument in the blog.

Book a Triage Call

agencymedicalmarketing.com/getting-started

Read the Blog

agencymedicalmarketing.com/blog/before-the-rep-parks-the-car

The Book

agencymedicalmarketing.com/book

Free Assessments

agencymedicalmarketing.com/assessments/launch

It's Not a Sales Problem

by Michael Colling-Tuck

The full argument behind everything in this guide. 306 pages on why most healthcare companies have a demand problem disguised as a sales problem, and what to do about it. Available in paperback, Kindle, and audiobook.

agencybristol.com/book

47+

Healthcare launches

10

Years in healthcare

306

Pages of methodology

3

Revenue streams built

Book a Triage Call

30 minutes. No fee. No pitch. Just an honest conversation.