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AGENCY | FREE GUIDE

Whose Question Does Your Page Answer?

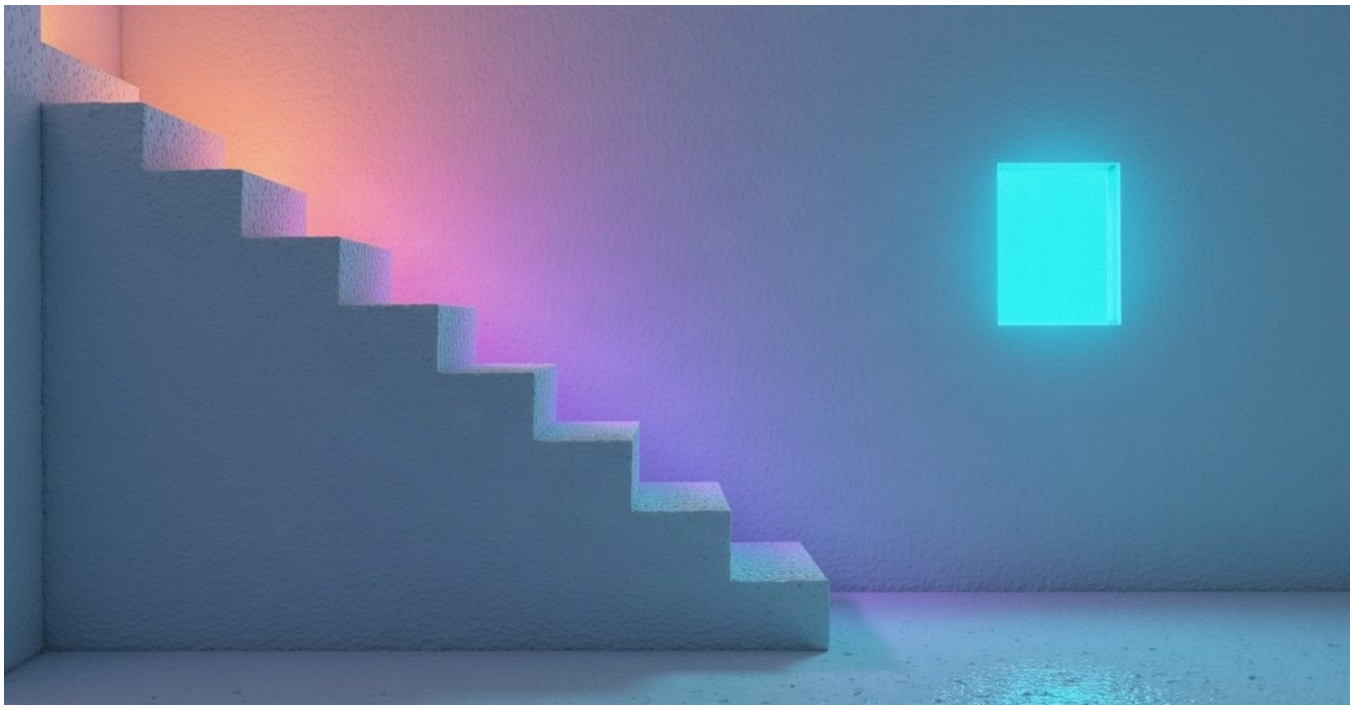
A one-hour audit for healthcare service pages, sales decks and launch plans

Inside this guide:

- A two-sentence diagnostic you can run today
- A one-hour audit your team can follow



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Most healthcare pages answer a question nobody asked

AIM

Test the first two sentences of your most important pages, decks and launch plans against the question your buyer actually arrives with.

BACKGROUND

Most healthcare messaging opens on the supplier: the company story and the features. It used to work, because a rep stood beside the buyer and translated.

Nearly 80% in 2008. 44% by 2016.

US physicians who met most reps in 2008, and those accessible to reps by 2016 (ZS Associates AccessMonitor). Buyers now meet you in writing first.

VISION OF SUCCESS

Every key page opens on a buyer's question, in the buyer's words, answered in a sentence before you introduce yourself. The evidence sits underneath, where it holds the answer up.

> **Pro Tip**
> Broadcast, Problem Solving, Customer Centric. Most pages sit on the first step. The aim of this guide is the third.



The two-sentence diagnostic

Pick the three pages buyers visit most, plus your current launch deck. Read only the first two sentences of each and score one point for every yes.

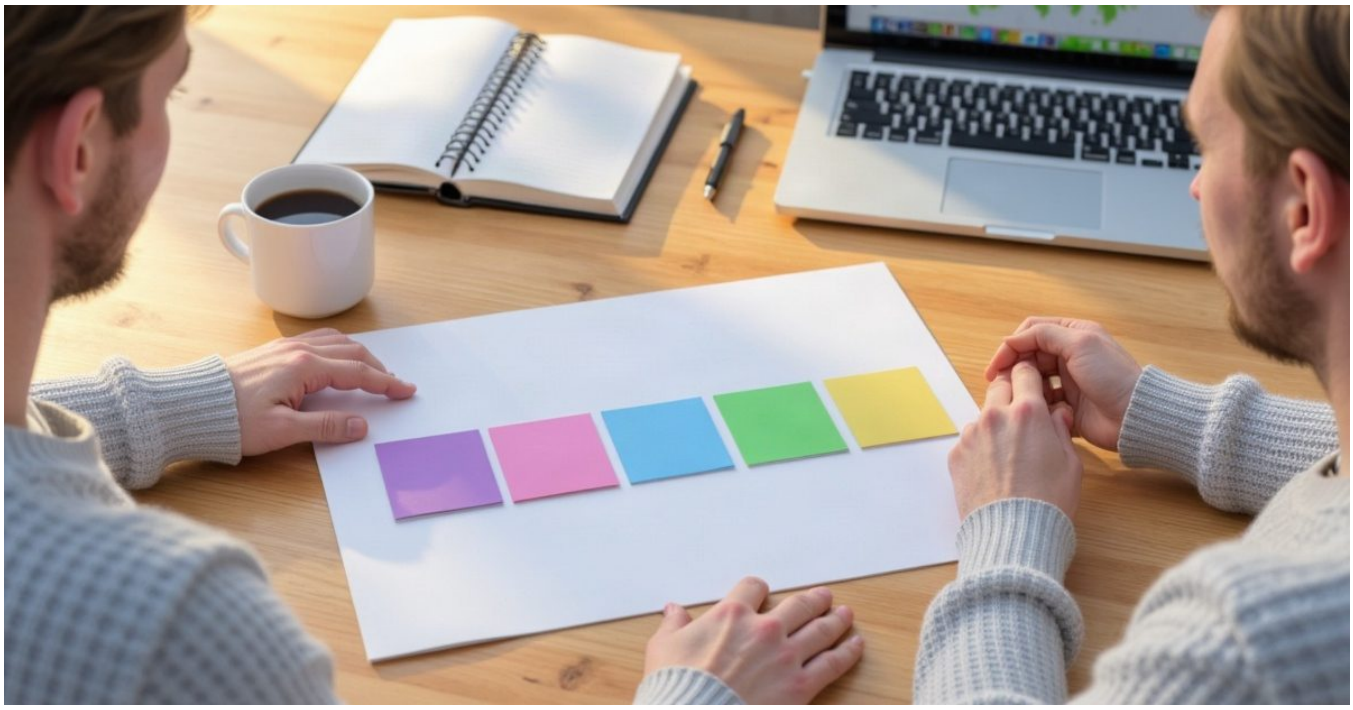
1. Does it open on a question or a problem the buyer would recognise?
2. Is it written in words a buyer has actually used?
3. Does the outcome for the buyer appear before your company name?
4. Could a reader outside your company say what it means for them?
5. Is there one clear next step once the question is answered?

HOW TO READ YOUR SCORE

Four or five on most pages: you are already writing replies, not statements. Two or three: the answer is in there, but the buyer has to climb over you to reach it. One or none: the page is Broadcast, and it is answering a question nobody asked.

> The first line of a page is either an answer or an advert.

> **Pro Tip**
> Score with someone outside marketing in the room. The person who wrote the page is the last one who can read it cold.



How to run the audit in an hour

1. Collect the questions. Ask three or four people who sit in front of buyers what gets asked in the first five minutes of a good meeting. Write the answers down verbatim.

2. Group them. Most teams find a small handful that come up again and again. The forecast is approved, will the market follow it? Your best rep knows it, does anyone else? The seats were filled, by whom? The market looks promising, how will you enter it?

3. Match each question to one page. One page per question tends to work better than one page that tries to answer everyone.

4. Rewrite only the opening. Put the question first, in the buyer's words, then one or two sentences of answer. Leave the evidence where it is, underneath.

5. Stress test before it ships, using the four questions on the next page.

> **Pro Tip**
> Resist polishing the buyer's words. Recognition is what keeps someone reading, and recognition depends on the phrase being theirs.



Common questions, answered plainly

WILL COMPLIANCE ALLOW IT

A well-framed question makes no product claim of its own, so it can often sit at the top of a page. A leading one can imply a claim. Either way, the question goes through review with its answer, and that answer is usually shorter.

WHAT ABOUT DIFFERENT STAKEHOLDERS

Build one messaging house: the core promise, the pillars, the evidence. Then take a different extract for the surgeon, the finance director and procurement. Same product, a different first line for each person.

DOES IT WORK FOR PATIENT PAGES

The patient's question is usually simpler. Will this help me, and where do I go? Where the law prohibits promoting a prescription-only medicine to patients, the same discipline applies to condition awareness.

WHAT IS THE STRESS TEST

Is it credible and supportable with evidence? Is it meaningful to the customer? Is it difficult for competitors to claim? Can the whole organisation say it in one sentence without reading it?

> **Pro Tip**
> The first stress test kills most drafts. The fourth is the one teams laugh at, until you ask them to say their positioning out loud.



How to know it is working

These are leading indicators. None needs new software, and none needs a target number to be useful. Watch the direction.

THE PAGES

How many of your key pages now open on a buyer's question? Re-run the two-sentence diagnostic each quarter.

THE TEAM

Ask your newest rep to explain your positioning in one sentence without reading it. Whatever they say is what the market is hearing.

THE ENQUIRIES

Read the inbound messages. When buyers start quoting your opening line back to you, it is working, because it was their line first.

THE MEETINGS

Notice how quickly the first real question arrives. A page that has already answered the obvious one moves the conversation on.

> **Pro Tip**
> Write today's diagnostic scores down before you change anything, so next quarter you are comparing against a fact rather than a memory.



Opens on us, or opens on them

OPENS ON US

The company history comes first. Then the features, in the order engineering ranked them. One page tries to speak to every buyer. Every rep tells their own version, and the market hears several companies. The page is written for the sign-off meeting.

OPENS ON THEM

The buyer's question comes first, in their words. Then the outcome, then the evidence underneath it. One page per question, with an extract for each stakeholder. The team tells one story, and the story starts with the customer. The page is written for the reader.

> Evidence belongs underneath the answer, not in front of it.

Same product. Same evidence. A different order, and a reader who keeps going.

> **Pro Tip**
> Start with the one page you would least like a new buyer to read tonight. That is usually the one with the most to gain.

What Next?

Run the two-sentence diagnostic on your three most visited pages this week. If one of the four buyer questions is on your desk this quarter, the rebuilt service pages below open on it, or request a free 60-minute call. Michael reviews every request personally.

Product Launch
agencymedicalmarketing.com/services/product-launch

Sales Enablement
agencymedicalmarketing.com/services/sales-enablement

Satellite Events
agencymedicalmarketing.com/services/satellite-events

New Market Entry
agencymedicalmarketing.com/services/new-market-entry

Request a Free 60-Minute Call
agencymedicalmarketing.com/getting-started

See Our Work
agencymedicalmarketing.com/work

It's Not a Sales Problem

by Michael Colling-Tuck

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

agencymedicalmarketing.com/book

47+	20	18	5
Healthcare launches	Years in healthcare	Chapters	Continents

Request a free 60-minute call
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