

# A Daedalus Enterprises Press Release

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## Medical Advertising and Respiratory Care

Medical advertising is serious business. That is why the publishing company of the American Association for Respiratory Care (AARC), Daedalus Enterprises, Inc., conducted a survey on medical advertising in respiratory care. The survey was intended to find statistically valid data to help advertisers craft their advertising plans.

Daedalus surveyed 500 respiratory care department directors (member and nonmember) with questions on how medical journal/magazine advertising affects their purchasing decisions. In addition, directors were asked what methods they used to respond to advertisements.

### Respiratory Care Department Directors Have Purchasing Power

Despite the re-engineering of health care, respiratory care department directors still wield purchasing power. The study found that seventy three percent of directors approve and authorize the purchase of respiratory equipment and supplies. An additional twenty three percent of directors recommend which products and supplies to purchase.

### Medical Advertising is A Powerful Influence

The survey underscores the importance of medical journal and magazine advertising in a health industry manufacturer's marketing mix. That's because eighty eight percent of respiratory care department directors say that advertising impacts their decision-making. When asked how medical journal and magazine advertising influenced their purchasing decisions, thirty seven percent said that they used it to learn about new product information and twenty two percent used it to compare advertised products to needs. Twelve percent said that they would be more likely to meet with a sales person after seeing an advertisement.

### Toll-Free Numbers a Key to Advertising Communications

With the advent of the Internet and e-mail, respiratory care department directors now have more choices in how they contact advertisers. Despite the ease of these new communication tools, directors still prefer the human contact of the toll-free telephone number. Seventy seven percent of directors ranked the toll-free number as their preferred choice for collecting additional product information. Fifty three percent turn to the toll-free telephone as their number one choice. Only seventeen and a half percent of directors indicate that the bingo card in magazines is their preferred choice for more product information.

Use of the Internet and e-mail has been thought to enjoy large usage for collecting information. However, this survey found that twenty eight percent of directors viewed visiting a web page as their first choice while eight percent indicated they used e-mail as their preferred choice.

In actual usage, more directors, thirty nine percent, used a toll-free number to contact advertisers than any other method. The bingo or reader service card was second at twenty three percent. Internet use was fourth for web page visits at sixteen percent and ten percent used e-mail as the fifth most used method.

### Conclusions

- Directors of respiratory care departments are heavily involved in the purchasing decision process.
- Medical journal/magazine advertising influences decisions and should be in the marketing mix.
- Toll-free numbers should be included in advertisements and should be highly visible.
- Advertisers should ensure that tracking mechanisms are in place to count toll free calls, and other means of communications, to ensure accurate measures of ad placement results.

1. What is your usual involvement in your department's purchase of products and/or services?

I approve/authorize purchases .....	72.97%
I recommend products/supplies to be purchased .....	22.97%
I identify/specify suppliers .....	1.35%
I am involved in some other way .....	2.7%
I recommend suppliers .....	0.0%
I am not involved in purchasing .....	0.0%

2. How does medical journal/magazine advertising influence your purchasing decisions? (please all that apply)

I use it for new product information .....	37.14%
I compare advertised products to my needs .....	22.14%
I am more likely to meet with a salesperson .....	17.86%
Advertising does not affect on my decisions .....	12.14%
I am more likely to contact the advertiser .....	7.86%
I am more comfortable purchasing an advertised product .....	2.86%

3. Which of the following methods do you use to request product information when responding to an advertisement in a medical journal/magazine? (please all that apply)

Call a toll-free (800) telephone number .....	39.04%
Return the magazine's reader service/bingo card .....	23.29%
Call the company sales representative .....	16.44%
Visit the company's web page .....	15.75%
Call a distributor .....	11.64%
Send an e-mail to the advertiser .....	9.90%
Call a regular/toll telephone number .....	8.90%
Send a request to the advertiser's fax number .....	4.11%
Wait for a sales a representative to visit .....	2.74%

4. Please rank the following methods you use when responding to an advertisement in a medical journal/magazine. Rank each item in order of most use, one (1) meaning used most frequently and nine (9) is used the least.

RANK	1	2	1 & 2	3	4	5	6	7	8	9
(800) Number	52.7%	24.32%	77.03%	9.46%	8.11%	4.05%	0.0%	0.0%	0.0%	1.35%
Fax number	0.0%	4.05%	4.05%	9.46%	12.16%	4.05%	14.86%	25.68%	14.86%	14.86%
E-mail	1.35%	6.76%	8.11%	9.46%	12.16%	12.16%	14.86%	10.81%	24.32%	8.11%
Web page	14.86%	13.51%	28.38%	6.76%	13.51%	4.05%	9.46%	17.57%	14.86%	5.41%
Toll Telephone	1.35%	10.81%	12.16%	21.62%	13.51%	17.57%	14.86%	6.76%	5.41%	8.11%
Bingo card	17.57%	20.27%	37.84%	8.11%	5.41%	9.46%	12.16%	1.35%	14.86%	10.81%
Call distributor	0.0%	10.81%	10.81%	14.86%	12.16%	27.03%	8.11%	18.92%	6.76%	1.35%
Call Co. sales	6.76%	8.11%	14.86%	18.92%	20.27%	13.51%	12.16%	8.11%	12.16%	0.0%
Wait sales visit	5.41%	1.35%	6.76%	1.35%	2.7%	8.11%	13.51%	10.81%	6.76%	50.0%

5. How frequently do you respond to medical journal/magazine advertising? (please only one)

1-2 Times a Month .....	82.43%
3-5 Times a Month .....	16.22%
5-7 Times a Month .....	0.0%
8-10 Times a Month .....	1.35%
11-12 Times a Month .....	0.0%
13-15 Times a Month .....	0.0%
16-18 Times a Month .....	0.0%
19-20 Times a Month .....	0.0%
More than 20 Times a Month .....	0.0%