

From the Presidents of AANP & AAPA



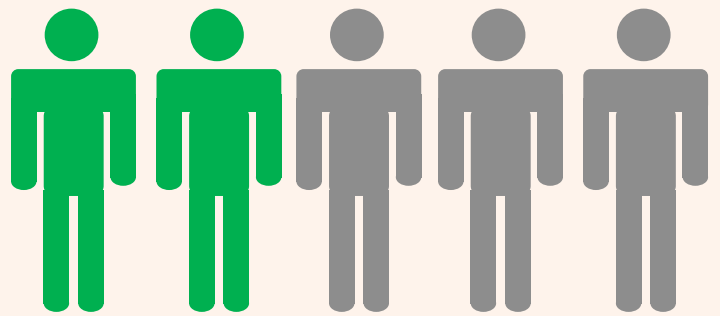
Five Key Messages for Pharma/Med Device Marketers



1.

475,000+ NP/PA Prescribers Make Treatment Decisions

In 2022, NPs/PAs make up two out of every five providers who write **41% of U.S. prescriptions** (2.6 billion annually). This number increases each year as NPs/PAs grow ten times as fast as MDs.



- Jennifer Orozco, President of AAPA

“ I think what people don’t realize is how much work those PAs and NPs are doing... If you look at the **number of prescriptions, it’s overwhelming** whether that’s primary care or specialty. ”

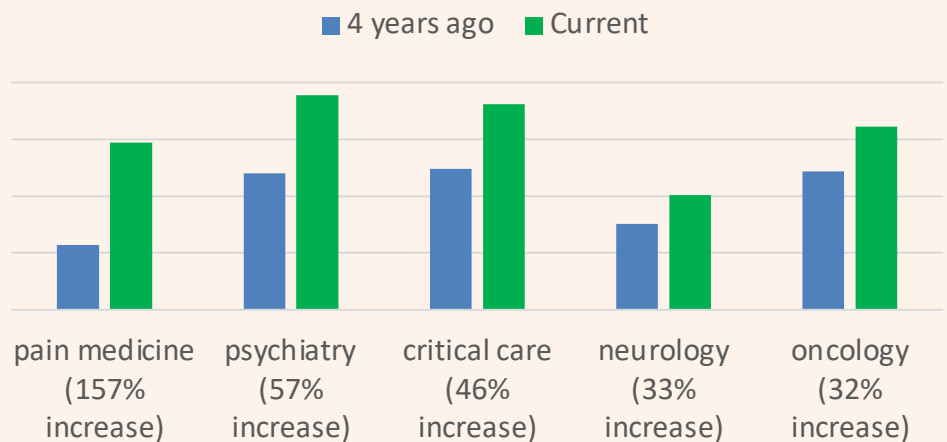


2.

NPs/PAs are in Every Specialty and Primary Care

There is a nearly 1:1 ratio of MDs to NPs/PAs in primary care in the U.S. currently, and over 200,000 NPs/PAs also practice in specialty areas.

PA Growth In Specialties



- April Kapu, President of AANP

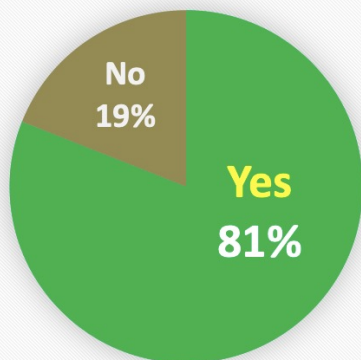
“ In many cases they [NPs/PAs] are diagnosing and treating things that had not been found under other healthcare providers. ”

The presidents of American Association of Nurse Practitioners (AANP) and American Academy of PAs (AAPA) also pointed out 50 years of data that shows NPs/PAs:

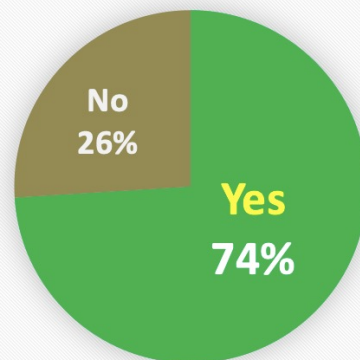
- ✓ Diagnose and treat complex patients – often with no difference in severity of illness for MD vs NP/PA led teams.
- ✓ Score just as high as MDs on quality care outcomes and patient satisfaction.
- ✓ Provide care for patients with all conditions from diabetes and high BP to cancer and complex rare medical conditions.

For more details on any of the data please contact JayL@NPPAengage.com

Do Oncology Practices have NP/PA Providers?



Do Cardiologists Work with NP/PA Providers?



“ I don’t think there’s anywhere you can turn now where somebody doesn’t have an PA or NP in their practice whether it’s an independent practice owned by a PA or an NP, or whether it is a collaborative practice or in a specialty practice. ”

- Jennifer Orozco, President of AAPA

3.

NPs/PAs are Eager to Learn about New Options

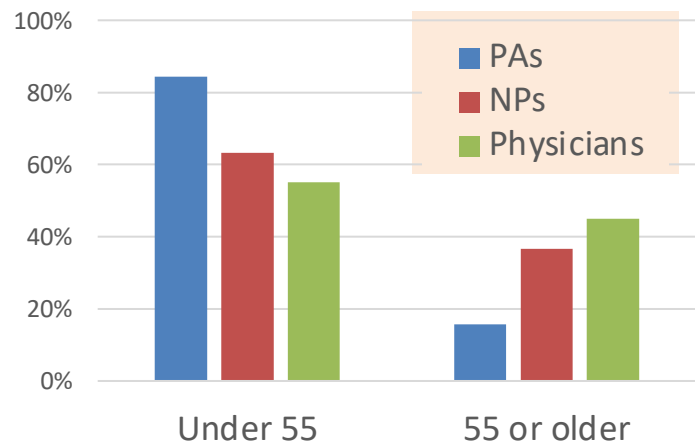
NPs/PAs are more open to data from pharma reps, drug websites and sponsored talks which inform prescribing decisions compared to physicians who rated these sources lower.

- Source: Simani M. Price, *Research in Social and Administrative Pharmacy*, <https://doi.org/10.1016/j.sapharm.2021.01.012>

One reason NPs/PAs may be more open than physicians to new treatment options is that 46,000+ new NPs/PAs graduate each year with 32% of PAs and 37% of NPs being in practice less than five years.

In contrast, physician workforce projections are nearly stagnant, and many have been prescribing the same treatments for years.

Clinician Type by Age



“ PAs [and NPs] just want to know. I want to know what’s next. ”
I want to know how to use this device.

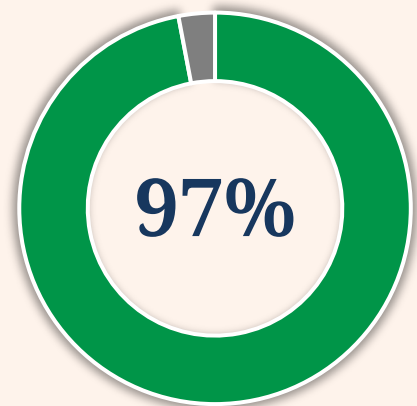
- Jennifer Orozco, President of AAPA

4.

Need More from pharma / device Targeted to NPs/PAs

97% of marketers witnessed a rise in business outcomes as a result of personalization — nearly one fourth achieved a spike in revenue higher than 20%. This means lumping NPs/PAs in with your marketing efforts geared to physicians is not effective.

Source: 2020 Trends in Personalization. Researchscape International and Evergage.



“ We really need to hear more information specifically targeted to NPs and PAs. ”

*- April Kapu,
President of AANP*




“ Anything that pharma or device companies can do to help educate PAs as well as NPs the better on an ongoing basis so they're aware of the updated trends and what's out there that's new and innovative for patients... We need to **get that into the PAs and NPs hands** because really those are the people who are giving those prescriptions and treating those patients. ”

- Jennifer Orozco, President of AAPA

5.

Don't Be Physician-Centric which Alienates NPs/PAs



Pharma and device brands are alienating NPs/PAs when they run advertisements that say "talk to your doctor" which frustrates many who feel overlooked by this language.

“Don't make assumptions that I'm not seeing certain types of patients or that I don't have the skillset to do that... You're missing a very large group of individuals who are prescribing those medications as well as prescribing those medical devices or using those medical devices. ”

- Jennifer Orozco, President of AAPA

Final Advice:

“You'll see a commercial and it'll say, 'ask your physician' — well many times patients have a regular ongoing primary care NP... and they trust us,” concluded AANP President April Kapu. “At the executive level, there are PAs and NP that sit there. Be aware of that. Don't just be physician-centric,” added Orozco.

How Do NPs/PAs Perceive *Your* *Brand*?

BOOK A TIME TO DISCUSS NPs/PAs FOR YOUR BRAND

[\[CLICK HERE TO GET STARTED\]](#)

NP/PA Engage has the deep insights you need into NPs/PAs/RNs, and we use this understanding to develop programs that cause behavior change and brand loyalty.



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