



The screenshot shows the PM360 website interface. At the top, there's a navigation bar with 'Issues', 'Topics', 'Awards', 'Resources', 'News', 'Log In', and 'Register'. A search bar is on the right. The main content area features the article title 'Emerging Targets: Care Partners, Underserved Communities, Health Activists' by Brenda Snow, dated August 17th, 2014. The article text discusses the pharmaceutical industry's communication challenges and the importance of HCPs. A sidebar on the left includes 'Tools' (Order Reprints or Eprints, Download article as PDF), 'Author Articles' (Emerging Targets: Care Partners, Underserved Communities, Health Activists), and 'Trendsetter: PM360 & I with Brenda Snow, Founder & CEO The Snow Companies'. A 'Guest Commentary: Pharma's Demographics' is also listed. On the right, there are 'Previous Article' and 'Next Article' buttons, a 'Subscribe to PM360' button, and a 'PM360 On-Demand WEBCAST' advertisement for 'THE NEW HEALTHCARE TRIFECTA: PHARMA, PATIENTS, & ADVOCACY ARE JOINING FORCES IN EVERY FACET OF BRAND DEVELOPMENT'.

Emerging Targets: Care Partners, Underserved Communities, Health Activists

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By Brenda Snow

<http://www.pm360online.com/emerging-targets-care-partners-underserved-communities-health-activists/>

Summary

HCPs, payers, and patients are, and have been, communication targets for the pharmaceutical industry for many years. In her exposé, Brenda looks at groups that are essential for turning the needle towards better health outcomes and that are starting to receive increasing attention and targeted messaging: Care partners, cultural minorities, and patient opinion leaders.