WHEN PRIMARY CARE PRACTITIONERS WANT TO LEARN ABOUT DIABETES PRODUCTS, THEY TURN TO THE SPECIALISTS THEY TRUST: **ENDOCRINOLIGISTS**

Studies show that when faced with diabetes treatment decisions, endocrinologists rank high among the most trusted and valued sources of information.

**ENDOCRINOLIGISTS ARE AMONG THE MOST TRUSTED SOURCES OF INFORMATION ABOUT NEW DIABETES PRODUCTS.**

60% OF PCPs SAY ENDOCRINOLIGISTS ARE A “VALUABLE” SOURCE OF INFORMATION ABOUT NEW DIABETES PRODUCTS.

MOST PCPs ARE LATE ADOPTERS. HOWEVER, PCPs ARE MORE LIKELY TO ADOPT NEW PRODUCTS EARLIER IF RECOMMENDED BY AN ENDOCRINOLIGIST.

TURN LATE ADOPTERS INTO PRESCRIBERS BY REACHING ENDOCRINOLIGISTS, THE MOST TRUSTED AND VALUED SPECIALTY FOR INFORMATION ABOUT NEW DIABETES PRODUCTS.

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ENDOCRINE SOCIETY
Hormone Science to Health