

The Linus Group: AEP for Pharma/Biotech audience

Automated Email Program Notes
Template: Branded Single Link ▾ Launch Type: Combo Entry (Paid & Organic) ▾ Sends Lists: Suppress: <ul style="list-style-type: none">• Timing: Notes: <ul style="list-style-type: none">•

Email 1:

Timing: Immediate (automated trigger on form submission)

Purpose:

- *Deliver the asset they requested*
- *Set expectations for the series*
- *Establish value of what's coming*
- *Provide immediate conversion opportunity for high-intent prospects*

Content:

- *Health 2035 Report (PDF attachment or download link)*
- *Link to State of Young Physicians report (optional read)*

Major Messaging:

- *Brief overview of report contents: 1,000 physicians under 35 surveyed about trust, technology, and future of care*
- *Key finding preview: 59% predict patients will trust them less by 2035*
- *Set expectations: "Over the next two weeks, I'll send you three short emails connecting these findings to specific strategy questions"*
- *Position series as "implications that matter" not generic content*
- *No fluff, just what affects your business*

CTA: Primary: Request a custom briefing (for those ready now); Secondary: Implicit ("watch for next email")

Email Subject Line

Your Health 2035 Report — plus what's coming next

Preview Text

1,000 physicians under 35. What their predictions mean for your commercial strategy.

Email Body

Hello -

You can find [your copy of the Health 2035 report](#) here, conducted in partnership with HSBC Innovation Banking. It's full of data from our survey of 1,000 physicians under 35 and what they believe about trust, technology, and the future of care.

One finding keeps coming up in our conversations with commercial leaders: **59% of young physicians predict their patients will trust them less by 2035.**

Not more, but less. And that erosion doesn't stop at the physician-patient relationship.

Over the next few weeks, we'll send you three emails connecting these findings to specific strategy questions around trust, skepticism, and what it means for how you engage with your physician audience.

Ready to discuss what this means for your business? Request a custom briefing with our strategy team. We will apply the Health 2035 research directly to your audience, positioning, and go-to-market approach.

[CTA button: [Request Your custom briefing](#)]

Sincerely,
LINUS

Email 2:

Timing: 3 Days after email 1

Purpose:

- *Connect the 59% trust stat to launch strategy and commercial outcomes*
- *Shift from "interesting research" to "this affects your business"*
- *Challenge assumption that physician authority automatically translates to action*
- *Frame trust as a commercial variable, not just a societal trend*

Content:

- *Link to State of Young Physicians full report (for deeper dive)*

Major Messaging:

- **Core data:** *59% of young physicians predict patients will trust them less by 2035, and 76% blame misinformation*
- **For Pharma/Biotech:** *Trust erosion isn't just a patient relationship problem—it's a launch success problem. Affects adherence, access, how physicians communicate your therapy*
- **For Healthcare Organizations:** *Trust erosion affects organizational credibility, member engagement, and physician-patient relationships within your network*
- **Key insight:** *When physicians predict declining trust, they adjust how they prescribe and communicate—they become more conservative, over-explain, anticipate objections*
- **Three pressure-test questions:**
 1. *Does your messaging assume physician authority will translate to patient action, or does it equip physicians for trust-eroded conversations?*
 2. *Are you positioning your therapy/program as something physicians endorse, or something they must defend?*
 3. *Do your materials assume trust, or do they earn it?*
- **Strategic reframe:** *"Misinformation isn't something you can fix. What you CAN fix is how your positioning accounts for the environment it's entering."*

CTA: Primary: *Request a custom briefing (especially if launching in 12-18 months)*

Secondary: *Read State of Young Physicians report*

Email Subject Line

Trust erosion isn't just a societal trend, it impacts your launch.

Preview Text

59% of young physicians expect patient trust to decline. Here's what it costs you.

Email Body

Nearly 60% of young physicians anticipate a decline in patient trust. **And nearly three quarters (76%) of young physicians blame misinformation** for that decline. Which means by 2035, the physicians you're trying to reach will be navigating patient encounters that are more skeptical than today's.

Our three decades of experience have shown that when technical audiences, such as physicians, anticipate a decline in trust, they inevitably adapt. Physicians become more conservative in their care approaches. They over-explain rationales. They preemptively defend recommendations before anyone challenges them. Importantly, they become less tolerant of anything that increases this existing pressure—and this includes your messaging.

Here are three questions worth pressure-testing against your current strategy:

1. Does your messaging assume physician authority will translate to patient action, or does it equip physicians for trust-eroded conversations?
2. Are you positioning your therapy or program as something physicians endorse, or something they'll have to defend?
3. Do your materials assume trust, or do they earn it?

Misinformation isn't something you can fix. What you can fix is your positioning.

Have this crucial conversation before your messaging is finalized, especially if your launch is scheduled within the next 12–18 months.

[CTA button: [Request Your custom briefing](#)]

Or, if you want to go deeper on the trust data first: [Read [the State of Young Physicians report](#)].

Email 3:

Timing: 4 days after email 2

Purpose:

- *Deliver the Executive Brief as the "commercial translation" of the research*
- *Bridge from data (Health 2035 Report) to business implications (Executive Brief)*

- *Position the Executive Brief as "here's what this means across segments"*
- *Set up the briefing as "we'll do this for YOUR specific segment"*
- *Create a high-value touchpoint that demonstrates Linus's strategic thinking*

Content:

- *Health 2035 Executive Brief (PDF download/attachment)*
- *Optional: Link back to full Health 2035 Report (for those who want to revisit the data)*

Major Messaging:

Opening: *"You've seen the Health 2035 data. Now here's what it means for your business."*

Context:

- *The full Health 2035 Report gives you the research: what 1,000 young physicians believe about trust, technology, and the future of care*
- *The Executive Brief translates that research into commercial implications: what it means for launches, positioning, and physician engagement strategies*
- *This is the synthesis—designed for strategy leaders who need to understand how these findings affect their decision-making*
- *Download the Executive Brief. If the commercial implications feel relevant to your strategy, let's schedule a briefing to discuss how they apply to your specific situation.*

CTA: *Primary: Download Executive Brief (new asset delivery)*

Secondary: Request custom briefing (conversion path for high-intent readers)

Email Subject Line

What the Health 2035 data means for your commercial strategy

Preview Text

The research tells you what physicians believe. Our Executive Brief tells you what to do about it.

Email Body

You've seen the Health 2035 data. But what does it mean for your business?

The full Health 2035 Report gives you the research: what 1,000 young physicians believe about trust, technology, and the future of care. Today, we're sharing the Executive Brief — the commercial translation of that research into strategy implications for launches, physician engagement, and positioning.

The research identifies three scenarios already taking shape in the decisions physicians, patients, and institutions are making right now. For each one, there's a direct implication for how you engage the physician market. It also maps the gap between what most commercial strategies assume and what young physicians actually respond to.

[CTA button: [Download the executive brief](#)]

If the commercial implications feel relevant to your strategy, let's schedule a session to discuss how they apply to your commercial challenges.

[CTA button: [Request Your Custom briefing](#)]

Sincerely,
LINUS

Email 4:

Timing: 3 business days after email 3

Purpose:

- *Introduce the four types of scientific skepticism as a diagnostic framework*
- *Address the gap between "knowing the insights" (Executive Brief) and "applying them effectively" (execution problem)*
- *Position skepticism as the reason good strategy doesn't translate to physician behavior change*
- *Set up the briefing as "we'll diagnose where YOUR messaging is triggering skepticism"*

Content:

- *Link to "Why Physicians Tune Out" article (full framework breakdown)*

Major Messaging:

Opening/Bridge from Email 3: *"If you downloaded the Executive Brief, you now have the strategic framework—what the Health 2035 data means for commercial strategy. But here's the problem: even companies with the right insights struggle to get physicians to engage. Why?"*

Core Problem: *You're unknowingly triggering scientific skepticism. Physicians don't filter out information because they're closed-minded or because your insights are wrong. They filter because you're violating how they naturally evaluate evidence.*

CTA: *Primary: Request a custom briefing*

Secondary: Read the full "Why Physicians Tune Out" article (deeper dive on all four types with more examples)

Email Subject Line

Why good strategy doesn't always change physician behavior

Preview Text

Is it your insights? Or is your audience just *really* skeptical?

Email Body

If you've read the Executive Brief, you know what the Health 2035 data means for commercial strategy, physician trust, and go-to-market positioning.

The problem most teams run into next: even with the right insights struggle to get physicians to engage.

That's because the way you're communicating it is triggering the exact filtering mechanisms physicians use to protect their time and attention.

At LINUS, we've spent nearly 30 years studying how skeptical technical audiences evaluate evidence. Physicians don't reject information arbitrarily, they reject it in predictable ways, for predictable reasons.

There are four distinct types of scientific skepticism that govern how physicians respond to new information, and most commercial messaging violates at least one of them without knowing it. Understanding which type your positioning is triggering is the

difference between a message that earns attention and one that gets filtered out before it lands.

[Read "[Why Physicians Tune Out](#)" — the full framework]

Or if you're ready to find out where your specific messaging is triggering skepticism:

[[Request Your Custom Briefing](#)]

In the briefing, we'll apply this framework directly to your positioning, and show you where your current approach is working with physician psychology, and where it's working against it.

Sincerely,
LINUS

Email 5:

Timing: 4 business days after email 4

Purpose:

- *Create urgency (last email in series)*
- *Recap the complete value delivered across all four content emails*
- *Make final briefing offer with clear, specific value proposition*
- *Provide graceful exit for those not ready*
- *Reinforce what makes the briefing different from the assets they've already received*

Content:

- *None (clean, focused email with single conversion path); Landing page to fully explain the offer*

Major Messaging:

Opening:

- *"This is the last email in this series"*

Value Recap (What They've Received):

- *Health 2035 Report — research data from 1,000 young physicians*
- *Trust erosion insights — 59% predict decline, commercial implications*
- *Executive Brief — full commercial translation and strategic framework*
- *Skepticism framework — why good strategy fails in execution (4 types)*

The Gap (What They Don't Have Yet):

- *How these frameworks apply to THEIR specific situation*
- *Their physician audience segments (not all physicians are the same)*
- *Their positioning challenges (where their messaging triggers skepticism)*
- *Their go-to-market context (launch timing, market dynamics, competitive positioning)*

What the Briefing Delivers:

- *60-minute custom session focused on their specific challenges*
- *Three areas covered:*
 1. *Health 2035 findings relevant to their physician segments*
 2. *Where their current positioning might trigger skepticism*
 3. *What the data suggests for their specific go-to-market approach*

Positioning Statement:

- *"This isn't a sales call" — it's custom application of Health 2035 research*
- *"The frameworks are yours. The custom application is what the briefing provides."*
- *They'll walk away with a clearer view of how young physicians will respond to their category/positioning/messaging*

Graceful Exit:

- *"If you're not ready yet, that's fine"*
- *"But if you found this series useful, you'll find the briefing even more so"*

CTA: *Primary: Request Your Custom Briefing (single CTA only)*

Email Subject Line

How to apply this research to your business

Preview Text

What the briefing provides that four emails can't.

Email Body

Over the past two weeks, you've received:

- **Our Health 2035 Report conducted in partnership with HSBC Innovation Banking:** Research data from 1,000 young physicians on trust, technology, and the future of care
- **The trust erosion analysis:** Why 59% of young physicians predicting a decline is a variable in your commercial strategy, not just a trend
- **The Executive Brief:** The full commercial translation and strategic framework
- **The skepticism framework:** Why good strategy fails in execution, and how physicians actually filter information

What you don't have yet is how any of this applies to your specific situation. That's what the briefing is for. In a 60-minute session, we'll cover:

- The Health 2035 findings most relevant to your physician segments
- Where your current positioning may be triggering skepticism, and what language frameworks work better
- What the data suggests for your specific go-to-market approach

This is a custom application of the research you've already read, applied to the strategy challenges you're actually facing. You'll walk away with a clearer view of how the physicians shaping the next 30 years will respond to your category, your positioning, and your messaging.

If you found this series useful, you'll find the briefing even more so. We look forward to tackling your challenges with you.

[CTA button: [Request Your Custom Briefing](#)]

Sincerely,
LINUS