

Change the conversation with Mind Shyft

A better tool to understand the prescribing process.



It all comes down to how the brain works. The brain has two modes of thinking:

SYSTEM 1: This mode of thinking is quick, subconscious and intuitive; operating automatically with little or no effort. It leverages learned behavioral patterns and experiences to make intelligent and logical choices. System 1 thinking influences ~80% of our decisions, both simple and complex.

SYSTEM 2: This mode of thinking is slow, conscious and controlled. It engages mental effort to analyze and retrieve information, and formulate decisions, so the brain does its best to use this system as little as possible.

The majority of prescribing decisions are made using System 1 thinking.

More often than not, a physician is faced with a patient scenario they have seen many times before. While the patient is unique, their symptoms and presentation are not. The physician's brain leverages past experiences with similar patients, learned knowledge, and existing beliefs. The result is a prescription decision that is driven by their System 1 thinking.



The challenge with current research is the majority of methodologies channel System 2 thinking to evaluate a process that is predominately System 1.

When you ask someone to rate something on a scale of 1 to 7, by design you are forcing them to slow down and think, which engages System 2. A physician's "rationalized" evaluation of a brand is not always aligned with how that brand is perceived within their System 1 thinking.

Mind Shyft uses a research methodology rooted in System 1 thinking.

The Implicit Association Test (IAT) is a unique approach that enables us to evaluate where brands are positioned in a physician's System 1 thinking. Understanding System 1 perceptions reveals how physicians make prescription decisions, delivering insights and results that are more reflective of the actual prescribing process.

Mind Shyft helps your brand get prescribed by more physicians.



Your existing prescription data indicates what brands physicians are prescribing



Mind Shyft helps you better understand why physicians are prescribing those brands



Impact allows you to adjust your strategy to better market your brand

Interested in learning more about Mind Shyft and how it can help your brand stand apart? Let's talk.
syftinc.ca

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