

Top 3 Challenges of Spending MDF

Did you know... that 60% of MDF goes unspent each quarter?¹

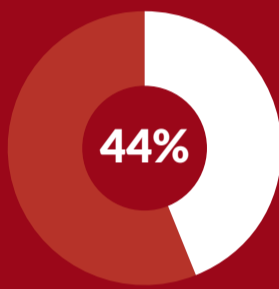
Due to complex regulations, determining the best way to invest MDF and making it through the reimbursement process is a difficult task.

Let's take a look at the top 3 challenges that solutions providers experience in managing MDF:



1. "Not enough time" or "no bandwidth"²

Every manufacturer has their own MDF portals. Successfully managing MDF requires time to learn all of the ins and outs of each.

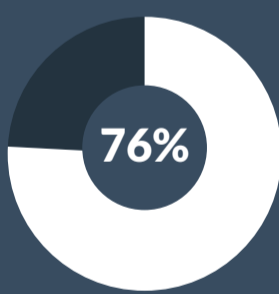


44% of of solution providers say they are challenged with limited time to work in manufacturer platforms²



2. Complex regulations and deadlines

Each MDF program has its own set of funding requirements, deadlines, and lifespans. Many solution providers make the mistake of missing deadlines and/or spending money on activities that aren't eligible for reimbursement.

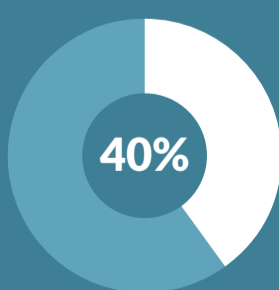


76% of solution providers say they want support for MDF management²



3. Uncertainty in investment strategy

Keeping up with ever-changing marketing trends and best practices makes determining how to invest MDF a daunting task.



40% of partners say marketing best practices are a very to extremely important quality to have in a marketing representative²