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From 'shiny new toy' to business tool:
the digital devices and technologies
set to make the most impact



The pharmaceutical & healthcare industry is reaching boiling point. After six or seven years of interest, it's going mainstream – and instead of “should we go digital?”, pharma & healthcare companies are now asking “how do we do it successfully?”. We think the years leading up to 2020, will be crucial in this endeavour.

Featuring the views and experiences of industry experts from inside and outside of pharma & healthcare, this series of four white papers from PharmiWeb Solutions looks at how pharma can make the right decisions about the technologies, devices and skills necessary to develop effective and measurable digital strategies. This will be the key to gaining competitive advantage – from now, to 2020, and beyond.



From 'shiny new toy' to business tool: the digital devices and technologies set to make the most impact

Executive summary

Digital technologies have reached a level of maturity that makes them not just a viable means for pharmaceutical companies to reach and engage customers, but a vital one. Devices, platforms and software are now powerful and reliable enough to underpin customer- and patient-focused selling. As more customers default to digital interactions, it is crucial that companies use great technology to drive strong relationships between digital experiences and their existing products and services.

In this white paper we look at the five things pharma needs to focus on to turn technology into a true strategic business enabler:



Developing a Multi-Channel Marketing Strategy

There's no question that technology and devices such as the iPad, when deployed effectively, have a positive impact on business results. The iPad in particular, 'Has been the real game-changer in digital marketing in pharma' according to [Paul Hartigan, Chief Executive of PharmiWeb Solutions](#). "Only now," continues Paul, "with the battery life, functionality, screen resolution and intuitive interface that the iPad offers, is the industry ready for digital marketing beyond 'selling drugs online', from a device and technology point of view," he says.

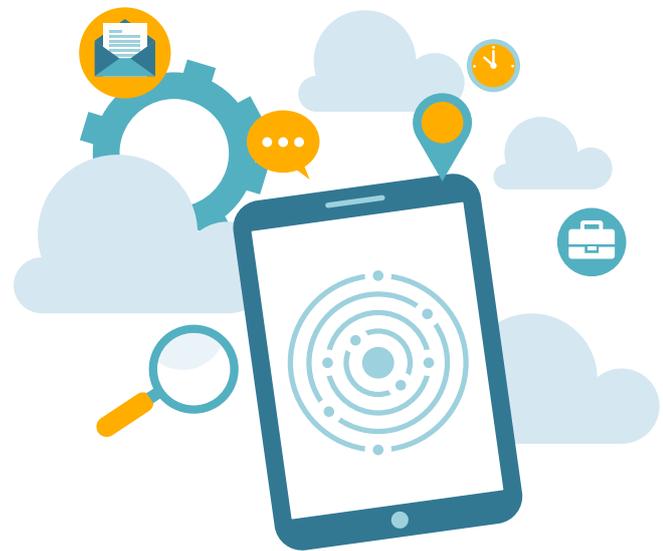
iPads are used increasingly by salesforces as a way to more effectively show and discuss information in face-to-face calls, often leading to longer visits, better HCP recall and more visits due to efficiencies.

Smartphones such as the Samsung Galaxy, iPhone, Motorola XOOM and Droid are also being harnessed by pharma. Their capabilities, ease of use, speed of delivery and quality of experience provide attractive opportunities for immediate interaction with customers and automatic 'opt in'. QR (Quick Response) codes on collateral or packaging, for instance, can be read by the smartphone's camera, taking the customer to a website, invitation or download.

Alignment with strategic objectives: what is digital's role?

First and foremost, all decisions about digital technology need to be made within the context of business goals. This view is shared by James Wintermann, Sales & Marketing Director of Astellas Pharma, which is currently in the process of changing its CRM systems to support digital marketing. "Digital must contribute to marketing and business objectives," he explains...

“ There’s a whole drive at the moment for iPads, and the role of technology in strategies everywhere is getting stronger and stronger. But pharma needs to stop and think: What is the role of technology and software in our strategy? Which technologies are relevant for us? How do we link everything together? And is it important for us to be a leader or a fast-follower? Go at a pace that’s right for your organisation. ”



Balancing creativity with usability: adding value through content and functionality

Digital devices are available and they're exciting, fun to use and great to look at. But pharma should avoid becoming bedazzled by the technology, at the expense of the experience it delivers.

Ease-of-use is a key factor if the person using the device or technology, whether it's the rep or the customer, is to fully realise the benefits. "The technology needs to be intuitive or digital marketing will simply not be compulsive," warns Paul Hartigan. "Don't think, 'It needs to look great' – think, 'user experience'."



For **Carolyn Dyson, UK Marketing Director of Archimedes Pharma**, how the technology is used is pivotal and getting this wrong can put customers off.

“For every one company doing it properly, there are probably five others that just suck at sales which doesn’t do us any favours as an industry,” she says. “If it’s not adding any value, we’re in danger of ending up in a situation where an iPad comes out and the customer is already thinking ‘Oh no...’. Digital devices can’t be used as just another means of getting to a customer; they must be used to meet the customer’s needs.”

Angus Evans, Senior Brand and Customer Manager at Merck, agrees, “I’m wary about the industry getting caught up in ‘Oh, a shiny toy!’,” he says. “Are we actually adding value by putting our sales aids onto a tablet PC? The content is what matters – and I don’t care who supplies the technology or how it works, as long as it has the functionality to deliver what I need.”

Angus continues -

“ I don’t want the same old linear presentation with no flexibility – I want it to work like an infographic, so we can go into it and have a customer-centric interaction. The other stuff is just the background. ”

Companies who recognise this are turning their static details into ‘living, breathing’ presentations.

“The rep (or the doctor) can use semantic zoom to see how the drug works on a molecular level, or click on a chart and drill into the data behind it, for example,” says Paul Hartigan. “This supports what we call the ‘Triangle of Interaction’ between doctor, rep and presentation – leading to deep engagement.”

The way smartphones are being used in pharma is a great example of how rich and interactive content can get the message out to customers with impact and traction.

Industry marketers are creating mobile apps that provide support to patients and physicians, engaging them deeply by providing valuable information and resources that make the app a ‘must have’ tool in their daily life.

“For a patient, it could be an app that helps them monitor and track their treatment and condition by logging dosage, symptoms and even mood,” explains Paul Hartigan. “A doctor, meanwhile, could benefit from a tool that helps them prescribe quickly and accurately without going through calculations and printed documentation. It’s a powerful way of increasing understanding of the product and brand, driving loyalty and improving health outcomes.”

This approach can be extended by providing additional relevant content – for example newsletters, information on a disease, invitations to webinars and even meal suggestions – to create a rich portal for customers.

Understanding User Needs

You have to know what motivates your customers, what their interests are, likely drivers and barriers etc. as this will form part of the basis for the interface design and content, e.g. segmentation based on customer understanding. Although the vast majority of digital marketing is currently based around iPad usage in customer calls, pharma must move to employ a range of digital devices and channels – tablets, mobile phones, texting and email – in conjunction with more traditional means such as printed literature, across a combination of touchpoints. The pharma companies who do this best are ensuring the interactive apps they create are part of an integrated marketing campaign by linking them to email, SMS and social media activity.

“ It’s important that marketers have a number of different tools - an armamentarium - because different customers are turned on by different things. You need to know your customers, and have the tools available for the sales team to go out and maximise interactions. ”

- Carolyn Dyson, UK Marketing Director, Archimedes Pharma

Integration:

Personalise the approach through closed-loop marketing

It is the power digital technology has to enable interfaces between tools, systems and platforms that will really turn a device, app or presentation into a business tool that boosts brands and sales.

By building CRM systems and databases around the devices and tools they use, pharma can capture insight on customer preferences (for example, the elements of

a presentation a doctor was most interested in) and the impact of digital activities (comparing time spent on calls with hard sales data, for instance) and use it to target customers with personalised messages, images and delivery methods.

Angus Evans is currently starting a project in this area with the help of an external multi-channel expert.

“ First we’ll work on the strategy, and splitting the market into relevant customer types with different needs...

...Then I’ll ask the consultant to tell me the appropriate channels to engage with these customer types. ”



Centralisation:

Creating a coherent digital experience

To create a coherent digital experience for an entire company, it's important to break organisational silos and to integrate features and content that would normally reside in very different parts of the organisation. Integration needs to happen at a content and platform level, and ultimately at the data level.

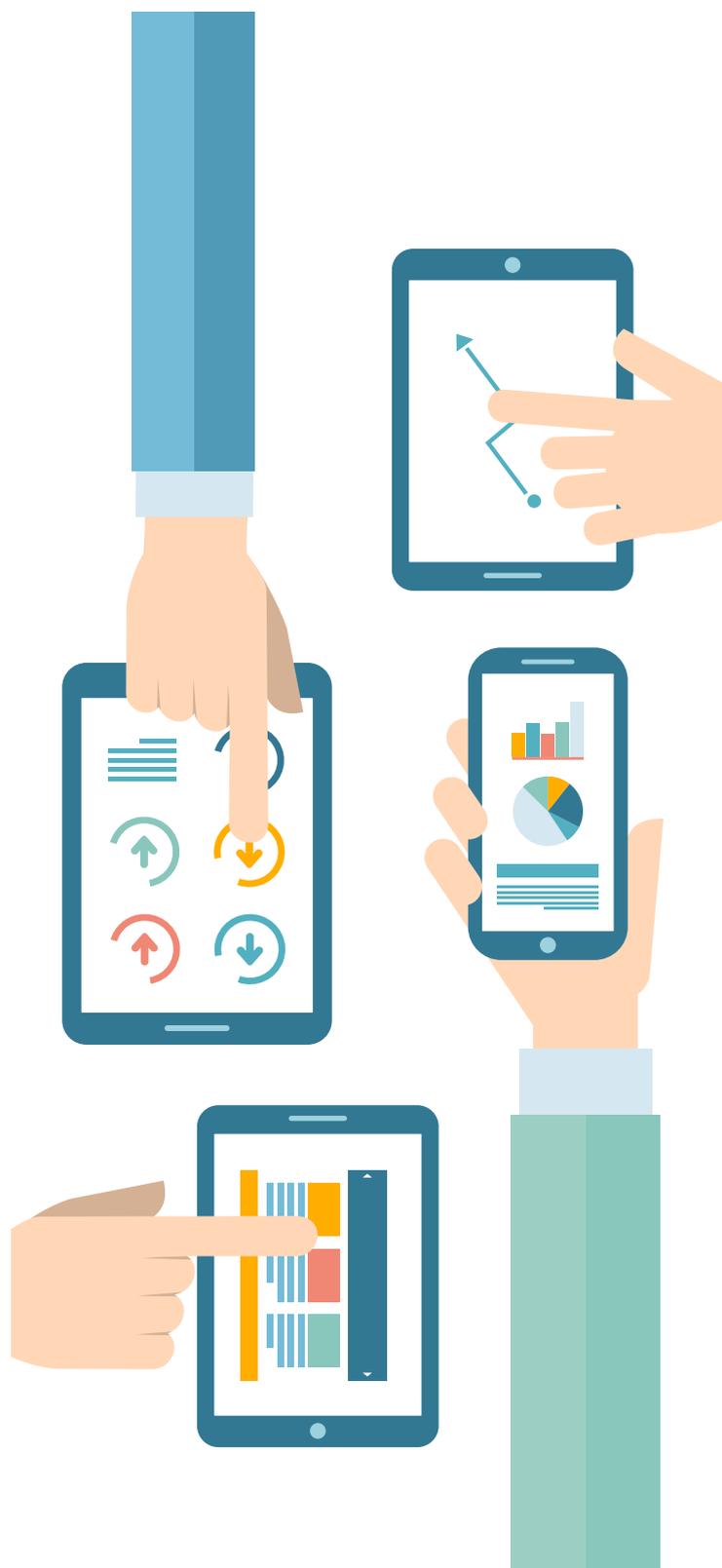
Case Example: Centralisation & ROI

"iPads save our reps time because they have a way of importing and inputting data on the move, and we're getting more customer face-time as a result. Our calls have also increased by 25% in the last 12 months purely because we're not spending time completing CRMs, we're spending time in front of the customer.

The iPad has a GPS system, so we're aiming to get to the point where reps go into the surgery, the system locates them, they click on the customer's name and the card for the call will be part-completed already - they just need to type in the details of the discussion and the objectives. time in front of the customer.

We're also saving money on reprints when data is updated, and can keep information more current. Recently, a study came out that supports us in helping a doctor justify the cost of our products: we can prove that the more serious the patient's condition the better the product works. Within a couple of days we had a link to the study on our iPads and we'd updated our e-details. Previously it would have taken three or four months to update the details, get them signed off and printed and out to the reps, and to train the reps. We can do it much more quickly now, and this ability to move so fast will keep us at the forefront."

Chris Wilkinson, National Sales Manager, Galderma UK

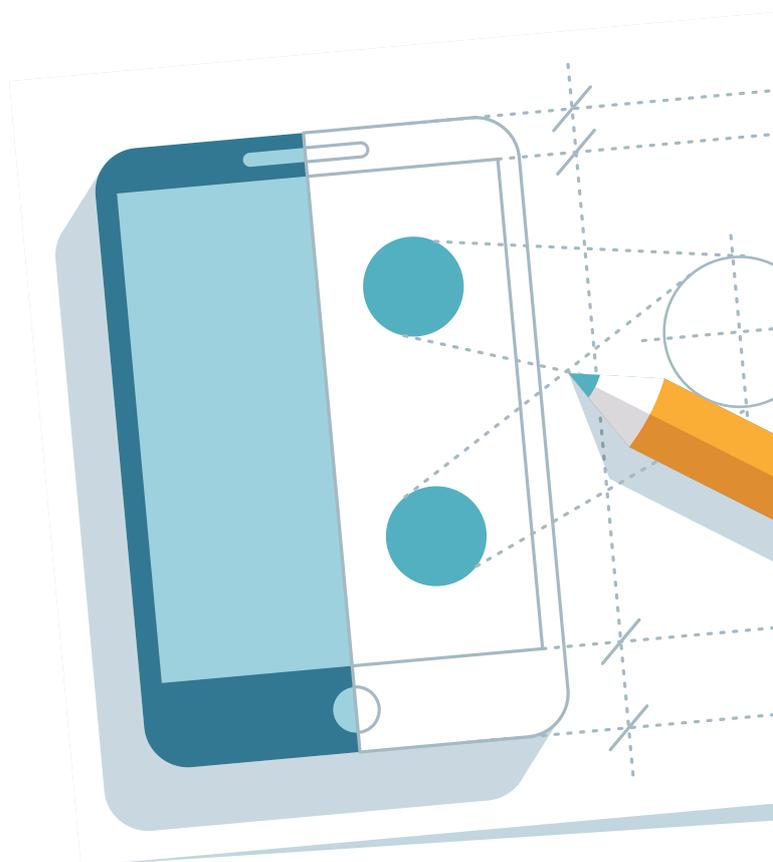


Impact driven by the people and meaning behind the technology

Turning devices, technologies and apps into true business enablers requires a focus on the wider strategic context and the needs of users and customers. Perhaps the biggest challenge is getting the technical and creative capability in place to pull everything together, from the creation of content to the integration of systems. This demands people with the right skills and approach: an understanding of the business objectives and what is appropriate to achieve them; a good customer focus and grasp of the pharmaceutical industry; a strong technical knowledge and a finger on the pulse of latest digital developments.

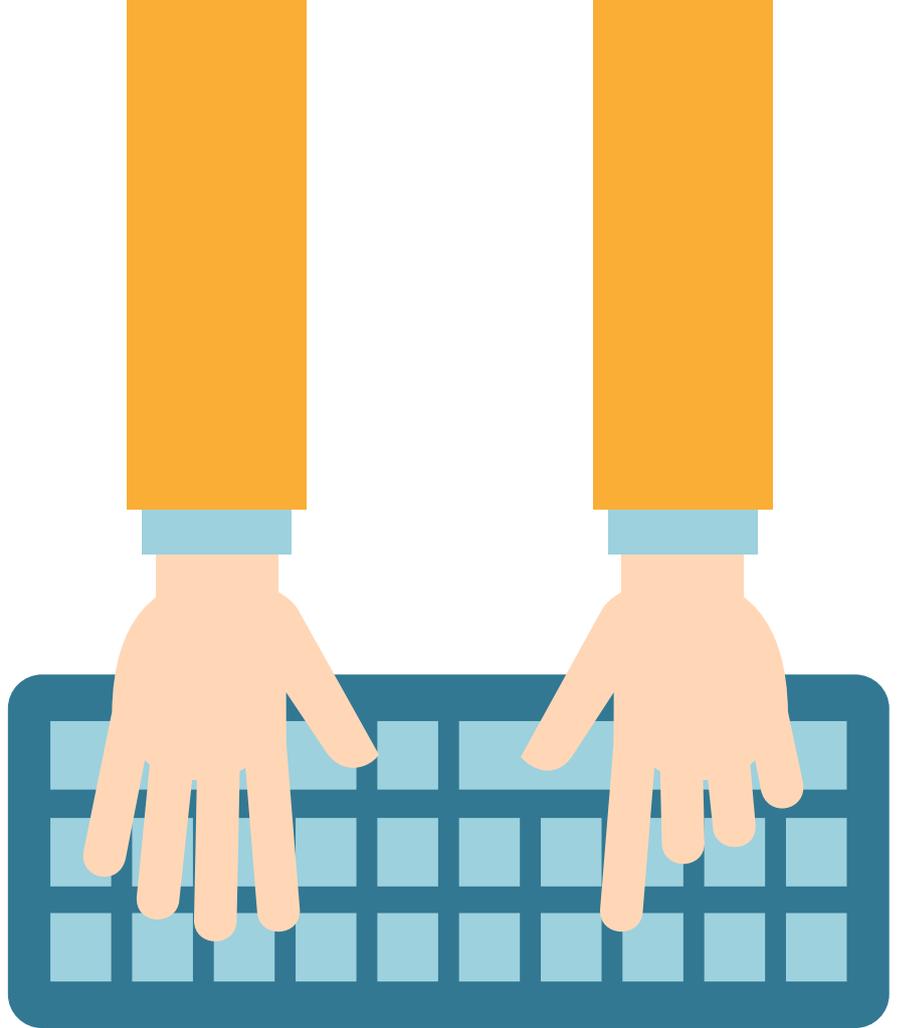
“ We’ve hired much of our software team from the gaming industry – they know how to make things compelling and easy to use, and how to optimise content for devices and channels. ”

- Paul Hartigan, PharmiWeb Solutions



PharmiWeb Solutions would like to thank all contributors to Digital Marketing: the road to 2020 Whitepaper series, Issue Two:

- Chris Wilkinson, National Sales Manager, Galderma UK
- Carlyne Dyson, UK Marketing Director, Archimedes Pharma
- James Winterman, Sales & Marketing Director, Astellas Pharma
- Angus Evans, Senior Brand & Customer Manager, Merck



In the next white paper we discuss;

- Winning high-level support and getting experts on your side
- Arming your reps with the tools, training and information to succeed
- Proving that digital is earning its keep
- Taking the right approach, at the right time

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