

3 WAYS TO GET AHEAD IN A CHANGING HEALTHCARE LANDSCAPE

The healthcare landscape is changing dramatically.

For healthcare marketers, the “glass half full” view goes like this:

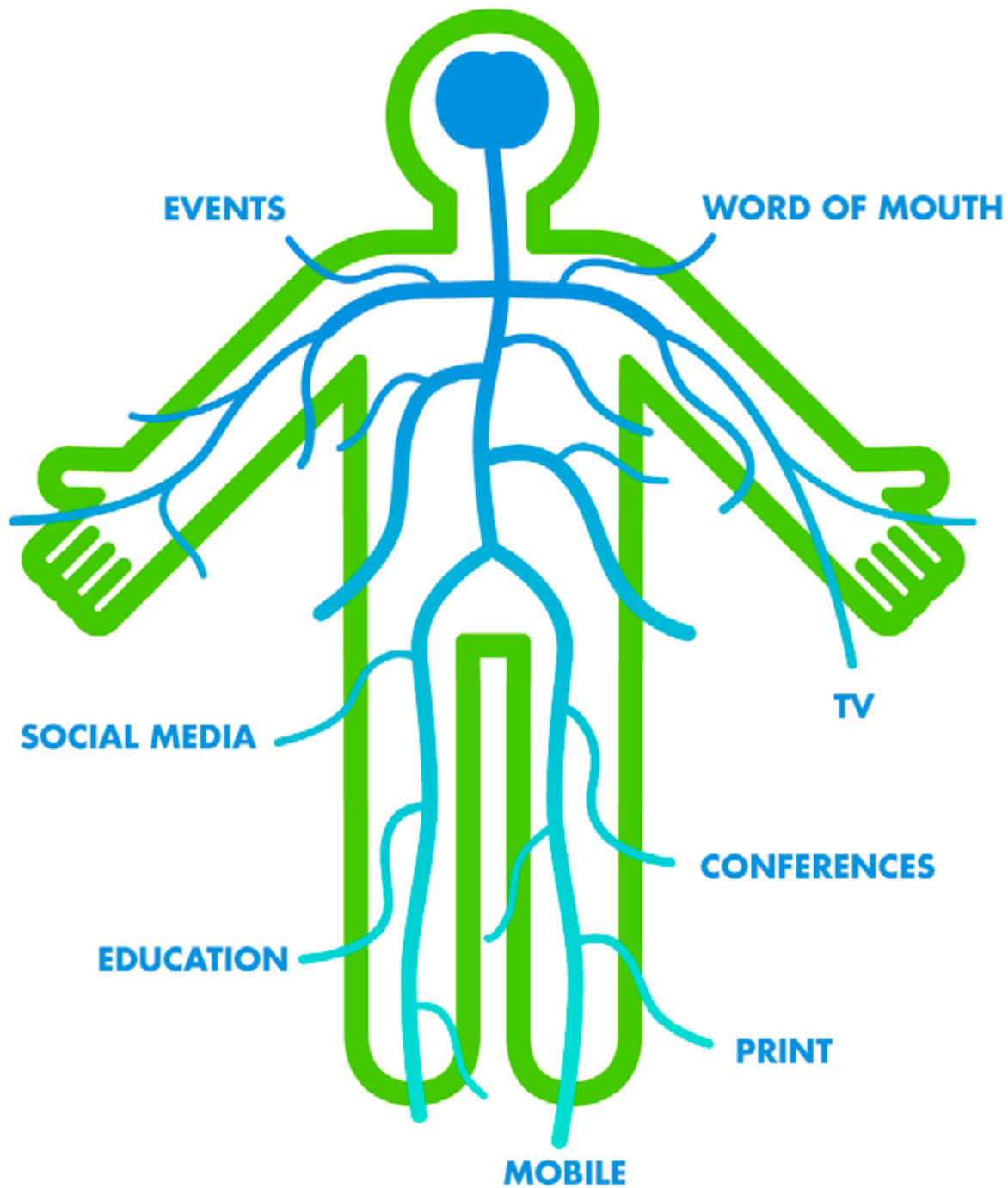
- Fewer products.
- Fewer reps.
- More competition from generics.
- More costly launches (try a 300% increase in 10 years).
- A recession squeezing marketing budgets more than ever.

But there’s a more optimistic view, too.

- Doing more with less means healthcare marketers have new incentives to embrace innovation—maybe at first because new ways are cheaper, but ultimately and more meaningfully because they’re simply more effective.
- Fighting for market share forces companies to work hard at really understanding their audiences and the best way to connect their brands to the people who are most important to their business—in other words, to be at the very top of their game.
- New technologies have the capacity to reinvent how marketers connect with communities from physicians to patients, the sales channel to business partners, employees to influencers.

At Jack Morton we’re starting a dialogue with clients in the healthcare industry to expand understanding of how we, as a global brand experience agency, can help fuel success for leaders in the pharmaceutical, medical devices and healthcare services industries.

To start off the dialogue, we focus below on 3 things we believe marketers can do to get ahead in a changing healthcare landscape.



1

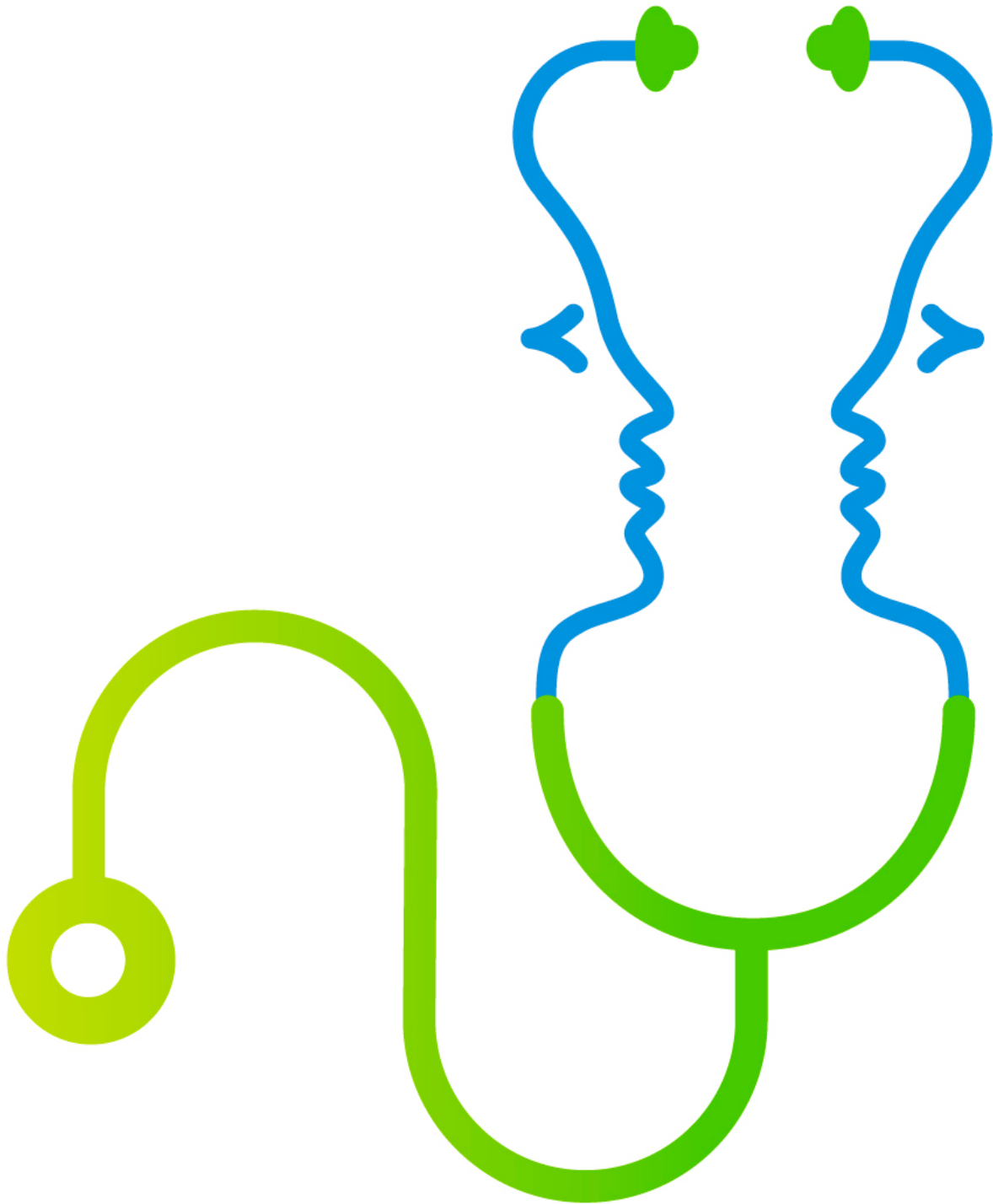
**BE
STRATEGICALLY
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WAYS**

BE STRATEGICALLY MULTICHANNEL

Healthcare marketers (and everyone else) are sick of hearing that advertising isn't as effective as it used to be. And they know that saying their audiences are online is about as insightful as saying they breathe air. What we don't think healthcare marketers talk about enough: strategic multichannel marketing.

Successfully engaging patients, caregivers, healthcare providers and other people who matter to their brands requires healthcare marketers to

- Build a continuum of ways for people to engage and interact with the brand: online, TV, events, conferences, print, mobile, social media, word of mouth, education.
- Recognize that different audiences (defined by age, relationship to the brand, and personal preference) engage with information in different ways.
- Balance consistent visibility with messaging adjusted for the range of audiences and the strengths and unique properties of each medium.
- Take a portfolio approach to experiences and touchpoints. Balance the right mix of low/high investment and impact, one-way/two-way communications. Resist the urge to take an all or nothing approach, for example, replacing all your live events with online and virtual events.
- Cross link to drive audiences to high conversion channels.
- Believe in the ROI of multichannel. Expecting to find healthcare stakeholders all in one place means you'll miss crucial segments; building a true multichannel strategy means you'll benefit from cumulative impact.



2

**CONTEXT
IS KING**
**PAY ATTENTION
TO THE CONTEXT
IN WHICH
CONTENT IS
DELIVERED.
RECOGNIZE
OPPORTUNITIES
AND PITFALLS**

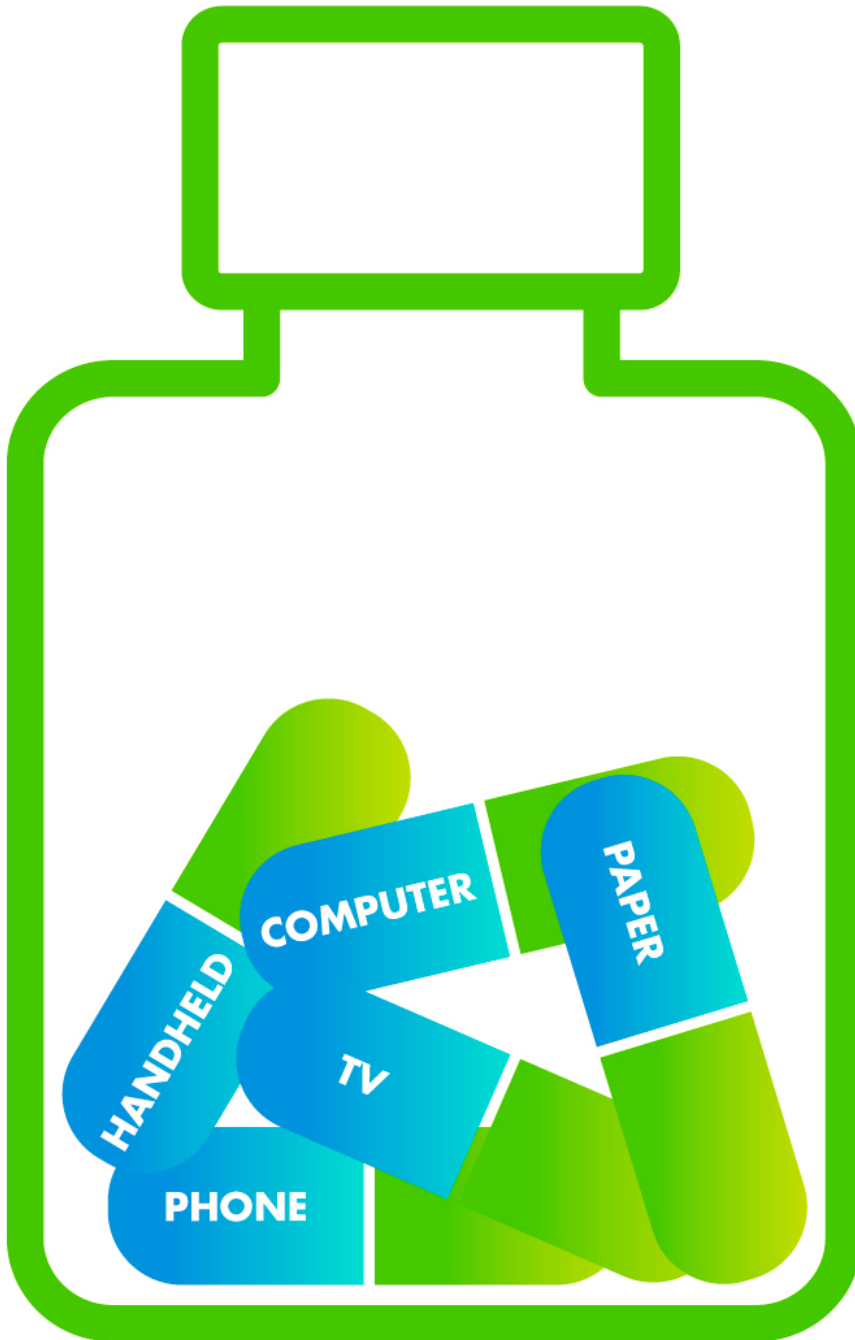
CONTEXT IS KING

Today, context trumps content. People respond to information based on how, where and with whom they're exposed to it. They may defer for healthcare advice to family and friends. They may have a gut-level disregard for information they see in certain contexts (say, chat rooms) and an inherent trust in other sources (like pharmacists). Yet all these responses are highly personal and variable.

Healthcare marketers need to be highly attentive to the context in which content is communicated—looking both for potential negatives and for opportunities and upside:

- Millward Brown research has shown that the majority of healthcare consumers value personalized support: one-to-one information and counseling, support groups and other kinds of educational experiences.
- Gathering face-to-face is still special and irreplaceable (whether for the salesforce, physicians, patients). When you make an investment to bring people together, make sure that context is fully leveraged: gather live, gather meaningfully.
- Personalization improves response. For example, Greenfield Online asserts that consumers are more receptive to healthcare marketers' email campaigns the more they are personalized and the more they perceive companies in a positive light.
- Emotions and community create context. According to the Edelman Trust Barometer, consumer trust of healthcare companies is down 16% compared to last year (42%). Yet a 2007 NCFBC study found consumers are highly responsive to the positive impact of being part of a community of other patients committed to changing their lifestyles and improving their health. By fostering such communities, healthcare marketers can ameliorate challenges to trust.





3

**EDUCATION IS
PARAMOUNT
IT'S TIME THAT
SALESFORCE
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EDUCATION IS PARAMOUNT

We have entered the age of participatory medicine. Today's healthcare consumer can access volumes of medical and scientific information right from their computer. They can arrive at their doctors' offices armed with information about therapies and treatments.

This puts pressure on healthcare marketers to make education paramount for a range of audiences.

- Patients and caregivers—even the most confident, empowered and savvy—are dubious of many sources of medical information they find online (often with good reason). Information that educates consumers about a disease state, that provides practical and actionable advice, is highly valued.
- Pharmacists are probably the most unsung purveyors of medical information and advice around. Yet healthcare marketers' outreach—certainly via the salesforce—almost never touches this community.
- Salesforce education is still hidebound and prone to the status quo. It's time that education looked more like the world we live in now.
- Education should be aligned across different "screens." So much marketing assumes that people have a default shared "screen" (be it a TV or a computer monitor) through which they're able and willing to absorb messages. That's no longer true: whether it's the physician whose productivity depends on her Blackberry; or the sales rep who wants to update a customer profile from his iPhone; or the consumer who wants to learn in person, you have to provide the flexibility for people to engage how they want to.



CONCLUSION: THE FUTURE IS HERE

Today, in the post-blockbuster era, it's no longer acceptable to do things the way we always have. The future is here now—and it might be a pretty great one, as long as we're willing to embrace and take advantage of change.

We at Jack Morton look forward to an ongoing dialogue about achieving success in this new healthcare landscape.

[NEXT UP]

**LOOK FOR OUR NEXT
WHITE PAPER: THE
CHANGING FACE OF
PHARMA TRAINING:
NEW TECHNOLOGY,
PROVEN
METHODOLOGY**

AT JACK MORTON, WE

- design and deliver launch experiences that get sales ready and motivated to bring products to market
- create experiences that support client needs throughout the product cycle, across audiences and media (live, online, 3D, interactive)
- bring clients face-to-face with critical B2B audiences through trade shows and conferences
- orchestrate highly targeted consumer campaigns that build brand relationships, awareness and word of mouth
- activate sponsorships to grow brand relationships and maximize the impact of sponsorship spend
- partner with clients to ensure that internal stakeholders understand where the brand and business are going, especially in times of change and consolidation
- help our clients build experience brands

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For more information, contact Liz Bigham at
liz_bigham@jackmorton.com or 212-401-7212.

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