

Successfully Communicating Scientific and Technical Data

"Turning Science into Sales"

Winning in the Healthcare Business

Legal Notes

The author disclaims any responsibility or liability resulting from actions advocated, discussed or implied in this document. The author makes no representations or warranties with respect to the accuracy or completeness of the contents of this document.

Many illustrations are from Dr. Günter Umbach's books: (1) "Successfully Marketing Clinical Results: Winning in the Healthcare Business", Gower Publishing, London. (2) "Erfolgreich im Pharma-Marketing: Wie Sie Ärzte, Apotheker, Patienten, Experten und Manager als Kunden gewinnen", Springer Science+Business Media. (3) "Erfolgreich als Medical Advisor und Medical Science Liaison Manager", Springer Science+Business Media.

For more checklists, tips and ideas, please visit www.umbachpartner.com

All rights reserved. Copyright Healthcare Marketing Dr. Umbach & Partner

Goals

Update your knowledge
Enhance your know-how

- Communicate more effectively
- Get the attention your studies deserve
- Convince your customers faster
- Strengthen your market position

Some essential elements
of persuasions

Consistent Approach

Transparent process with clear steps

- Blueprint / Template / Recipe
- Checklist
- Idea Catalyst kit

Develop a powerful message

Unmet need: Understand the problem

Attention: Arouse interest

Benefit: Offer a solution

Superiority: Show unique value

Validation: Support with reference, story

Behaviour: Ask for action

Modes of Expression

Trademark
Brand vocabulary
Core claim
Bullet points
Important number
Easy legibility
Proven layout
Right colour
Convincing graphs
Compelling visuals



Your Input

Questions



Enter into dialogue
Discuss certain topics

Who brought drafts,
concepts, documents?

Let your ideas inspire you

Reservoir

Catalyst



Personal
action plan

If an idea occurs
to you, write it down

Get your
inspirations
on paper

Prescription for Success

It's not important how many
ideas you have, but how
many you actually implement

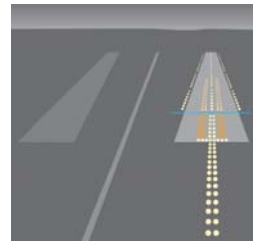
...

Knowing → Going

Approach

- **Analysis:** Investigate target group
- Unmet need:** Understand the prospect's problem
- Positioning:** Develop a powerful message
- Modes of expression:** Address all senses
- Check:** Test draft, adapt to feedback, test again
- Channels:** Find effective communication routes
- Success Criteria:** Define performance indicators
- Names:** Collect and store customer contact data

Analysis

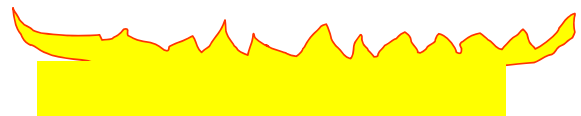


Target group

"Always think about who is using the material"

Advice from a participant

Unmet Need



My customers' problems ...

Without a problem:
You cannot provide a solution

The Doctor's Needs



My goals

Improving patients' health

Making patients happy

Giving state-of-the-art treatment

Saving precious time

Being financially successful

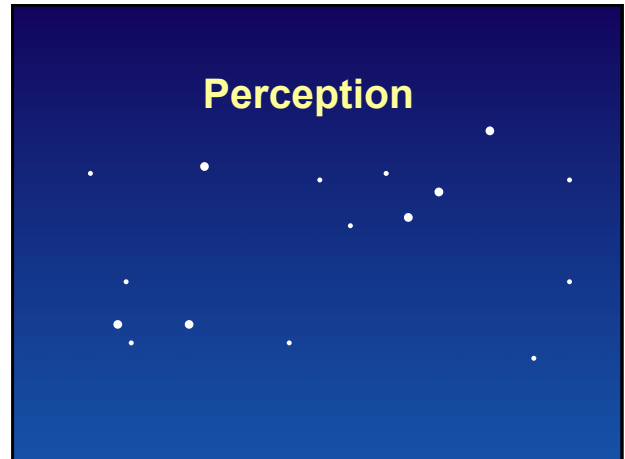
It happens in the mind

Develop powerful claims

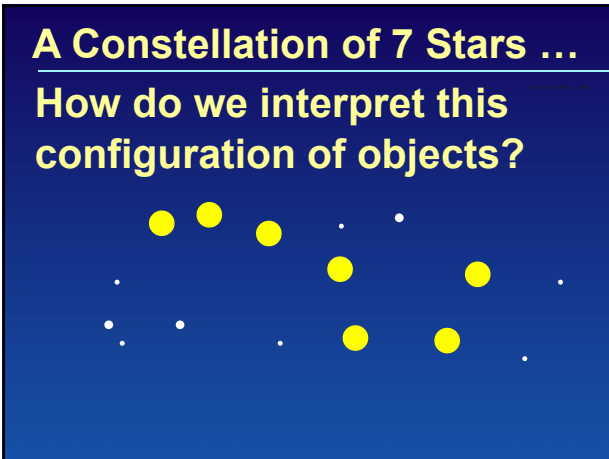
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

19

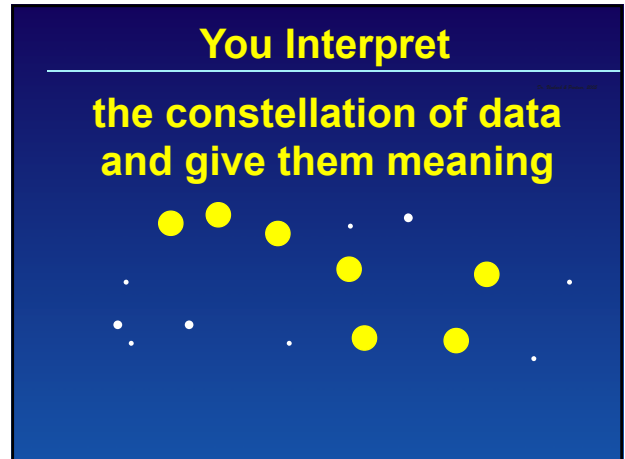
Perception



A Constellation of 7 Stars ...
How do we interpret this configuration of objects?



You Interpret
the constellation of data
and give them meaning



D

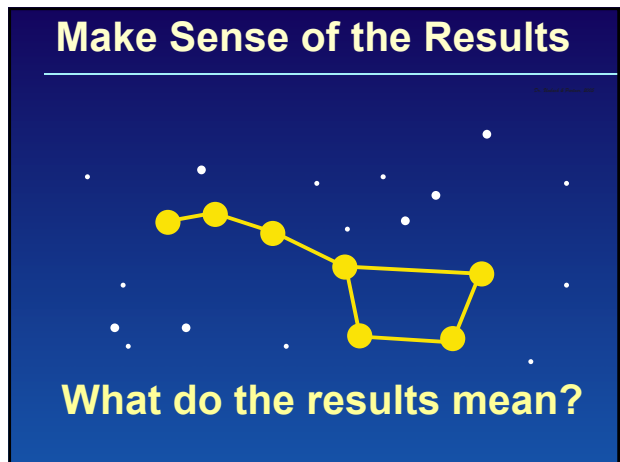
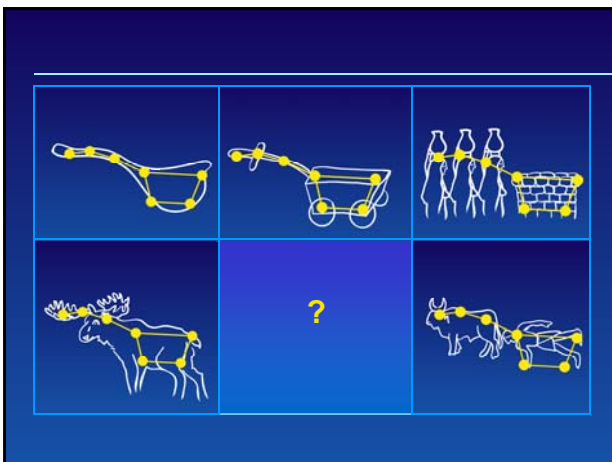
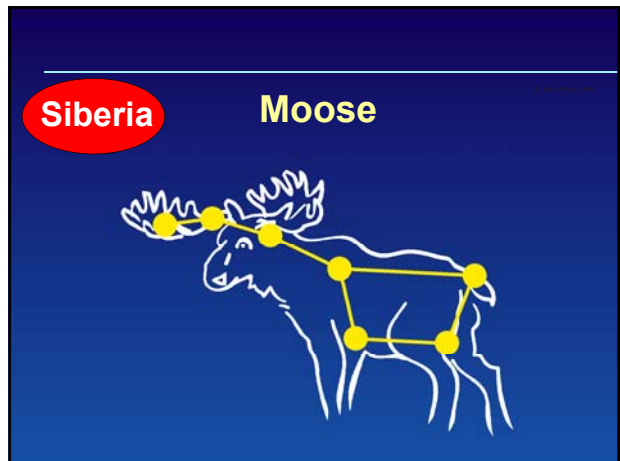
Big Wagon



F

Pot *La Casserole*





Results	Message / Claim
<p>Numbers, Tables, Diagrams</p>	<p>Give Meaning</p>

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 29

A Convincing Message

- Concise** Short and to the point
- Clear** Easily understandable
- Credible** Endorsed by reliable sources
- Consistent** Repeated in a uniform way
- ...

Something your Customers Care about

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 30

Be brief

Keep it **s**hort and **s**imple

Kiss

Keep it super short

Keep it short and sweet

Keep it short and sharp

Attention

More
volatile
than



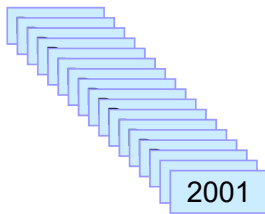
ether

More
precious
than



gold

Information Overload



Messages per day

Powerful Claim

- **Attention:** Arouse interest for content
- Benefit:** Offer a fact-based solution
- Superiority:** Show unique value
- Validation:** Support with reference
- Behavior:** Ask for action

First Step



Make the viewer
curious and
interested

The Sale Before the Sale










Capture the Prospect's Attention

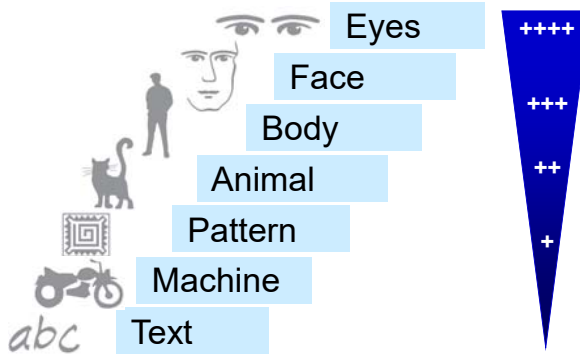
Your awareness program
Your attraction factor

Eye-catchers
attracting attention?

What Gets the Most Attention

		1 ?
Text	Machine	2 ?
		3 ?
Pattern	Eyes	
		
Face	Body	Animal

Ranking Attention-Grabbers

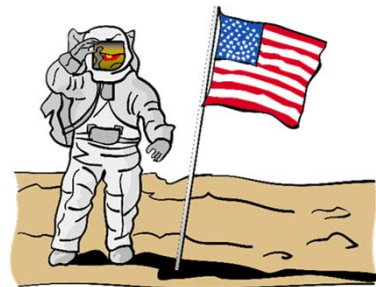


The more text-heavy
your communication is,
the faster you will lose
your audience

Get Attention

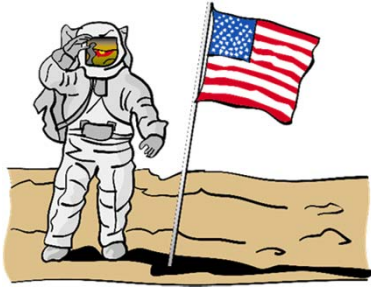
Special words
arousing curiosity?

First Man on the Moon?



Neil Armstrong

The Second Man on the Moon



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

43

Words That Spark Attention

Words you should connect to your study

First

...

New

This is special.
I should know.

Can you justify them?

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

44

Positioning

Develop a powerful message

- Attention:** Arouse interest for content
- **Benefit:** Offer a fact-based solution
- Superiority:** Show unique value
- Validation:** Support with reference
- Behavior:** Ask for action

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

45

What the Doctor Looks For

Study results!



Sales rep

Advantages for me and my patients?



Physician

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

46

Customers' Eternal Question

Why is this important to me?



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

47

What's-In-It-For-Me Syndrome

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

48

Benefit

The value you add

I improve the client's
condition ...

Positioning

Develop a powerful message

Attention: Arouse interest for content

Benefit: Offer a fact-based solution

● **Superiority:** Show unique value

Validation: Support with reference

Behavior: Ask for action

Unique Selling Proposition



My offer is special, because

...

Positioning

Develop a powerful message

Attention: Arouse interest for content

Benefit: Offer a fact-based solution

Superiority: Show unique value

● **Validation:** Support with reference

Behavior: Ask for action

Validation / Endorsement

- Guidelines
- Publication
- Expert quote
- Market numbers
- ...

Reason why

... due to ...

... thanks to ...

... based on ...

Create Impact

Cognition
+
Feelings

Elicit emotions

Human Interest Story

Hero

- Make the doctor look great
- Help the doctor shine
- Support the doctor achieve goals

Patient

Product: Facilitates

Positioning

Develop a powerful message

Attention: Arouse interest for content

Benefit: Offer a fact-based solution

Superiority: Show unique value

Validation: Support with reference

- **Behavior:** Ask for action

Which Test Won?

30-Day Free Trial on All Accounts

Sign-up takes less than 60 seconds.
Pick a plan to get started



23% more visitors started the checkout process,
thus proving that subhead tests are important

30-Day Free Trial on All Accounts

"Extremely useful"

"Exceeded our expectations"

"Simply brilliant"

http://whichtestwon.com/?page_id=1900&pollid=17

Words Matter

A restaurant owner found that many people that had reserved a table did not come: "no-shows"



Receptionist

Please call us if you change your plans

Will you call us if you change your plans?



% showing up

70%

90%



Source: "New York Times" article by William Grimes entitled "In War Against No-Shows, Restaurants Get Tougher."
From: "The Tuesday Tip" March 15, 2011 published by Dr. Alan Zimmerman

Ask for Action

- Contact us for more information
Phone, Email, ...
- Attend a workshop
- Order / Buy

Approach

- Analysis:** Investigate target group
- Unmet need:** Understand the prospect's problem
- Positioning:** Develop a powerful message
- **Modes of expression:** Address all senses
- Check:** Test draft, adapt to feedback, test again
- Channels:** Find effective communication routes
- Success Criteria:** Define performance indicators
- Names:** Collect and store customer contact data

Modes of Expression

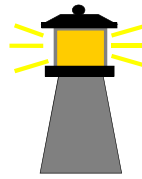
- Trademark
- Brand vocabulary
- Core claim
- Bullet points
- Important number
- Easy legibility
- Proven layout
- Right colour
- Convincing graphs
- Compelling visuals



Offer the complete package

Be comprehensive!

Visibility



Create a
Lighthouse
Identity

Brand name
in study name?

Rename or
modify the
study name

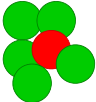
International
Nifedipine once-daily
Study:
Intervention as a
Goal in
Hypertension
Treatment



Adalat[®]
INSIGHT
Study


Competitors

- Don't mention the other brand name
- Don't bad-mouth the competition



"Becoming a Category of One"
Joe Calloway

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com



With language you are playing an incredibly dangerous game

Frank Luntz: Words that work

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 68

We have to be precise and intentional with our language.


© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 69

Speak the truth, but speak it pleasantly

Write the truth, but write it pleasantly

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 70

Language

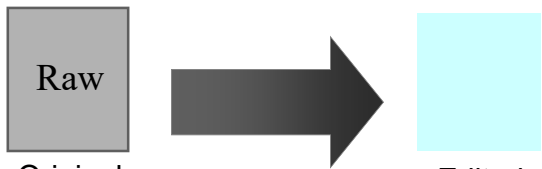


Choose words with

- Positive interpretations
- Optimistic connotations
- Agreeable implications

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 71

+



Choose positive wordings

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 72

- → +

unquestionable accepted

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 73

- → +

old established
well-known
modern classic

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 74

- → +

disappointing informative
instructive
insightful

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 75

- +

Fewer side effects Better tolerability

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 76

Use Affirmative Statements

not contaminated pure

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 77

Be straightforward ?

not a bad choice a good choice

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 78

Use Attractive Headlines

- Analysis
- Abstract
- Results
- Summary
- Conclusions
- Lessons learned

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

79

Alternatives to "Prove"

Avoid

- Prove

Prefer

- Validate
- Document
- Confirm
- Highlight
- Emphasize
- Underline

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

80

Avoid Superlatives

optimal

recommended by

best

good choice

use with confidence

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

81

Alternatives to "Difference"

Your product is 20% superior

Unclear

Better

Preferable

20%
difference

20%
increase

20%
improvement

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

82

"Magic" Words

Value

Doctor

Benefit

Dentist

Advantage

Dental

You profit from

Medical Practice

Patients

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

83

Identify the Right Words



Use only those terms that convey your message

"Every word must tell
Every word must sell"

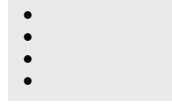
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

84

"The verbal essence"

Your "Dictionary"

The most important words



Forge your own identity
with the right vocabulary

Customer Centricity

You *or* Your *or* Customer Name
We *or* Our *or* Company Name

The higher, the better

Emphasize Benefits

What the company does What the customer gets

We will
send you
our free book

You will
receive
your free book

Q & A



People like
Questions & Answers

Question

Why is this study important?

Answer

Because this is the first study ...

What percentage of patients
had a preference for Examplex?

80% of patients preferred
Examplex

Your 2 Key Questions & Answers

1 ?

2 ?

Continuous Text Bullet Points

Format your text for clarity and easy reading. Your headline has grabbed the reader's eye. She's reading what you've got to say with interest and curiosity. Bullet points highlight the information you want to emphasize. Which is clearer, continuous text or text laid out using bullet points?

- Attention
- Interest
- Clarity

Number of Bullet Points

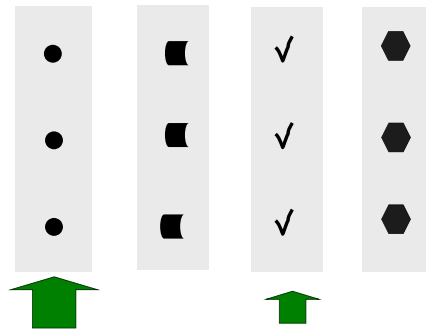
Uneven

Even

3

Make lists of three

Suitable Symbols



Numeric Identity

Car

911

Perfume

N°5

Hotel

7-star

Numeric Identity

Zovirax:

Reduction of herpes recurrences

75%

Captopril in SAVE Study
Reduction of cardio-vascular morbidity

20%

Gilenya
Simply one capsule per day

52% reduction in recurrences
versus interferon beta-1a i.m.

Treatment for Multiple Sclerosis from Novartis

Core Message

Carvedilol in Heart Failure

**Dilatrend® patients live longer,
on the average 1.4 years***

* COMET: Carvedilol versus Metoprolol tartrate. The Lancet 2003;362:7-13

Dilatrend® is a trademark from Roche

Your Number

...

?

Exercise

Visual Communication

That's the ad
agency's job

You

Tips on how to design your material

Visual examples of what conveys
a message and what does not

Typography: # 1 Mistake

You cannot read the text

Font Size

Many people cannot read small letters



Choose appropriate size

Use letters that are big enough

Capitals and Lower Case

THIS TRIAL CONFIRMS THAT
SUBSTANTIN CAN IMPROVE
SURVIVAL



Avoid capital letters

This trial confirms that substantin
can improve survival

Italics

*This trial confirms that substantin
can improve survival*



Stay away from italic style

This trial confirms that substantin
can improve survival

Underlining

This trial confirms that substantin
can improve survival



Avoid underlining

This trial confirms that substantin
can improve survival of patients

Column Width

This trial confirms that substantin can improve
survival



Limit the number of
words within one line

This trial confirms that substantin
can improve survival

Line Spacing

This trial confirms that substantin
can improve survival



Use spacing > 1.0

This trial confirms that substantin
can improve survival

Vacant Lines



... between paragraphs
increase readership by 12%

Colours

Light-coloured letters on a
light-coloured background
are difficult to read



Ensure sufficient contrast
for better readability

What the "reader" will usually look at

- 1) Picture
- 2) Headline
- 3) Text below picture
- 4) Sub Headline
- 5) Bullet Points
- 6) Conclusion

How to emphasize words

Underline

Bold

Use colour

Highlight



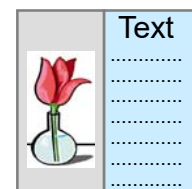
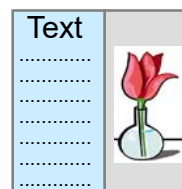
Layout

Page Architecture

Composition of text and image

How do you arrange the elements?

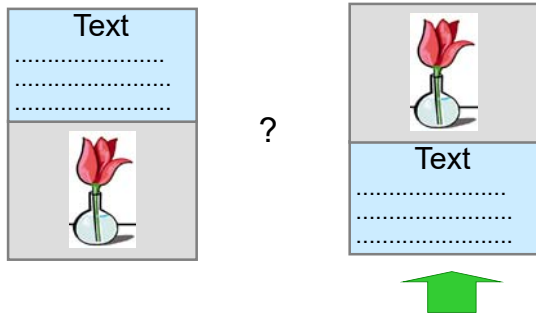
Vertical



?



Horizontal



Precious Space

Which are the **first** and which are the **second** elements to be read in a piece?

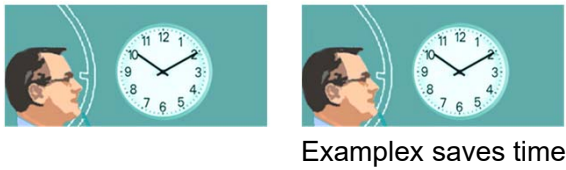
Headline **1**

First words of copy

Last words of copy

Words underneath the image **2**

Captions



Case Study

Glomerular Filtration Rate

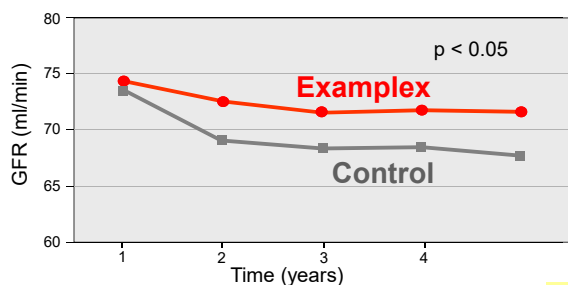
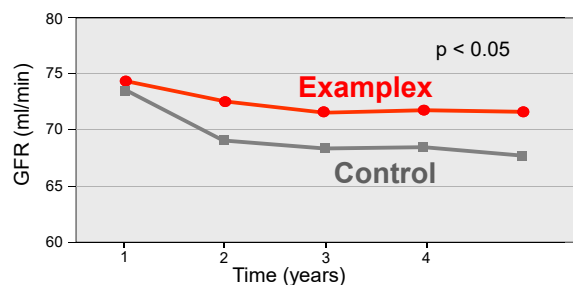


Figure 3: Analysis of data from measurements of glomerular filtration rate in the two treatment groups **?**

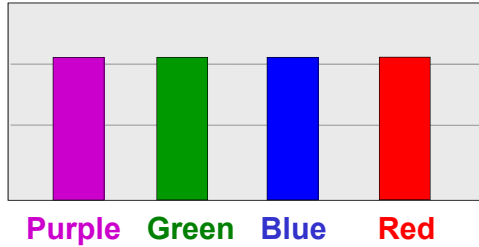
Renal Function



Better preservation of renal function with Exampless

The Product Column

Use Your Brand Color



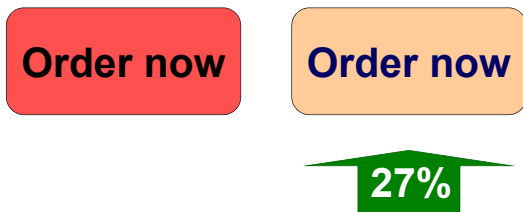
The "Other Product" Color

should be ... inconspicuous



e.g. Grey

Online: Higher Response?



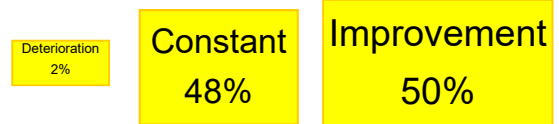
Tables / Diagrams

Case Study 1

Recall with Substantin

Increase	Constant	Decrease
50%	48%	2%

Recall with Substantin

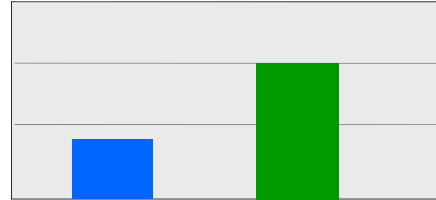


Tables / Diagrams

Case Study 2

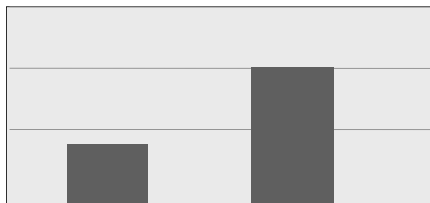
Columns in Color

Control
Your Brand



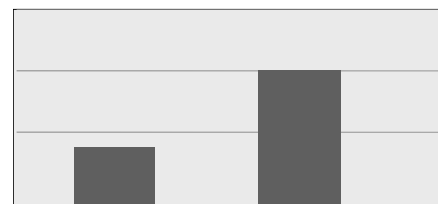
Columns in Black-and-White

Control
Your Brand



?

Use Text Labels



Label columns clearly!

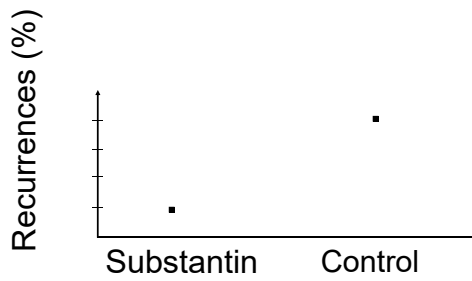
Tables / Diagrams

Case Study 3

Results

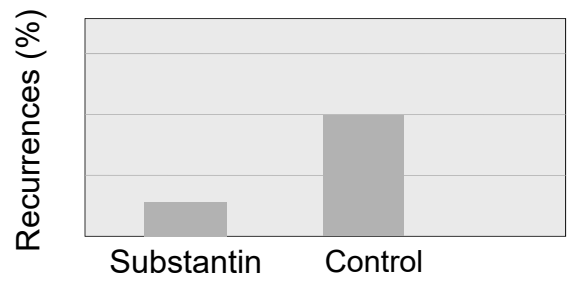
Substantin reduces
recurrences by 75%

Poorly Visible Results



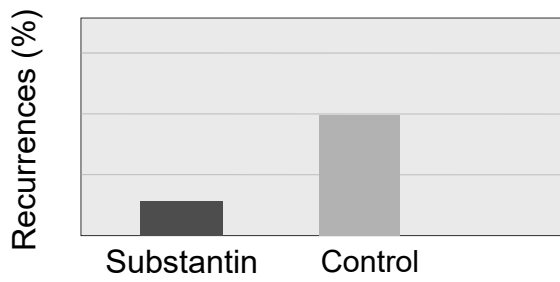
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

133



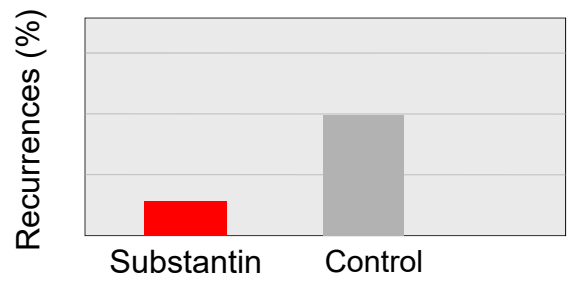
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

134



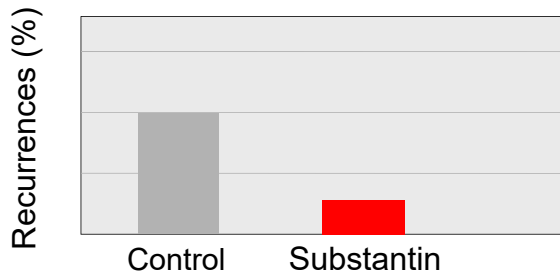
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

135



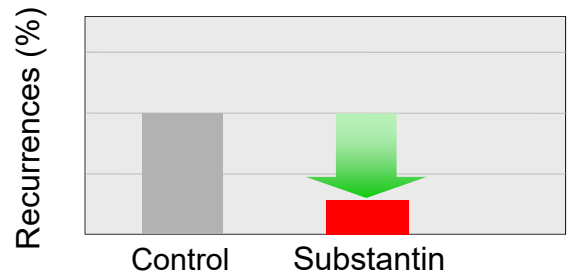
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

136



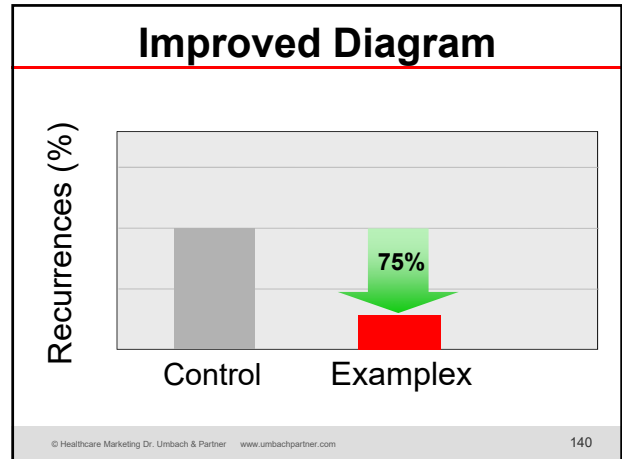
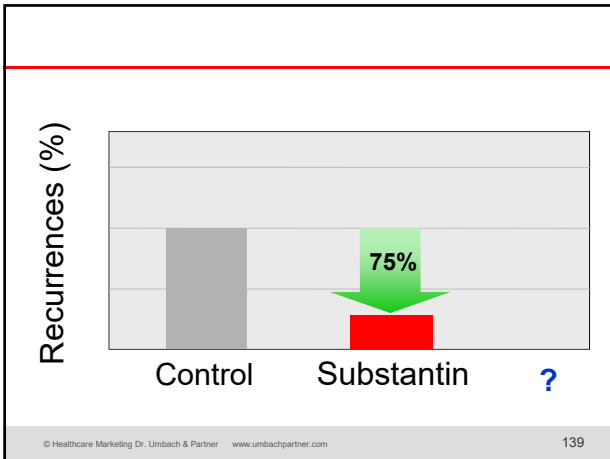
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

137



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

138



Ads in magazines: Which page is the most expensive one?

Back cover (U4)	11 500 Euro	↑
Second	10 500 Euro	
Third	9 300 Euro	

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 141

Brochure

The back cover is a premium spot

Place a message

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 142

The Impact of Images

Visual information works at a subconscious level

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 143

You want to connect

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 144

Visual Design



Circus Look

The more colourful and creative:
the less credible

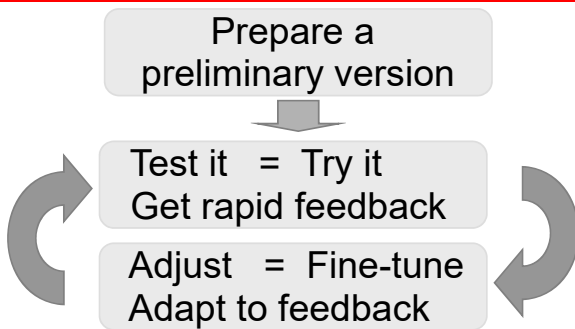
"A good ad does not look like an ad"

Same Wave Length



Your images have to resonate
with the target audience

The Draft Testing Cycle



Listen to Feedback



Rapid prototyping =
Succeed sooner

Get suggestions for
improvement:
Our Workshop

Combination



Lots of little things done well
can make a powerful difference

Richard Branson



The Big Secret

Get out and do it

Rise to New Heights



No one can predict to what heights you can soar

Even you will not know until you spread your wings

Free Tips and Ideas

www.umbachpartner.com

"Successfully Marketing Clinical Trial Results: Winning in the Healthcare Business":



Audio book

<http://www.umbachpartner.com/cms/en/audio-files.html>

Sales Force

What do Sales Reps want?

Besides appreciation and higher commissions

Materials with a convincing message

Good reasons to see the doctor:
Always something new

Superb training

Interact with Reps



Inform them

Train them

Educate them

Workshops with the sales force



Whatever you can do
or dream, begin it.
Boldness has genius,
power and magic in it.

William Murray:
The Scottish Himalayan Expedition
Quoting the German poet Goethe

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

157

Communication Channels

Experts: Individuals, advisory boards, professional societies

Events: Conferences, workshops, presentations ...

Scientific publications: Abstracts, articles ...

Personal contacts: Connect and network with people

Market research: Interviews, focus groups ...

Electronic media: Websites, videos, social media ...

Public relations: Engage the media, work with journalists

Advertising: Print and electronic adverts, brochures ...

Sales force: Train and motivate representatives ...

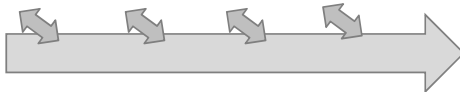
Direct marketing: Print and electronic mailings,
telephone service hotlines, call centers ...

Additional options: Continuing medical education,
clinical studies, sponsorships, self-help groups,
imaginative actions ...

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com

158

Customer Journey



Multiple Touch Points

Consistency
Alignment

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com