

Master of Pharmaceutical Medicine
Study Unit Marketing and Sales

Marketing

PME-M&S-Charts

Dr. Günter Umbach

www.umbachpartner.com

Healthcare Business Expert

All rights reserved

Consistent Approach

Transparent, coherent process
with a series of standardized steps

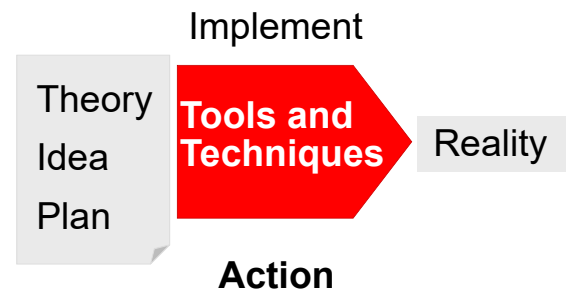
- What
- How
- To whom
- Why

Can Serve You As

- Blueprint
- Checklist
- Recipe
- Strategy advice
- Idea Catalyst kit



Blueprint for Success



Real Story



Marketing Manager

Strategic 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

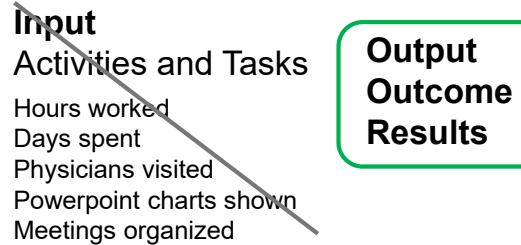
Success Criteria: Define performance indicators

Names: Collect and store customer contact data

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

Success Criteria



germanwings Advertisement

You can reach 3 million passengers
(1.4 million business people)

Special price: 1500 Euro

Good or poor investment?

Preis pro Tausend potenzielle Sichtkontakte: 1500 Euro / 3 Mio / 1000 = 0.50 Euro

➔ Leads received: 0

Success Criteria



Objectives you want to achieve

= Performance indicators?

Success Criteria

- Feedback
- Response rates
- Contacts in data base
- Visitors on website
- Conversion rate of website
- Market share
- "Relative Return on Investment"



Personal Goals

- Revenue
- Units sold
- Cashflow
- Product contribution
- Return on Investment
- Learn
- Gain experience
- Enlarge network
- Realize aspirations

Success in the Market



Win customers

Financials

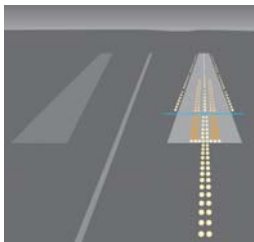
Approach

- **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

Most people are not willing to do the hard work to make sales easy

Jeffrey Gitomer
www.gitomer.com

Analysis



Target group

Learn exactly where your landing lights are located

Mistake #1

Focusing on the wrong target group and chasing poor prospects

Focus

Whom do you want to convince?



Are you on target or off-track?

Key Customer



Physician Pharmacist Manager Patient

___% ___% ___% ___%

"Decision makers and influencers in the buying process"

Customer Lifetime Value

Age	30 years
"Buys" products until	65 years
Every	year
Revenue per year	1 000 Euro
⇒ "Active" period	35 years
⇒ x Revenue per year	1 000 Euro / year
⇒ "Life Time Value"	35 000 Euro +

Recommendations

Simplified

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 19

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

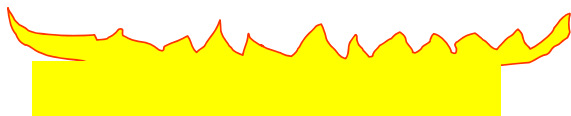
Channels: Find effective communication routes

Success Criteria: Define performance indicators

Names: Collect and store customer contact data

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 20

Unmet Need



My customers' burning problems are ...

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 21

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

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 22

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*



USA

Big Dipper



Siberia

Moose



Make Sense of the Results



What do the results mean?

Results

Message



Give
Meaning

Numbers, Tables,
Diagrams

Act Responsibly

Publish **all** results whether
positive or negative!

What you want to convey
to your customers?

Message?

Our antihypertensive
product lowers blood
pressure effectively



Ticket of
Entry Only

Pointless
message

Positioning

Develop a powerful message

Positive Thinking



A Convincing Message

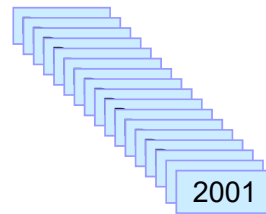
- Concise** Short and to the point
- Clear** Easily understandable
- Credible** Endorsed by reliable sources
- Consistent** Repeated in a uniform way
- ...
- Something your Customers Care about**

Be brief

Keep it short and simple

Kiss

Information Overload



Messages per day

Unremarkable = Invisible

...

Visibility is the name of the game

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

First Step



Make the viewer
curious and
interested

The Sale Before the Sale



Capture the Prospect's Attention

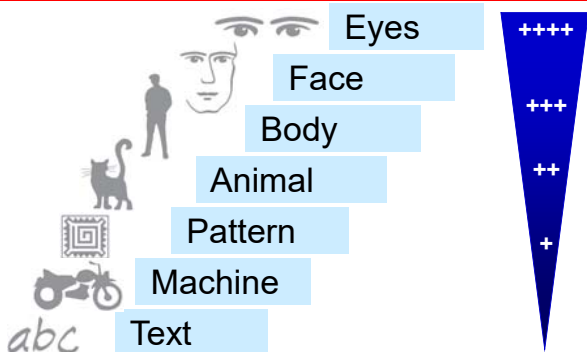
Your awareness program
Your attraction factor

Eye-catchers
attracting attention?

What Gets the Most Attention

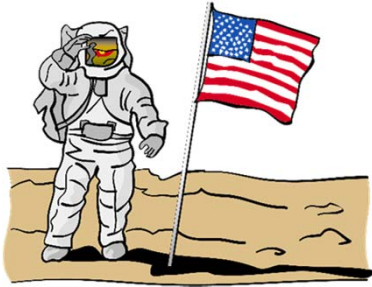
<i>abc</i>		1	?
Text	Machine	2	?
		3	?
Pattern	Eyes		
Face	Body	Animal	

Ranking Attention-Grabbers



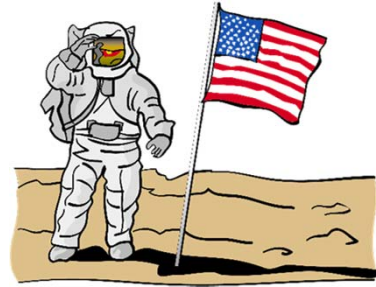
The more text-heavy
your communication is,
the faster you will lose
your audience

First Man on the Moon?



Neil Armstrong

The Second Man on the Moon



Words That Spark Attention

Words you should connect to your study ...

First

New

This is special.
I should know.

Can you justify them?

Use Attractive Headlines

- Analysis of the ABC trial
- Abstract "
- Results "
- Summary "
- Conclusions "
- Lessons learned "

Positioning

Develop a powerful message

Attention: Arouse interest for content

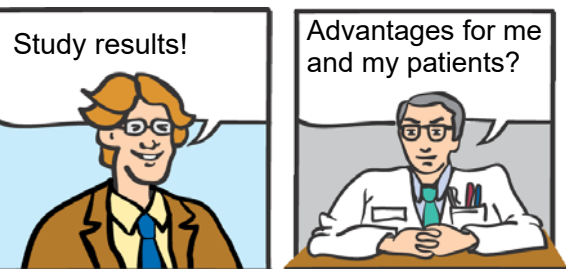
- **Benefit:** Offer a fact-based solution

Superiority: Show unique value

Validation: Support with reference

Behavior: Ask for action

What the Doctor Looks For



Sales rep

Physician

Customers' Eternal Question



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

So what is your compelling offer?

An Explicit Benefit I

The new intra-venous formulation of Examplex requires a shorter duration of infusion → Examplex saves time

An Explicit Benefit II

One dose of Examplex lasts for 24 hours → Improved convenience
Increased compliance (better adherence to treatment)

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

Crystallized Brand Promise
Brand Benefit Edge

Price as Advantage

Generic product strategy:
Competing only on price
is a special, challenging
business

Generic Products



Stada: Der einzige deutsche
Generikahersteller unter den
Top-10-Generikaherstellern
in Deutschland

Basierend auf einer Anzeige von Stada, Dt Ärzteblatt 9. April 2010

Unique and Remarkable



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

- Publication
- Expert quote
- Market numbers
- Guidelines
- Clinical case study
- ...

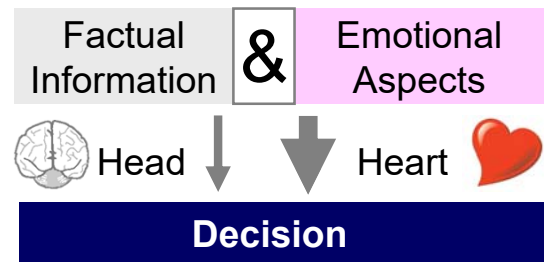
Number 1

Athlete's foot (Fußpilz):
Trust the #1 worldwide*

Lamisil®

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 67

Create Emotional Impact



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

Maximize Your Impact

To the cognition of the brain
must be added the experience
of the soul

Arnold Bennett

YouTube AF 

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

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 70

Ask for Action

- Send fax
- Email
- Call
- Attend workshop
- Buy in pharmacy
- Prescribe
- Recommend

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

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

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

Modes of Expression

Trademark
 Brand vocabulary
 Core message
 Bullet points
 Important number
 Memorable marks
 Easy legibility
 Proven layout
 Right colour
 Comprehensible tables
 Convincing graphs
 Compelling visuals
 Give-aways



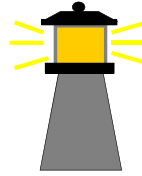
Offer the complete package

Be comprehensive!

Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways

Visibility



Create a
Lighthouse
Identity

Brand name
in study name?

Rename or
modify the
study name

Scandinavian
 Simvastatin
 Survival
 Study



Zocor
 Survival
 Study

Merck & Co

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



Adalat[®]
 INSIGHT
 Study

Modes of Expression

Trademark

Brand vocabulary
Core message
Bullet points
Important number
Memorable marks

**Verbal
= Language**

Easy legibility
Proven layout
Right colour
Comprehensible tables
Convincing graphs
Compelling visuals
Give-aways



With language you are playing
an incredibly dangerous game

Frank Luntz: Words that work

Some Words Transform



Your Text ...

"Barbed Wire Words"

Complicated, Problem,
...

➔ Check

The Power of Words



Loose lips sink ships



Words can determine how
people feel and how they act

➔ Be careful what you say

Was innovative Niedersachsen erotisch finden <http://www.youtube.com/watch?v=9VLFdKbiuos>

Drehzahlmesser = Revolution counter = Rev meter
<http://www.youtube.com/watch?v=WxjP4iOul6E&NR=1&feature=fwp>

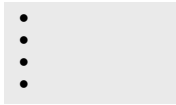
Modes of Expression

Trademark

- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways

Dictionary

The most important words



Forge your own identity
with the right vocabulary

Put in on the wall or computer

Dictionary

- Examplex
- Substantin
- convenient
- solution
- very good
- improves
- clinical outcome
- saves time
- faster
- advantage
- physiological



Dictionary

- Examplex
- Substantin
- Highly active
- Antibiotic
- Bacterial infections
- Acute exacerbations of chronic bronchitis
- Effective
- Treatment
- Rapidly travels to the site of infection
- Provides fast clinical recovery



Speak the truth, but
speak it pleasantly

Zarathustra

Language



Words with

Positive interpretations

Optimistic connotations

Agreeable implications



old

established
well-known
modern classic

Example: Aspirin®

Bayer: Aspirin®

- → +

disappointing	informative instructive insightful
---------------	--

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 91

- → +

unquestionable	accepted
----------------	----------

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 92

Use Affirmative Statements

You deny	You affirm
not contaminated	pure
at no charge	free
undisputed	accepted

Be direct and straightforward

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 93

Terms Easy to Imagine

Anti-androgenic effect	Beneficial influence on hair and skin
	Ad for hormonal contraceptive
Proton Pump Inhibitor	Acid Pump Inhibitor
	Losec® of AstraZeneca

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 94

Alternatives to "Prove"

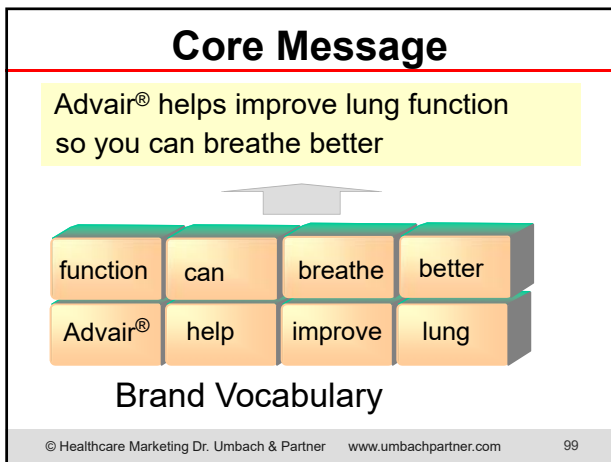
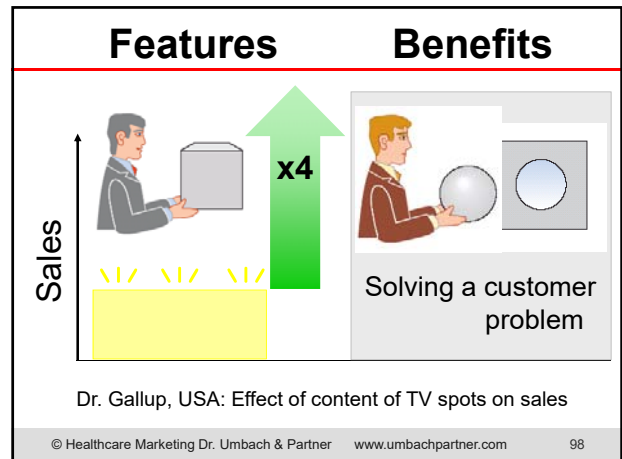
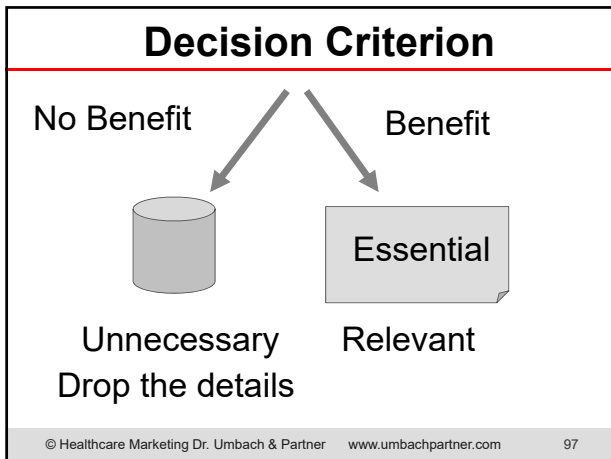
Avoid	Prefer
• Prove	<ul style="list-style-type: none"> • Validate • Document • Confirm • Highlight • Emphasize • Underline

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 95

Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 96



COMET: Message to Experts

Carvedilol in Heart Failure

Results of a European study in this week's issue of *The Lancet* suggest that the beta-blocker carvedilol offers substantial survival benefit compared with another widely-used beta blocker for the treatment of chronic heart failure.

Based on presentations and The Lancet, 5 July 2003

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 100

- ### Modes of Expression
-
- Trademark
 - Brand vocabulary
 - Core message
 - Bullet points
 - Important number
 - Memorable marks
 - Easy legibility
 - Proven layout
 - Right colour
 - Comprehensible tables
 - Convincing graphs
 - Compelling visuals
 - Give-aways
- © Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 101

Numeric Identity

Car	911
Perfume	N°5
Hotel	7-star

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 102

Numeric Identity

Zovirax:
Reduction of herpes recurrences **75%**

Captopril in SAVE Study
Reduction of cardiovascular morbidity **20%**

Gilena
Simply one capsule per day

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

Treatment for Multiple Sclerosis from Novartis

COMET: Scientific Data

Carvedilol in Heart Failure

Yearly mortality rates were 8.3% with carvedilol and 10.0% with metoprolol. Average life-expectancy was eight years for patients given carvedilol compared with 6.6 years for patients assigned metoprolol.

Based on presentations and The Lancet, 5 July 2003

Core Message to Physicians

COMET: Carvedilol in Heart Failure

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

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

Dilatrend® is a trademark from Roche

Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways

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

Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways



Pill

Valette

Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways

Visual

Visual Communication

That's the ad agency's job

Use Captions



Exampex saves time

Learning from Apple

Safari as Standard Browser?

A	<input type="button" value="Yes"/>	<input type="button" value="No"/>
B	<input type="button" value="No"/>	<input type="button" value="Yes"/>
C	<input type="button" value="No"/>	<input type="button" value="Yes"/>
D	<input type="button" value="No"/>	<input checked="" type="button" value="Yes"/>
E	<input checked="" type="button" value="Yes"/>	<input type="button" value="No"/>
F	<input type="button" value="No"/>	<input type="button" value="Yes"/>

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 115

Case Study

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 116

Glomerular Filtration Rate

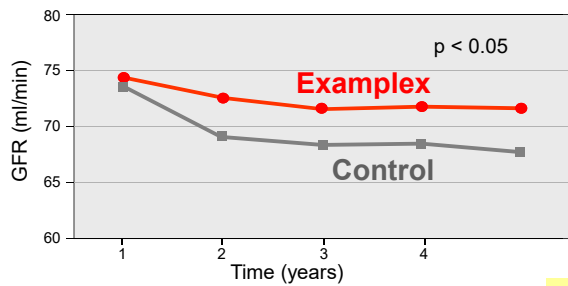
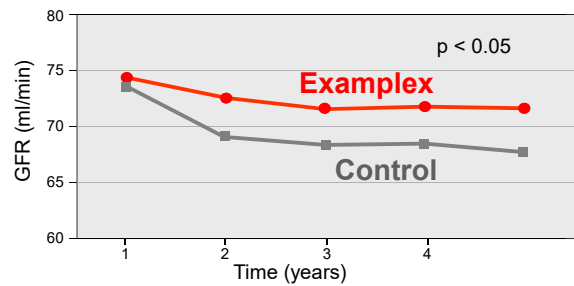


Figure 3: Analysis of data from measurements of glomerular filtration rate in the two treatment groups

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 117

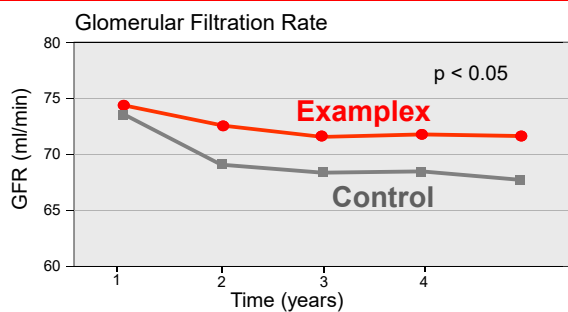
Glomerular Filtration Rate ?



Better preservation of renal function with Examplex

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 118

Renal Function



Better preservation of renal function with Examplex

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 119

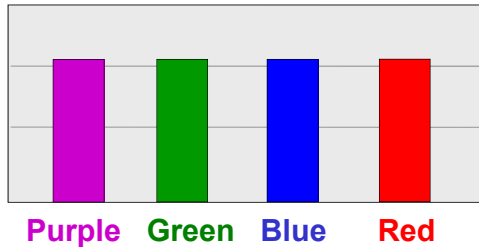
Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 120

The Product Column

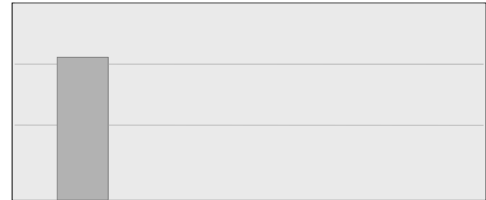
Use Your Brand Color



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 121

The Placebo Column Colour

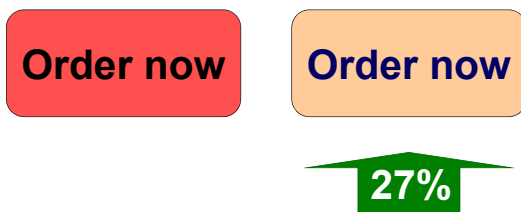
should be ... inconspicuous



e.g. Grey

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 122

Higher Response?



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 123

Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 124

Case Studies

- 1
- 2
- 3

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 125

Recall with Substantin 1

Increase	Constant	Decrease
50%	48%	2%

Sequence of columns?

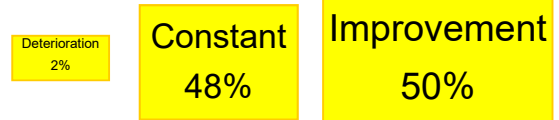
© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 126

Recall with Substantin 2

Decrease	Constant	Increase
2%	48%	50%

Appropriate way of depicting data?

Recall with Substantin 3



Case Studies

- 1
- 2
- 3

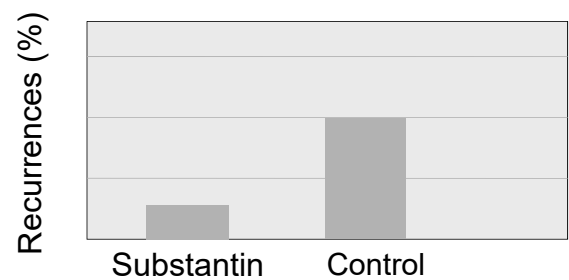
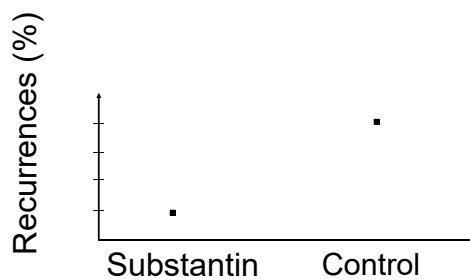
Clinical Trial Results

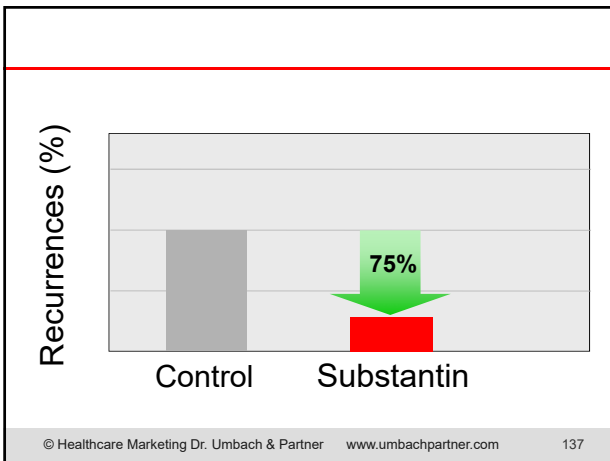
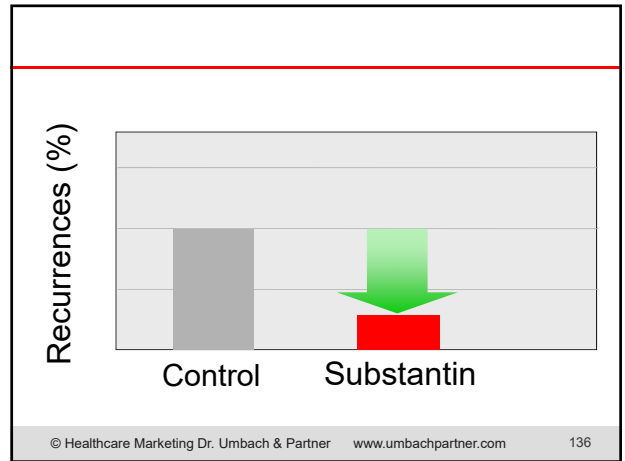
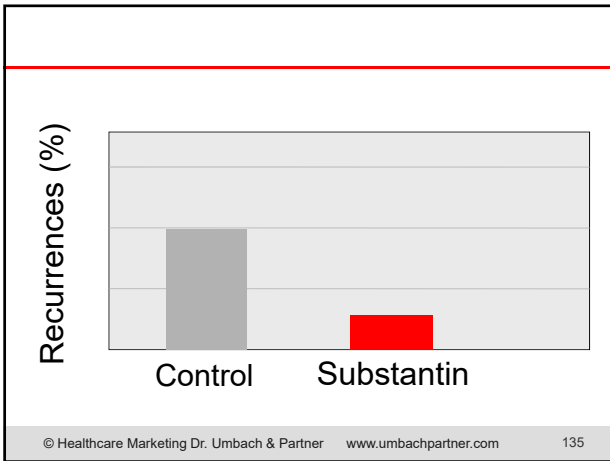
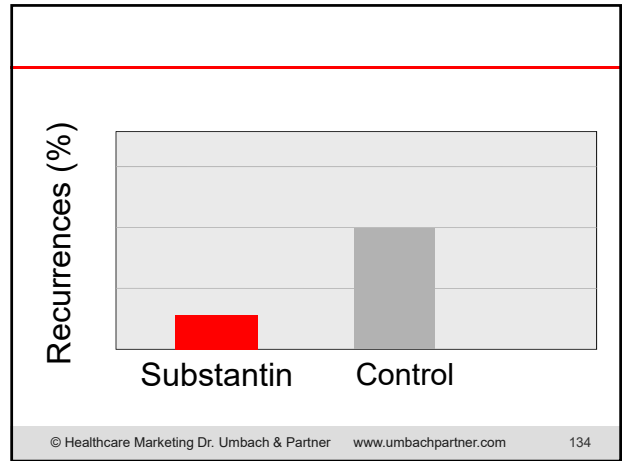
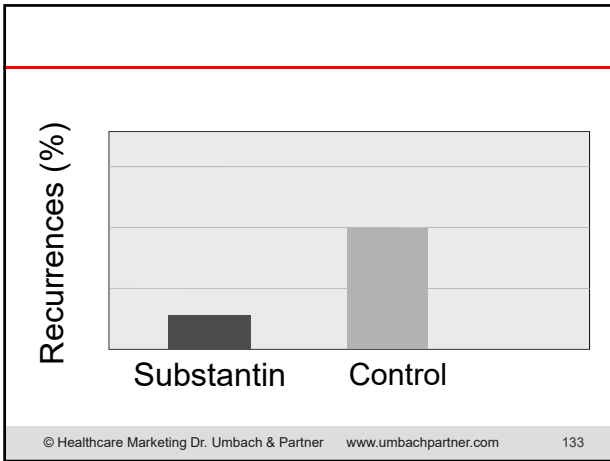
Herpes virus infections
Substantin* reduces
recurrences** by 75%

* Brand name: Exmplex

** Percentage of cases in
which it happens again

Poorly Visible Results



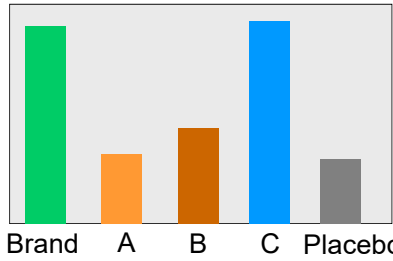


Case Studies

- 1
- 2
- 3

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 138

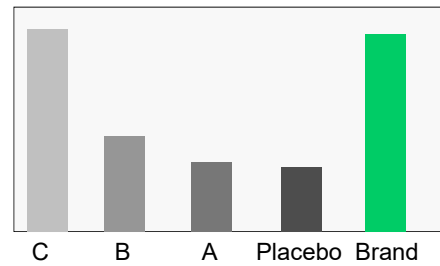
Design: 3 Mistakes



- Placebo has best placement
- Competitor C placed very advantageously
- Competitor A shown with brand color

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 139

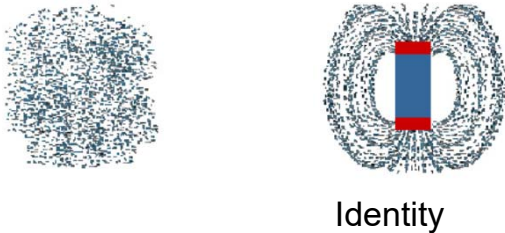
Design: Improved



- Brand now placed to highlight differences
- Competitors now shown in neutral colors

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 140

The Power of a Brand



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

Value of a Brand



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

Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways (extremely restricted today)

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

The Impact of Images

Visual information
works at a subconscious level

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

The Right Triangle

Which product seems more effective in **increasing** response rates

Examplex ▲ Examplex ▼

Active Design

1 Cut _____

2 ✂ _____

➡ 3 ✂ -----

Highest response?

The Incentive



Send me the Examplex stamp

Yes, send me the Examplex stamp

Appropriate Images

Picture

Illustration

Symbol

Icon

Choose a visual relevant to your message

Blood Pressure Control



Once-a-Day



One tablet
once-a-day

...

Easy Intravenous Application



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 151

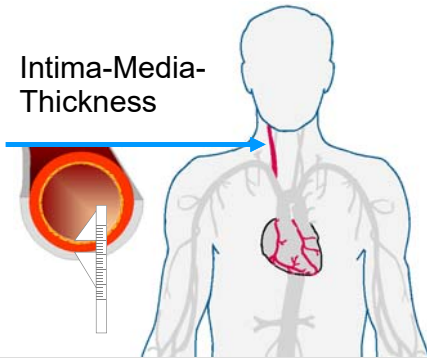
Intima-Media-Thickness

Intima-Media-Thickness

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 152

Intima-Media-Thickness

Intima-Media-Thickness



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 153

Glorious Technicolour



Tunnel tones

Black
and
grey



Technicolour

Add colour and
increase recall
by **100%**

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 154

Art Work or Photographs



Drawing



Photograph

Authentic
True

?

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 155

Professional Photography



Increase credibility
of your communication

Spend money on an
excellent potographer

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 156

Contraception



Love
Live
Lara

Red Roses

www.laralove.de www.laralove.ch

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 157

Modes of Expression

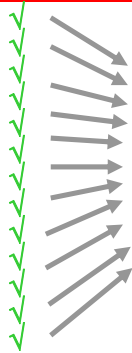
- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways (today virtually impossible)

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 158

Comprehensive



Consistent



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 159

Briefing an Advertising Agency

- 1 Customer: Relevant target groups
- 2 Unmet need: The customer's problem
- 3 Benefit: The solution you are offering
- 4 Superiority: The unique value you are providing (USP)
- 5 Validation: The references to support your claim
- 6 Behavior: The action you want your customer to take
- 7 Branding: Logo, colours, design, memorable marks
- 8 Vocabulary: The ten words to include
- 9 Claims: The three core messages
- 10 Numerical: The most important number
- 11 Visuals: Key graph, image, photo

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 160

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

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 161

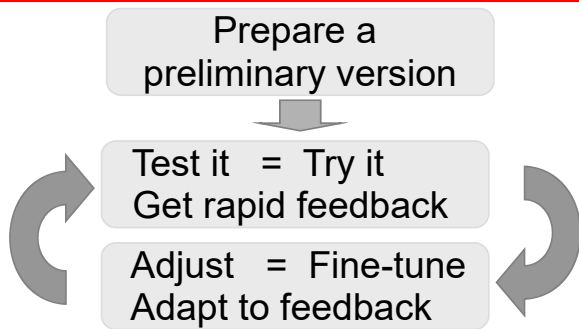
Is Your Draft Easy to ...



Read?
Understand?
Remember?

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 162

The Draft Testing Cycle



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 163

Listen



Rapid prototyping

Fail faster and succeed sooner

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 164

Communication Channels

Choose the routes that your target audience prefers

Start a dialogue with your clients

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 165

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 166

Thought Leader Sequence



Contact them in the right order!

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 167

Consensus Meeting

Educate the Educators:

The HPV Vaccines

Cervarix, Gardasil

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 168

Bridging the Gap



Between your company and thought leaders:
Today usually

Maintaining regular contacts

Medical Liason Manager (MSL)

Expert Workshops



"Advisory Board"
"Expert Round Table"

Invite hand-picked, selected experts

You facilitate and organize, creating an aura of exclusivity

Confidential

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 ...

More Than Information

Educational event



Educational event and

worthwhile experience

People pay more for entertainment than for education

Symposium Title

A Daichi Sankyo and Menarini International symposium held during the European Society of Cardiology Congress

New standards in protecting high-risk patients: Learning from the ONTARGET programme

Conference Checklist



Wealth of options

- Main session
- Satellite symposium
- Expert workshop
- Press activities
- Booth at exhibition
- Hand-out materials
- Hotel reservations

Satellite Symposia

- Which conference?
- What attractive topic?
- Who as speakers, chairpersons?
- Which support for travel, slides?

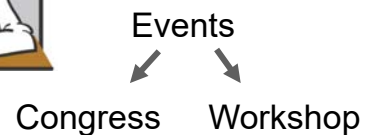
Meet speakers and chairpersons before the event

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 175

Events



Super speaker
Nice setting
Good food



© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 176

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 177

Publication Strategy

- Abstract
- Report by journalist attending the conference
- Original article
- Editorial
- Subset analyses
- Review articles
- Publications in languages other than English
- ➡ Quotable references
- Pocket Guide: Practical Guidance

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 178

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 179

Human Relationships



You **never** have a relationship with an organization

You **always** have a relationship with an individual

... It's always personal

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 180

Network



Connect to people
Make lots and lots of friends

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 181

Online Business Platforms



www.xing.com
www.linkedin.com

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 182

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 183

Online-Marketing

See separate presentation

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 184

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 185

Evaluating Public Relations



Before starting, ask

Is it newsworthy?

Do I have a story?

Do I have the budget?

Do I have professional
public relations people?

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 186

Public Relations



After the presentation of the "4S" study results

Cholesterol drug helps save lives

"The drug, Zocor, made by Merck & Co. was shown to ..."

Zocor® from Merck & Co.

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 187

A National Magazine Article

Which Love Pill is the Best One?



In a head-to-head comparison, the percentage of men preferring

- Cialis® was 46%
- Levitra® was 30%
- Viagra® was 14%

Trademarks:
Cialis® from Lilly,
Levitra® from Bayer
Viagra® from Pfizer

Based on a translation from a German article in TV Hören und Sehen, 20 - 26 December 2003

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 188

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 189

Working with the Agency

Divide into subprojects

Ensure appropriate briefing

Ask for drafts

Locate the creative people and get them into your team right from the start

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 190

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 191

One Rep Visit to the Doctor



Germany

USA

Duration

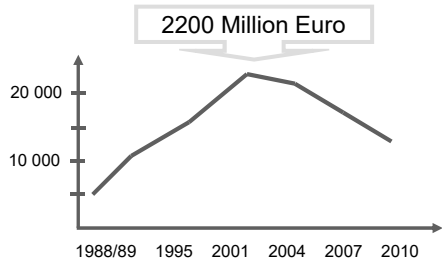
6 min

1½ min

Cost: 100 to 150 Euros

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 192

Number of Sales Reps



Germany

Quelle: Focke-Hecht 2009 aus Pharma Relations 2010

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 193

Interact with Reps



Workshops
with the
sales force

Inform them

Train them

Educate them

Motivate them

Can you inspire them?

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 194

The Proper Order of Events

Ensure the right sequence



Medical News
Recent study confirms
the value of Examplex
.....
.....

First inform
and train
the reps

Then place the
article in the
newspapers

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 195

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 ...

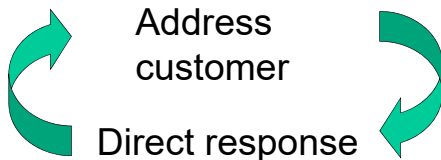
Sales force: Train and motivate representatives ...

- **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 196

Direct Marketing



Start a dialogue

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 197

Consistency Across Time



Repeat key messages

... People cannot buy what
they cannot remember

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 198

Consistency in Content



Provide a consistent message

Play it again

Stick to the same piece

Discipline to keep things consistent

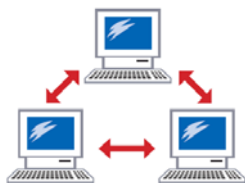
Approach

- 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

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

Names



Customer Relationship Management

Collect, store and update data

Navigate → Valuable clients

CRM

Number of clients _____

Their postal address _____ %

Their email address _____ %

CRM



Good clients

receive the following
privileges ...

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
- **Reward People:** Create the right incentives ...

Rewards for People

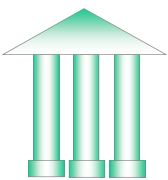
Persons that help me or support
my projects, receive ...

-
-
-

Who coordinates?



Headquarters and Countries



Pulling everything together

Your office

Examp
Communication
Coordination
Centre

**Live up to
your true potential**

Stretch

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 211

Types of People

Make things happen Watch things happen Wonder what's happening

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 212

The Big Secret

Get out and do it

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 213

Try Things

Get comfortable being uncomfortable

Tom Peters
Re-imagine! Business Excellence in a Disruptive Age

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 214

Wake Up

Morning

Alert

Act

Make every day count

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 215

Free Tips and Ideas

www.umbachpartner.com

Password → Login for Clients

German Online Courses

German Management Newsletter

© Healthcare Marketing Dr. Umbach & Partner www.umbachpartner.com 216