

Welcome

Pharma Marketing Workshop

Pharma Marketing-Charts
Pharma Marketing-Doc

HEALTHCARE MARKETING
DR. UMBACH & PARTNER
www.umbachpartner.com
Training + Consulting

Notes

Many illustrations are from Dr. Günter Umbach's books

"Successfully Marketing Clinical Results: Winning in the Healthcare Business", Gower Publishing, London, 2007

"Erfolgreich im Pharma-Marketing: Wie Sie im Produkt-Management von Arzneimitteln Ärzte, Apotheker, Patienten, Experten und Manager als Kunden gewinnen," Gabler Verlag, Wiesbaden, 2011

"Erfolgreich als Medical Advisor", Springer Business, 2013

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

Objective

Update your knowledge
Enhance your know-how

Perspective

Your
Professional
Performance

Your personal
success

Tips

Advice

Suggestions

Recommendations

You choose

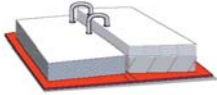
Your Input

Questions



Enter into dialogue
Discuss certain topics

Documentation



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Your Potential

Let your ideas inspire you

Reservoir

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Catalyst



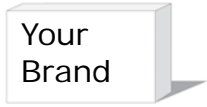
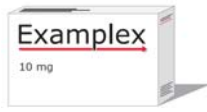
If an idea occurs
to you, please
write it down

Personal
action plan

Get your
inspirations
on paper

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Examples and Case Studies



Benchmarking

Exercises



Game

Sports

Opportunity



Unfortunately, some companies will not even unwrap it.

Personal Opportunity

Extend your
sphere of influence

Consistent Approach

Transparent, coherent process
with a series of standardized steps

- What
- How
- To whom
- Why

The Art of Rhetoric



ΤΕΧΝΗΣ ΠΡΟΤΟΙΚΗΣ

Aristotle

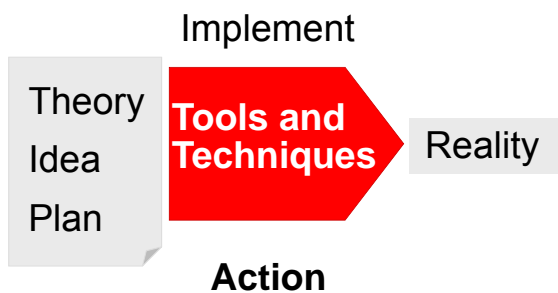
Find the best
way to persuade
a particular audience

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

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Success Criteria

Input
Activities and Tasks
Hours worked
Days spent
Physicians visited
Powerpoint charts shown
Meetings organized

Output
Outcome
Results

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

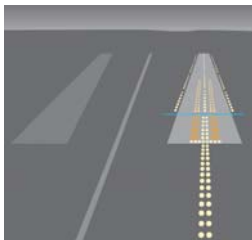
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Most people are not willing to do the hard work to make sales easy

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

Target Group

Merck & Co:
Proscar® (Finasteride)
Benign Prostatic Hyperplasia







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"

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Customer Lifetime Value

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

Recommendations

Simplified

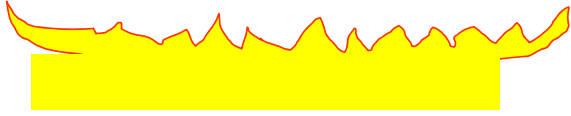
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Unmet Need



My customers' burning problems are ...

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A Constellation of 7 Stars ...

How do we interpret this configuration of objects?




You Interpret


the constellation of data and give them meaning



Make Sense of the Results



What do the results mean?

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

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What you want to convey to your customers?

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Message?

Our antihypertensive product lowers blood pressure effectively

↓

Ticket of Entry Only

Pointless message

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Positioning

Develop a powerful message

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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 **s**imple

Kiss

Attention

More
volatile
than



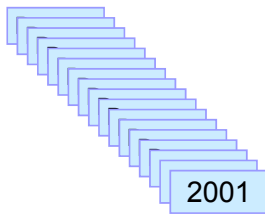
ether

More
precious
than



gold

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

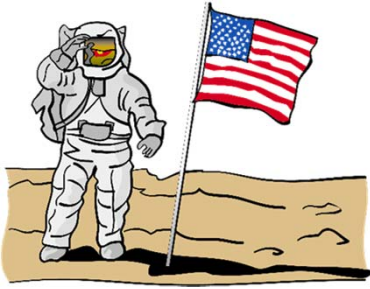
Eye-catchers
attracting attention?

What Gets the Most Attention

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

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

First Man on the Moon?



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Words That Spark Attention

Words you should connect to your study ...

First

New

This is special.
I should know.

Can you justify them?

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A Unique Trial



because it is the **first** ...

study that ...

randomized study that ...

randomized **double-blind** study that ...

randomized double-blind study with an **active control** that ...

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Use Attractive Headlines

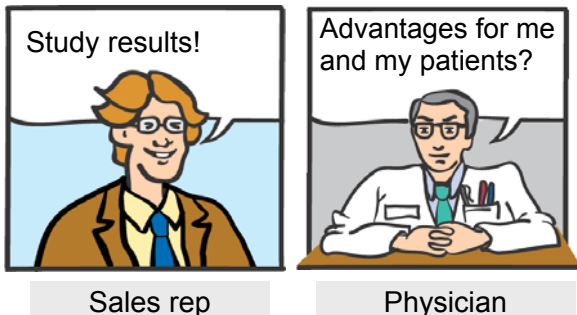
Analysis	of the ABC trial
Abstract	"
Results	"
Summary	"
Conclusions	"
Lessons learned	"

Positioning

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What the Doctor Looks For

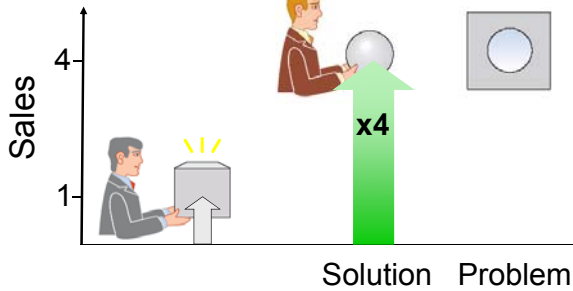


Customers' Eternal Question

Why is this important to me?



Features Benefits



Dr. Gallup, USA: Effect of content of TV spots on sales

WIFM

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

So what is your compelling offer?

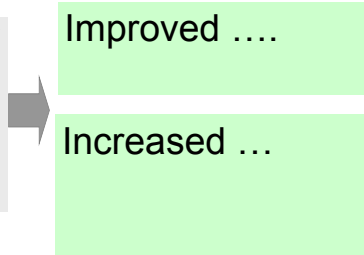
An Explicit Benefit I

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



An Explicit Benefit II

One dose of Examplex lasts for 24 hours



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 different business

Generic Products



Stada: The only German company among the top 10 generic manufacturers in Germany

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

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Generics

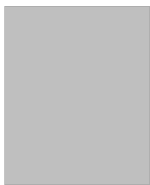


Easy switch, since identical to the look of the original product

Vollarton von 1A Pharma, Anzeige DtU, Leichte Umstellung durch identische Tablettenoptik zum Erstanbieter

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Generics



The broadest range of generic triptanes

(for the treatment of migraines and cluster headaches)

"Vom größten Anbieter" Anzeige im Deutschen Ärzteblatt
Angegebene Referenz: IMS Pharnascope Sell Out UN MAT 12/2011

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Generics

The Branded Generic

Teva ratiopharm

Quetiapin-ratiopharm anstelle von Seroquel (gegen Schizophrenie), Anzeige Di Ärzteblatt

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Unique and Remarkable



My offer is special, because

...

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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

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Validation

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

Number 1

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

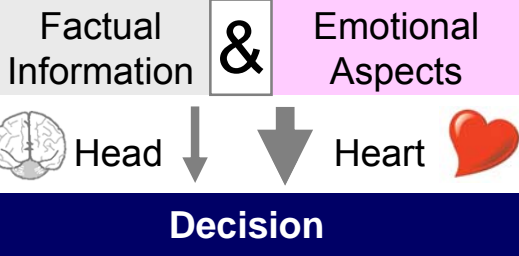
Lamisil®

Accepted Practice

xerobank.com : The world's most
trusted anonymous web browser

Downloaded 11 million times

Create Emotional Impact



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Maximize Your Impact

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

Arnold Bennett

YouTube AF 

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Human Interest Story

Clinical Case

It all started when
Now I cannot tolerate it any longer.
It is so unnatural, so terrible ...

Patient, 66 years
Restless Legs Syndrome

Brochure for Restex®
from Roche

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Human Interest Story



The Effect of Dronedaronone on Stroke and Other Cardiovascular Outcomes in Patients with Atrial Fibrillation
Update from the Landmark ATHENA Study

Press Briefing

Human Interest Story: Press Briefing

Case history: Patrick, age 72
Location: United Kingdom
Medical History: Atrial fibrillation.
Right sided ischemic stroke after
a prolonged episode of atrial fibrillation.

Left-sided hemiplegia and compromised mobility,
loss of creative ability
Patrick was a talented composer of concert music until
his embolic stroke. He is best known for his theme to
Sherlock Holmes on TV ... His wife Caroline describes
the effect of Patrick's stroke on their life: "I became a
carer ... he was doubly incontinent ..

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

Ask for Action

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

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



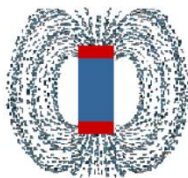
Offer the complete package

Be comprehensive!

Modes of Expression

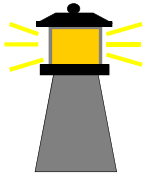
- Trademark
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The Power of a Brand



Identity

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



Calling the Other Treatment

- Control
- Standard therapy
- Conventional therapy
- Reference substance
- Gold standard

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Modes of Expression

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**Verbal
= Language**

- Easy legibility
- Proven layout
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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=9VLFdKbluos>

Drehzahlmesser = Revolution counter = Rev meter
<http://www.youtube.com/watch?v=5YgP4tCul6E&NR=1&feature=fwp>

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Modes of Expression

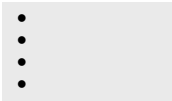
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Dictionary

The most important words



Forge your own identity with the right vocabulary

Put in on the wall or computer

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Dictionary I

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



Dictionary II

- 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

Raw

Original



Actual

Actual

Choose positive wordings

-



+

old

established
well-known
modern classic

Example: Aspirin®

Bayer: Aspirin®

- → +

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

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- → +

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

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- → +

Examplex reduces mortality	Examplex prolongs survival
	Examplex improves survival

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-	+
Fewer side effects	Better tolerability
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Use Affirmative Statements

You deny	You affirm
not contaminated	pure
at no charge	free
undisputed	accepted
Be direct and straightforward	
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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	
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Alternatives to "Prove"

Avoid

- Prove

Prefer

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

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Alternatives to "Difference"

Your product is 20% superior

Unclear

Better

Preferable

20%
difference

20%
increase

20%
improvement

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Use the Active Voice

A 20% increase
in survival rate was
observed in the
Examplex group

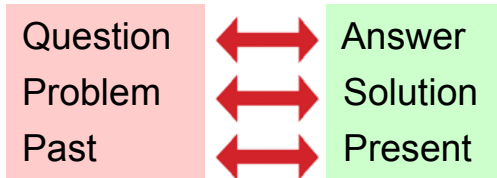
SAVE trial: Captopril improved ... by 20%

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Text Logic



Write texts that create tension



Questions and Answers

What percentage of patients had a preference for Exemplex?

80% of patients preferred Exemplex

The Q & A Section



People like Questions & Answers

Question
Why is this study important?

Answer
Because this is the first study ...

Your 2 Key Questions & Answers

1 _____ ?

2 _____ ?

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Problem and Solution

Diabetes is with your patients all day, every day.

Now there's an insulin that can work just as long. Examplex provides 24-hour coverage with just one administration.

Based on a real advertisement

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Past and Present

Many cancer patients suffer from bone-destroying activities associated with bone metastases.

Until recently, there was no effective treatment for bone metastases. **Now** biphosphonates can help improve bone strength in cancer patients.

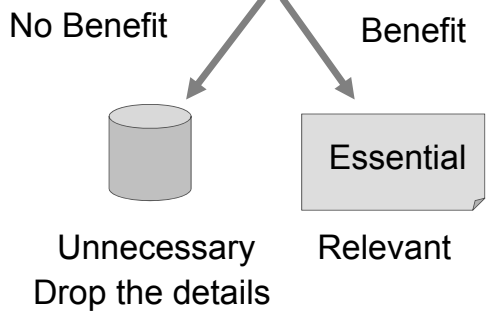
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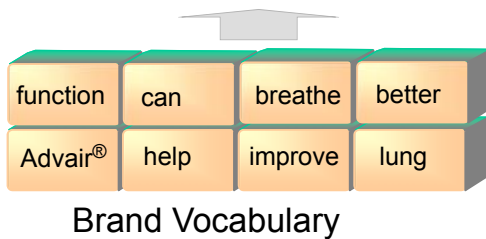
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Decision Criterion



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Core Message



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Case Study

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ONTARGET

Boehringer Ingelheim:
Study in 40 countries
25 600 patients with increased CV risk

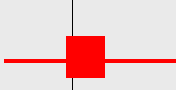
ARB Telmisartan (Micardis) vs
ACE-Inhibitor Ramipril vs
 combination of both

Results of the trial were presented at the American College of Cardiology 57th Annual Scientific Session and published simultaneously online in the New England Journal of Medicine
Printed version: N Engl J Med April 10, 2008

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ONTARGET Study: Results

Relative Risk

Primary outcome	
-----------------	---

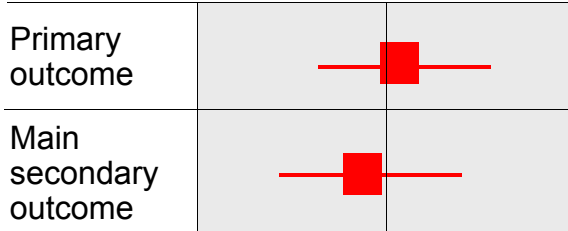
1.0

Telmisartan Better Ramipril Better

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ONTARGET Study: Results

Relative Risk



1.0

Telmisartan Better Ramipril Better

Based on N Engl J Med, April 10, 2008

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ONTARGET

Telmisartan was "noninferior" to ramipril.

Telmisartan was equivalent to ramipril

N Engl J Med, April 10, 2008

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Case Study

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COMET: Scientific Data

Carvedilol in Heart Failure

In the Carvedilol or Metoprolol European Trial (COMET), around 3000 people with chronic heart failure were assigned to receive carvedilol or metoprolol. 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

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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

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COMET: Message to Physicians

Carvedilol in Heart Failure

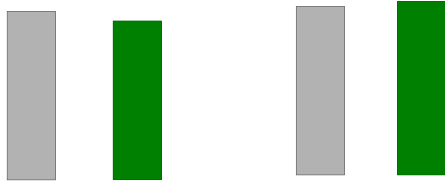
Dilatrend® patients live longer*

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

Dilatrend® is a trademark from Roche
Based on translation from German "Deutsches Ärzteblatt", 12 September 2003

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Statistical Analyses



Standard Example
Intention-to-Treat-Analysis

Standard Example
Per-Protocol-Analysis

... Ask!

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Act Responsibly

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

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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

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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?

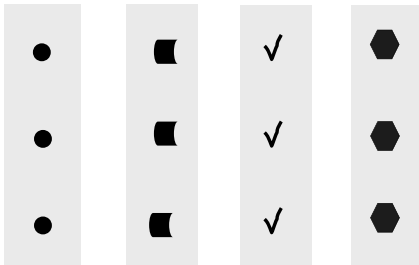
- Attention
- Interest
- Clarity

Number of Bullet Points

Uneven

Even

Suitable Symbols



Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
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- Right colour
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- Give-aways

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Numeric Identity

Car	911
Perfume	N°5

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Numeric Identity

Zovirax: Reduction of herpes recurrences	75%
Captopril in SAVE Study Reduction of cardio- vascular morbidity	20%

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Your Number

1 2 3 ... ?

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Modes of Expression


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V

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Pill



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Your Letter

a b c ... ?

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Modes of Expression

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Visual

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Visual Communication

That's the ad agency's job

Modes of Expression

- Trademark
- Brand vocabulary
- Core message
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- Memorable marks
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- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways

Font Size

Many people cannot read letters smaller than 20 points!



Choose appropriate size

In your presentation charts use letters that are big enough to read for people sitting in the last row, for example 40 points.

Capitals and Lower Case

THIS TRIAL CONFIRMS THAT
SUBSTANTIN CAN IMPROVE
SURVIVAL OF PATIENTS



Avoid capital letters

This trial confirms that substantin
can improve survival of patients

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Italics

*This trial confirms that substantin
can improve survival of patients with
advanced breast cancer*



Stay away from italic style

This trial confirms that substantin
can improve survival of patients with
advanced breast cancer

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Underlining

This trial confirms that substantin
can improve survival of patients with
advanced breast cancer



Avoid underlining

This trial confirms that substantin
can improve survival of patients with
advanced breast cancer

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Column Width

This trial confirms that substantin can improve survival of patients with advanced breast cancer



Limit the number of words within one line

This trial confirms that substantin can improve survival of patients with advanced breast cancer

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Vacant Lines



... between paragraphs increase readership by 12%

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Text and Background

Dark-coloured letters on a dark-coloured background

Light-coloured letters on a light-coloured background



Ensure sufficient contrast



Better readability

Better readability

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How to Emphasize Words

Change to a bigger font

Change to another font

Underline

Bold

Colour

Highlight

Modes of Expression

- Trademark
- Brand vocabulary
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- Right colour
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- Convincing graphs
- Compelling visuals
- Give-aways

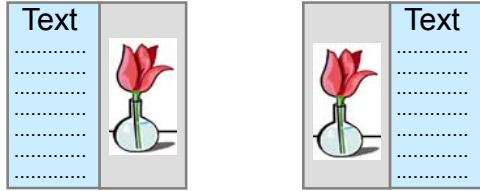
Layout

Page Architecture

Composition of text and image

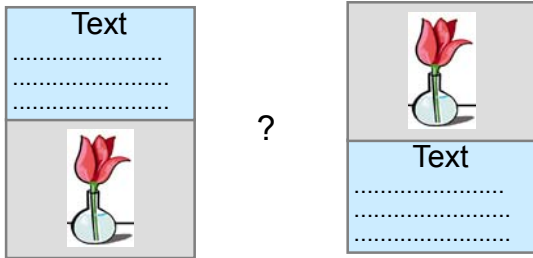
How do you arrange the elements?

Vertical



?

Horizontal



?

Headlines Layout

Summary
of Conclusions



Summary of Conclusions



Precious Space

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

Headline

First words of copy

Last words of copy

Words underneath the photo

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Use Captions



Examplex saves time

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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"/> |

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Case Study

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Glomerular Filtration Rate

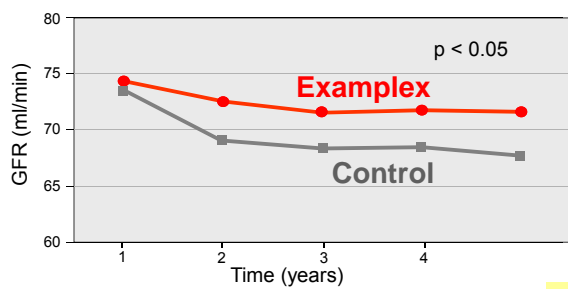


Figure 3: Analysis of data from measurements of glomerular filtration rate in the two treatment groups

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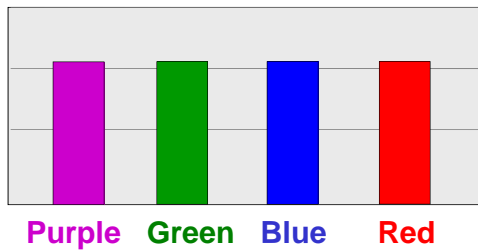
Modes of Expression

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- Memorable marks
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- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways

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The Product Column

Use Your Brand Color



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The Placebo Column Colour

should be ... inconspicuous



e.g. Grey

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Higher Response?

Order now

Order now

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Modes of Expression

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Case Studies

- 1
- 2
- 3
- 4

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Recall with Substantin 1

Increase	Constant	Decrease
50%	48%	2%

Sequence of columns?

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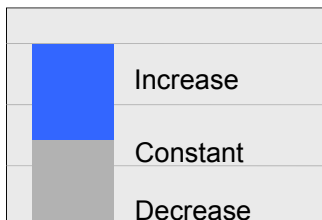
Recall with Substantin 2

Decrease	Constant	Increase
2%	48%	50%

Appropriate way of depicting data?

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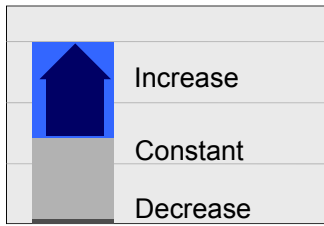
Recall with Substantin 3



Symbolizing Action?

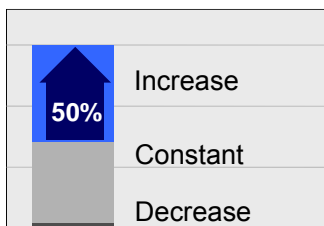
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Recall with Substantin 4



Precise Number?

Recall with Substantin 5



Recall with Substantin

Deterioration
2%

Constant
48%

Improvement
50%

Case Studies

- 1
- 2
- 3
- 4

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Columns: Color

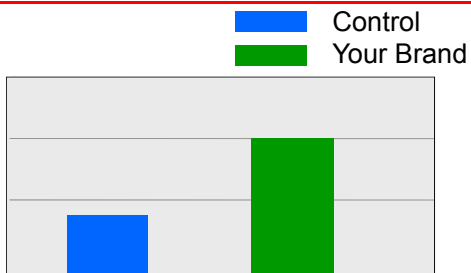
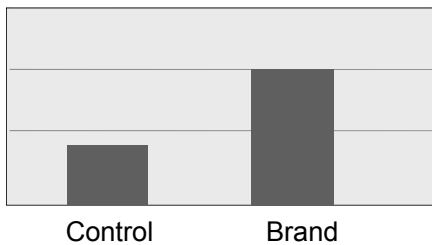


Diagram keys work as long as they are in color.

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Use Text Labels



Label columns clearly!

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Case Studies

- 1
- 2
- 3
- 4

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Clinical Trial Results

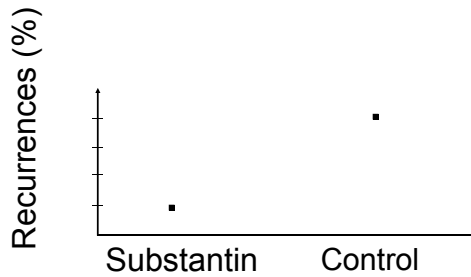
Herpes virus infections
Substantin* reduces
recurrences** by 75%

* Brand name: Examplex

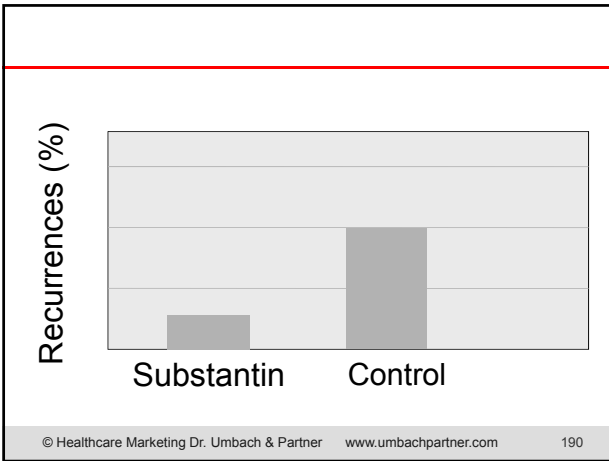
** Percentage of cases in
which it happens again

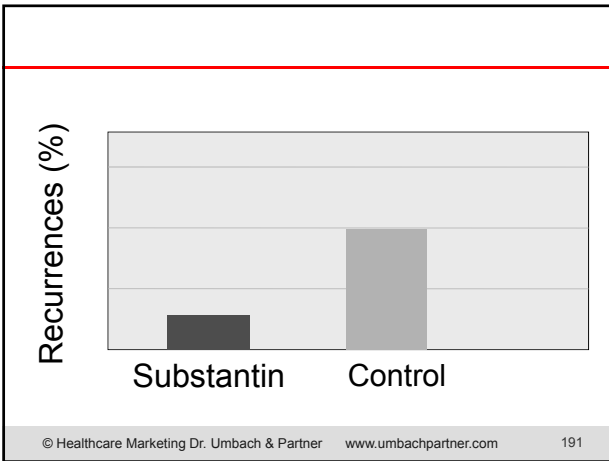
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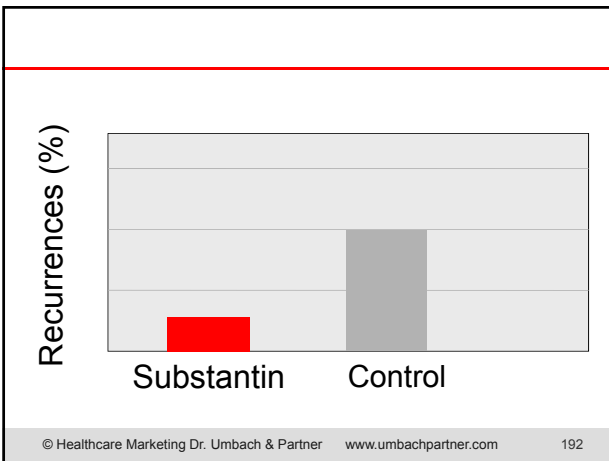
Poorly Visible Results

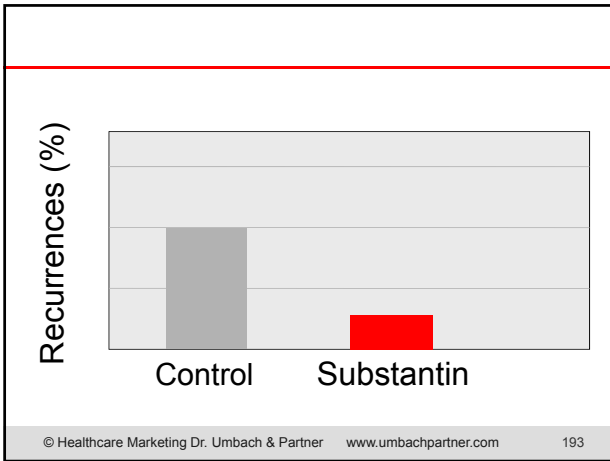


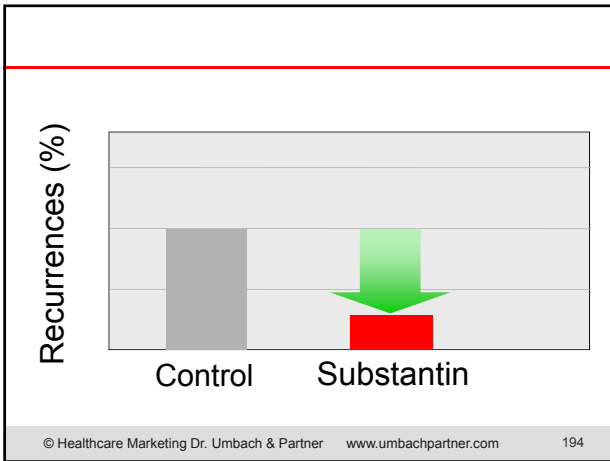
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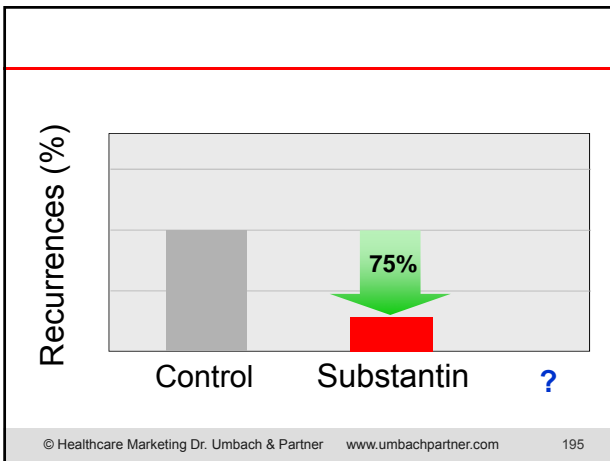




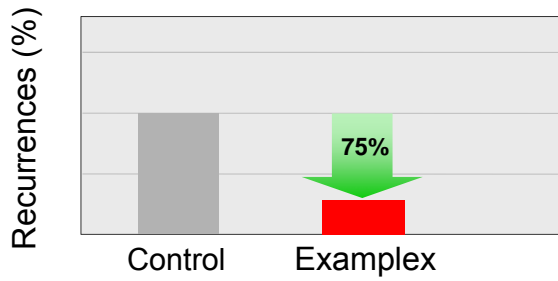








Improved Diagram



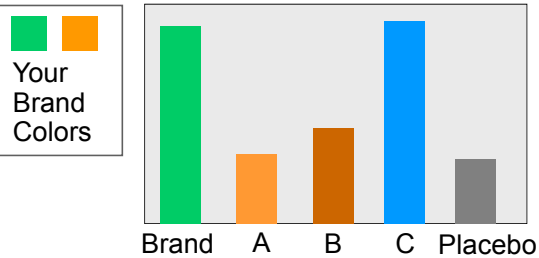
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Case Studies

- 1
- 2
- 3
- 4

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Design: 3 Mistakes



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Modes of Expression

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

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The Impact of Images

Visual information
works at a subconscious level

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The Right Triangle

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

Examplex ▲ Examplex ▼

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Active Design

1 Cut _____

2 ✂ _____

3 ✂ -----

Highest response?

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The Incentive



Send me
the Examplex
stamp

Yes, send me
the Examplex
stamp

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Appropriate Images

Picture

Illustration

Symbol

Icon

Choose a visual relevant
to your message

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Blood Pressure Control



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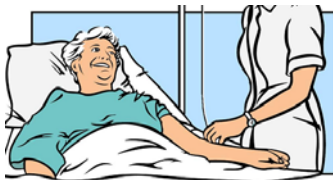
Once-a-Day



One tablet ...
once-a-day

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Easy Intravenous Application



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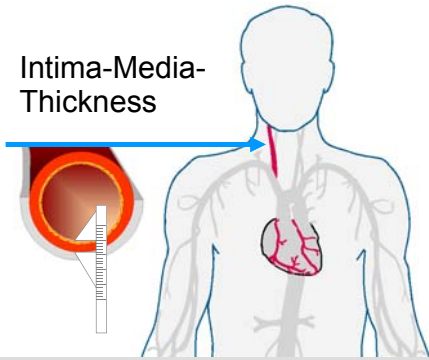
Intima-Media-Thickness

Intima-Media-Thickness

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Intima-Media-Thickness

Intima-Media-Thickness



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Glorious Technicolour



Tunnel tones

Black
and
grey



Technicolour

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

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Art Work or Photographs



Drawing



Photograph

Authentic
True

?

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Professional Photography



Increase credibility
of your communication

Spend money on an
excellent potographer

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Contraception



Red Roses

Love
Live
Lara

www.laralove.de www.laralove.ch

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Modes of Expression

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- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways and gestures

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Object

A thing to show or give as a gift

- Pen
- Colored egg
-
- ...

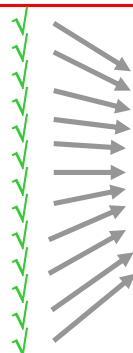
➔ Address all senses

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Comprehensive



Consistent



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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

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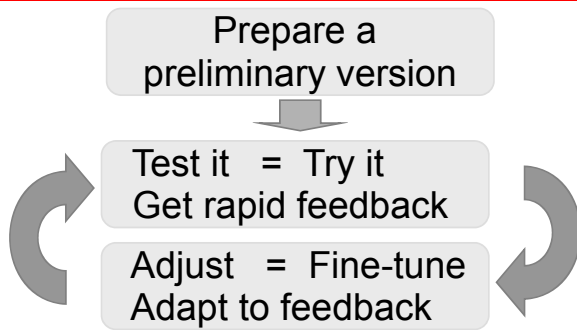
Is Your Draft Easy to ...



- Read?
- Understand?
- Remember?

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The Draft Testing Cycle



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Listen



Rapid prototyping

Fail faster and
succeed sooner

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Communication Channels

Choose the routes that your
target audience prefers

Start a dialogue with your clients

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Activity

Impact

Lead by example Imitate what others do	+++++
Live Dialogue See, listen and discuss in workshop	++++
Live Speech See and listen to a speaker	+++
Recorded See and listen to moving pictures Read text and see pictures Read text only	++ + +

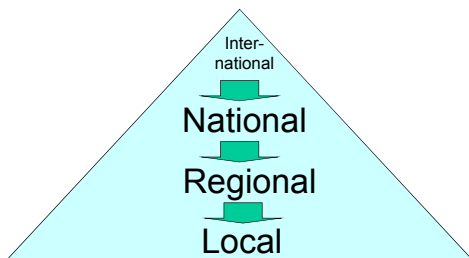
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Communication Channels

- **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 ...

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Opinion Leader Sequence



Contact them in the right order!

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Consensus Meeting

Educate the Educators:

The HPV Vaccines

Cervarix, Gardasil

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Bridging the Gap



Maintaining regular contacts

Between your company and thought leaders

Marketing

Medical Liasion

Scientific Relations

Who?

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Expert Workshops

"Advisory Board"
"Expert Round Table"

Invite hand-picked, selected experts

You facilitate and organize, creating an aura of exclusivity

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Meeting Benefits



Speakers practise answers to difficult questions



Invited experts enhance their reputation

You get participants on board

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The Lecture Tour



Good speaker

Attractive topic

Spreading
the message

Social aspects

Memorable presentations

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More Than Information

Educational
event



Educational
event and

**worthwhile
experience**

People pay more for enter-
tainment than for education

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Symposium Title

A Daichi Sankyo and Menarini International symposium held during the European Society of Cardiology Congress 2008

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

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Conference Checklist



Wealth of options

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

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Satellite Symposia

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

Meet speakers and chairpersons before the event

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The Exhibition Booth

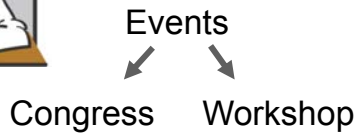
- Make your brand visible
- Structure: The higher the better
- Keep it interactive
- Use images
- Avoid fine print
- Offer special treatment to VIPs
- Be reasonable with give-aways

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Events



Super speaker
Nice setting
Good food



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

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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 ...

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Person

At a certain point, people stop buying your products, and start buying you:

You become the product

Daniel Levis

P2P

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Human Relationships



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

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

... It's always personal

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Network



Connect to people
Make lots and lots of friends

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Electronic Business Platforms



www.xing.com
www.linkedin.com

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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 ...

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The Web

See separate charts

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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?

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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.

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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

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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

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One Rep Visit to the Doctor



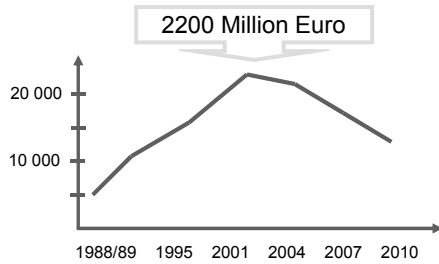
Germany USA

Duration 6 min 1½ min

Cost: 100 to 150 Euros

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Number of Sales Reps



Germany
Quelle: Focke-Hecht 2009 aus Pharma Relations 2010

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Interact with Reps



Inform them

Train them

Educate them

Motivate them

Workshops
with the
sales force

Can you inspire them?

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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

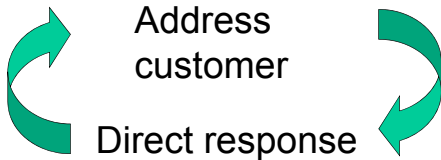
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Direct Marketing



Start a dialogue

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Additional Options

- Continuing medical education
- Clinical studies
- Sponsorships of events
- Self-help patient groups
- Imaginative actions

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Consistency Across Time



Repeat identical
key messages
year on year

... People cannot buy what
they cannot remember

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Consistency in Content



Provide a consistent message

Play it again

Stick to the same piece

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Discipline to keep things consistent over time

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Combination



Lots of little things done well can make a powerful difference

Richard Branson

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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

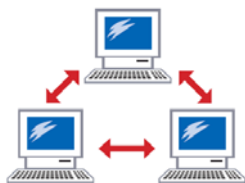
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Names



**Customer
Relationship
Management**

Collect, store and update data

Navigate → **Valuable clients**

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CRM

Number of clients _____

Their postal address _____ %

Their email address _____ %

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CRM



Good clients

receive the following
privileges ...

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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 ...

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People

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

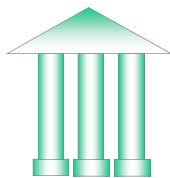
-
-
-

Who coordinates?



Activities

Enhance
Reinforce



Transform
your office

Live up to your true potential



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



Types of People

```
graph TD; A[Types of People] --> B[Make things happen]; A --> C[Watch things happen]; A --> D[Wonder what's happening];
```

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The Big Secret

Get out and do it

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Try Things

Get comfortable being uncomfortable

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

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Wake Up



Morning

Alert

Act

Make every day count

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Rise to New Heights



No one can predict to what heights you can soar

Even you will not know until you spread your wings

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Free Tips and Ideas



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Free German Management Newsletter
www.tipps-trends.com



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

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