



There are roughly 6,000 health-related apps now available for consumers and healthcare professionals. How would you advise a pharma marketing team that wants to launch a new app for its brand?



Brendan Gallagher

VP/GD EMERGING TECHNOLOGY & CHANNELS
Digitas Health

I'd advise the pharma marketing team in question to think about both their brand strategy and their customers' unmet needs before deciding on a tactical solution such as an app. Only about 20 percent of (FREE) apps are actually used once they are downloaded; and, over the long-run, an

app's audience only amounts to about 1 percent of its total downloads (*Pinch Media*).

A better first step for pharma brands would be to start optimizing their Web sites for the mobile devices their customers are using. Forty percent of Americans use their cell phone to surf the Web, e-mail, or instant message (*Pew July 2010*), so there is a good chance that the instant a physician prescribes your brand, the patient is looking for information there. Make sure your mobile Web presence is optimized not only for the device, but for the expectations of the patient or physician. Depending on the disease state your brand treats, it might be a very different experience than your NON-mobile brand Web site.

Once you've done that, then you can start thinking about apps... especially for more chronic conditions where disease management plays a big role. But you have to start with your customers. What do they need and how could an app help them?



Jonathan Landau

CHIEF OF TECHNOLOGY AND INNOVATION
DKI

I have three pieces of advice for brands who want to launch an app. 1) The wonderful thing about mobile development is that one does not need to be a hard core programmer to create

a mobile app. This translates into a lot of innovation, and a glut of great (and not so) apps. In such a crowded marketplace, brands should focus on meeting very specific target needs, rather than trying to build Battlestar Galactica. A laser focused strategy will result in faster time-to-market, rapid adoption, and an early piece of valuable real-estate in your targets' pocket. 2) Test multiple ideas. Again, with an inexpensive cost of development, you can afford to put multiple ideas in the marketplace for testing. See what sticks, what crashes, and keep iterating. 3) Let's go back to the question which states, "There are roughly 6,000 health-related apps now available for consumers and healthcare professionals." With that many apps, there is bound to be one that gets close to solving your targets' needs already. And behind that app, may be a developer who's ready to talk about a licensing partnership. So before going down the development route, look for a logical partner, strike a licensing deal, and get to market even faster.



Larry Mickelberg

CHIEF DIGITAL OFFICER
Euro RSCG Life Worldwide

Mobile in general, and apps in particular, will quickly become the primary digital interface between brands and their customers. Yet, we still see a fair amount of apps that really aren't anything more than

promotional novelties – and are of shockingly limited value. We encourage clients to see the app development opportunity as a means not just to create brand promotion – but to promote brand utility for both consumers and health care professionals. Mobile can serve as a real functional intermediary in the provision of health care, and form truly meets function in the best and most useful health apps. Your app can promote quick and easy access to information, tools, and support that enable a more connected or participatory health experience between patients, HCPs, and brands. Think broadly about the consumer (or HCP) journey with their condition and your brand, and take into account the specific touchpoints or tasks that might be accomplished best with an app. Once you've identified the right set of concepts, find a digital agency partner who is experienced and familiar with the rigors of developing and testing functional specifications in the various mobile operating environments, specifically iOS, Android, and Windows and the specific policies of the app stores that support each of them.



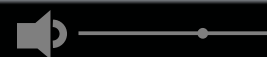
Dan Chichester

CHIEF DIGITAL OFFICER, SENIOR PARTNER
Ogilvy Healthworld New York, part of Ogilvy
CommonHealth Worldwide

6,000 is a big number. Now consider that against the larger overall app playing field: 225,000 and counting on the iPhone App Store alone. Of that 6,000, there are certainly some impressive examples, relevant and useful to their intended patients or health professionals. But how many fit that description? And how many of those are lost in a swell of poorer quality apps that may also carry a "healthcare" label – but are really modern, mobile versions of shovel-ware?

Let's aspire to that relevant and useful place. But let's also make a key consideration of that app development be a true plan for making its prospective audience know that it's out there. You wouldn't release a video to YouTube and base its exposure on "hope." Neither should you link to your app and "hope" that's enough to get it onto the right touch screen. Create video trailers that promote its features and "must have" qualities, and distribute those far and wide. Seed the app (transparently, of course) to influential bloggers for their reviews. Provide sharing/social functions within the app itself, so satisfied patients and docs can help make it stand out. Encourage ratings, so it moves up out of the pack and onto the top lists.

Your app investment, and its brand message and the interactivity within, need exposure. And while there's no "app for that" – there is great opportunity to have your smart app be built on a smart awareness strategy.





CONT'D

There are roughly 6,000 health-related apps now available for consumers and healthcare professionals. How would you advise a pharma marketing team that wants to launch a new app for its brand?



Wendy Blackburn
EXECUTIVE VICE PRESIDENT
Intouch Solutions Inc.

First things first, we ask why they want to launch an app for the brand. What are their objectives? What are they trying to accomplish that they believe an app will solve? Sometimes we hear "I want one of those!" and we end up with a tactic (app) without a strategy. Apps are actually an opportunity to integrate with the rest of the marketing mix.

Once we've all established the goal, we run through a series of questions:

1. What should the app do? How will it provide value to the user, ensuring it will be used again and again?
2. What is the best platform for the app? The Apple iPhone made the word "app" popular. But apps can exist anywhere, and not everyone has an iPhone. The habits and behaviors of the target audience should drive whether the app is on iPhone, Android, iPad, the Web, etc., or a mix or all of the above.
3. What are the marketing limitations surrounding the brand? Is it black box? Is the legal/med/reg team comfortable with apps? If not, seize the opportunity to educate them.

Apps really open up a whole new world of complex questions, technical aspects, design challenges, and user experience considerations. Marketers should partner with someone who can help navigate the waters.



Bill Drummy
CEO
Heartbeat Digital

Here's the thing: There are 6,000 healthcare apps (probably 8,000 now – so hard to keep up!). But do you know how many of them actually get used? Just a handful. In fact, after 6 months or so about 95 percent of all apps aren't used anymore. It's what we call the "app decay rate." And it's most likely worse for healthcare apps, given their generally poor quality at the moment.

So the question to ask yourself is not, "How do I get attention for my app in such a crowded marketplace?" but rather, "How do I create an app that will actually get used?" Because you're not competing with 8,000 healthcare apps; you're competing with the Google Maps app, the MLB.com app, the WeatherBug app, the celebrity sightings app – things people actually find useful.

Ask yourself these three questions (and if you or your developer can't answer them, well, maybe you shouldn't make an app until you can):

1. What is a clear, unmet need of the target audience I want to reach (be they patients, caregivers, doctors or nurses – please don't forget the nurses)? Doing yet another uninspired "me too" app is a waste of time and money.
2. Is there a mobile application that will substantially address this unmet need? (And be open to the possibility that the answer may be "No!"). You need to invent something that your audience will find to have obvious and significant value. (For a self-serving example, see the Wellness Widget app we developed for Crohn's patients at UCB's www.crohnsandme.com.)
3. Can you promote the \$&@# out of it? Look, there are more than 200,000 apps in the Apple App Store and nearly 100,000 in the Android Market. So no matter how great your app, you can't expect anyone to find it without significant promotion. Your great new, inventive app should really become a central element of all your campaigns.

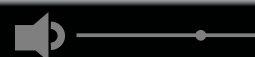
Answer these three questions and your mobile app-titude will soar.



Katy Thorbahn
SVP GENERAL MANAGER
Razorfish Health

Oh, how we all love apps. And of course when you're in love sometimes you don't think through things quite as well as you should. Let's clear our heads a bit starting with this thought: for healthcare, mobile is really about utility. We should resist the urge to create "[Insert Product Name] App" before we really understand whether or not anyone is going to find it valuable, useful, easy-to-use and time saving. Too often apps do not meet many (or any) of those criteria and then when branded for a product it just adds insult to injury... people simply do not respond positive to "utility" that feels self-serving. Even worse, not only do they not want it, they can become fairly vocal in their ratings of the app, negatively impacting the brand.

Luckily it's pretty simple to avoid these pitfalls. Start first with deeply understanding your audience, including what they want from you and how they want it. Find the pieces of information that your audience uses to make decisions and think of ways to deliver that information in a quick, usable, and credible manner. Be sure to think about how they're actually going to access it: for example, many their institutions don't support the iPhone which results in docs having to augment their BlackBerry with an iPod Touch to get your app. That's not terribly customer-centric.





In general, are pharma companies making the best use of online video capabilities? And if they are not doing this effectively, what should they be doing differently?



Mary Ann Belliveau

DIRECTOR, HEALTH INDUSTRY
Google

Pharmaceutical companies are just starting to discover the power of online video. According to a recent Google survey, nearly 1 in 3 YouTube users watch health-related videos and the "Health" category has become more popular than categories such as "Sports," "Food," and "Celebrity." Consumers have a strong appetite for these videos and there is tremendous potential to create meaningful and useful content related to healthcare. In addition to this popularity, I think it's important for health-industry marketers to understand that the "Health" category is unique. The videos we're seeing from major pharmaceutical advertisers are more about education and proper treatment, than what we think of as traditional "advertising." I think we're likely see more robust and professionally produced video from pharmaceutical companies in the near future.

One emerging video trend we've noticed is the popularity of health-related YouTube brand-channels. While these are being used to accomplish various advertising goals, they are primarily employed to educate users about particular conditions and treatments. We've seen that users spend more time with health video than other content, and it makes sense – their health is critical to them and they feel like the information provided in video content is comprehensive and often easier to understand than what they read.

Videos and brand-channels are also being used to educate users about the pharmaceutical companies themselves. In general, the average consumer is very familiar with specific medication brands, but often less aware of the pharmaceutical companies that make them. Consequently, we've seen many major advertisers developing video for corporate identity/informational purposes.



Raj Amin

FOUNDER/CEO
HealthiNation

Pharma companies have made very good progress in leveraging online video in 2010 – but we are still at the early stages of taking advantage of this new platform for direct engaged communication. Online video is much like search in that creative can be targeted very specifically to reach a motivated and specific audience. Therefore, engagement rates are much higher than traditional TV creative expects. If each consumer segment you are trying to reach wishes to learn with video, how are you evolving your creative approach to include video offerings for each segment and communicate your product messages most effectively? Creative executions that approach 1.5 – 3 minutes are ideal for these qualified audiences. Media partners must be in place at the outset and they should receive the creative brief to create contextual content that fits the objective. Regulatory barriers are largely overcome with flexible technology that can allow for integration of risk information. Video as a means of communication will be the number one way that consumers seek information through many connected devices across online and mobile platforms. The time to start increasing investment is now.



What are a few of the keys to attaining actionable patient / consumer engagement in the mobile space?



Nancy Massa

WESTERN REGIONAL SALES MANAGER
Patient and Consumer Market, Global Products and Services, Mayo Clinic

Based on some test experiences and user research, we believe the following are key for gaining patient or consumer engagement in the mobile space. First, have a reason to be mobile – why would someone want your app or information available in mobile? With growing numbers of consumers (and patients) using their phones for Internet access, it is becoming more critical to have your site mobile optimized, for when your site is found in search. Second, when thinking about specific mobile applications, think about why a consumer/patient would need to access that information via mobile? In the instance of patients for example, having their itinerary and all things associated with their appointments available on mobile may be the way to go. This might include medication and appointment reminders, as well as access to their medical record and lab results. Look at all of the things a patient might want access to while on an appointment and have it configured in a manner that is easy navigate and intuitive to use.





Where do you see the biggest opportunity for pharma in the digital marketing category?



Bob Brooks

VP
WEGO Health

“Remarkable Content Impacts and Inspires Consumers”

After two full years of connecting with online community leaders at WEGO Health, the true opportunity within pharma marketing is more apparent as a bright flag on a windy beach. Some of the lowest hanging fruit in the digital industry doesn't start with mobile or social media or even the web – it starts with creating remarkable content. True opportunity lies in offering high-impact content that addresses the consumer as informed, intelligent, and savvy. By remarkable content, I don't mean the standard “about product” information – I'm referring to content so intellectually evocative its influence is nearly magic. Content that presents instant value and utility that both sparks questions and changes behavior. Content that connects with the health-seeking consumer and sets off a chain of inquisitive thought-processes within. In fact, amidst our highly regulated world, relevant content is the best incentive within a CRM program, eDetail or mobile application.

Pharma marketers should ask themselves three questions when creating content:

1. Is the content interactive and engaging?
2. Easily “sharable?” Within the world of social media links and snippets of content are shared like bits of fudge.
3. Is the content inspiring? Will the user want to meet the author or learn more?

If marketing teams cannot answer each of these questions in the affirmative, they are not taking full advantage of our connected digital landscape.



Howard Steinberg

FOUNDER & CEO
dLife – For Your Diabetes Life

1. Solve a REAL user need. Get outside the clinical box and focus on true consumer relevance. Too many pharma apps are designed as **patient tools** vs. **consumer experiences**.
2. Take a practical lifestyle-oriented approach and recognize the impact on the daily habit stream of busy consumers.
3. Be creative and resilient in finding new ways to avoid strangulation of a good user experience by regulatory oversight. Don't forget most Americans read on a grade school level, and they'll only come back to an app if it's useful, easy or fun.
4. Though it may often be guesswork in such a nascent, rapidly evolving space, establish goals. Measure progress, provide feedback, and add encouragement. Remember downloads are not a metric. Usage is.
5. Don't assume the HC Provider and Patient will interact. The market, time constraints and ingrained behaviors are a very strong headwind.
6. Provide a seamless experience with Web-based offerings. Ideally there is synergistic connection and ubiquitous access.
7. Leverage trusted and recognizable brands whenever possible to ensure widest adoption and usage.
8. Personalize a dynamic experience – with identity and pictures, tailored content, video, audio, graphics, animation.
9. Allow for solo activities to be shared experiences via family, friends and the community.
10. Use rewards and incentives – monetary and not – in fun interactive ways.



Richard Newman

PRESIDENT
Greater Than One

Online physician engagement is the most obvious and fundamental business opportunity facing pharma marketers today. We have all seen the stats – 65 percent of physicians have smartphones, 75 percent are online daily, 80 percent are using search engines, online journal readership has grown exponentially – and no one doubts that physicians have actively and passionately embraced digital tools. The opportunity to align pharma marketing with a fully connected physician market is enormous and important. Through an integrated online sales and marketing orientation, we can begin to more fully engage physicians in the places where they are with the tools they are responding to. But the opportunity is far larger than simply online marketing. The opportunity lies in applying technology solutions to add real value to the pharma/physician relationship.

Today's physician is faced with a series of high-demand issues around complex patient management, practice management, CME and health care delivery policy that must be navigated among an increasingly empowered public. All this, while trying to make the sick well and sustain a belief in a calling that no longer lionizes their efforts or skills. The under-served physician – in need of information, encouragement and recognition – represents an opportunity for pharma to assume a meaningful relationship with a critical stakeholder. A deeper understanding of all a physician's needs – and a more effective use of digital tools – is the keys to realizing this opportunity for pharma marketers in the coming years.



Where do you see the biggest opportunity for pharma in the digital marketing category?

CONT'D



Ben Wolin
CO-FOUNDER AND CEO
Everyday Health

While the use of new media and technology has made great advances, analytics has remained somewhat static – but is now changing. As marketers face continued pressure to prove ad effectiveness, a strong opportunity is to leverage online registration data for research purposes, to obtain script-level conversions. Through this research methodology, marketers are able to establish a direct link between online marketing strategies and offline sales, and test the impact of different campaign components such as display, search, custom patient education centers, email, video, and even mobile. This, ultimately, can help marketers fine tune their strategies, including media mix optimization and messaging.



John Gardner
PRESIDENT | CEO
Integrative Logic

The educated patient is the most significant digital development in pharmaceutical marketing.

The convergence of disease and treatment content with on-demand technical access means a consumer prepared to go “head-to-head” with their doctor in discussions about symptoms and more importantly, treatment options. Research shows the educated consumer will usually be given their product of choice.

Ian Ayres, author of *Super Crunchers*, details how tomorrow’s doctor isn’t the MD but rather the Ph. D, as sophisticated data-driven algorithms replace the experienced family physician. This availability of easily accessed, personalized content is driving the educated consumer, who can and will pull up clinical data while sitting in the exam room after diagnosis and have influence over their script.

The continued development and availability of custom digital content will democratize the relationship between the professional and the patient. Pharmaceutical firms can enhance this relationship by creating brand and disease content, and leveraging ever-expanding access channels to share it.



Jeremy L. Shane
PRESIDENT & COO
HealthCentral

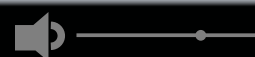
Pharma’s greatest opportunity is to build trust with Empowered Patients, the approximately 30 percent of patients who seek an active role in their treatment decisions.

All of the meta economic, scientific and political forces are driving pharma towards more targeted offerings, increasing the dependence of marketing ROI on activating consumers who care about their care. Empowered Patients are demanding but loyal. They like situations that require thinking and problem-solving. They want to know their actions helped their situation. Digital experiences are uniquely valuable, taking Empowered Patients beyond passive research to connect with others “like them” through Q&A and patient communities. Empowered Patients are a fertile segment to test new messaging, and as influencers, help elevate traditional patients to become more activist. They will welcome programs that help them stay involved in their care (without constantly reminding them they are ill). For example, mobile services that help them record health events simply and efficiently can drive more informed in-office discussions and post-visit compliance. Longer-term, treatment choices in many disease areas will be shaped by deterministic genetic/diagnostic analysis. In these arenas, Empowered Patients will be the key segment to energize – with their interest in complex problems. Educating them about the right tests will become as important for good outcomes as getting them to ask for specific brands.



Suzanne Polizzi
SVP INTERNET SALES, HEALTHGRADES DIGITAL
MEDIA GROUP
HealthGrades Inc.

The biggest opportunity lies in the fact that media dollars spent in digital marketing still lags behind consumer time spent online. It offers the best value to reach the patient than any other media and allows access to a dialogue with the patient to educate and empower them at the time of a health care decision. Additionally, patients are turning to social media at a more rapid pace, though pharmaceutical marketers are still leery to venture into this medium. By building a social media strategy pharma can demonstrate that they support what’s best for the patient. Listening to patients and engaging in a dialogue with them just prior to the doctor’s appointment opens the door for DTC marketers to drive brand requests, and maintaining that contact provides the forum to improve adherence and compliance with the patient’s treatment regimen. Lastly, DTC marketers need to connect with patients across all digital platforms. Patients want to access information when it is convenient for them, whether sitting at their computers or on the go through their smart phones. Ultimately relevancy and utility of the information whether it is on the brand.com site or in a mobile application will drive the patient’s relationship with the brand.





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Where do you see the biggest opportunity for pharma in the digital marketing category?



David Laird

SENIOR MANAGER, B2B INSIGHTS
Yahoo!

The biggest opportunity for pharma is to build strong brands by leveraging the uniquely engaging marketing opportunities afforded by digital media. More and more consumers are online and this allows pharma brand marketers to create a scaled, consistent presence among their key audience. Over 50 million U.S. Boomers are online, each spending over an hour per day online. The importance of the Internet to this key demographic continues to grow: in the past year the online Boomer population grew by 10 percent and they are spending 18 percent more time online.

Digital platforms have evolved into highly effective vehicles for building brands. Video is now seamlessly integrated into all types of content. Many publishers – including Yahoo! – have customized video delivery specifically for Pharma marketers. These marketers also have the opportunity to inspire consumers with a brand experience that includes the opportunity to engage with supplemental information about the brand. Lifestyle content such as healthy living and wellness is built on deep knowledge of consumer interests, and provides a brand with an outlet for a meaningful connection with its core audience. Starting points – online hubs that consumers visit several times per day – can help a brand quickly reach a substantial number of their key consumers in a trusted and familiar environment.

Marketers are just beginning to take advantage of the opportunities that digital innovations offer. The digital space holds tremendous potential for brand building.



Joe Meadows

VP, MARKETING & CREATIVE SERVICES
Catalina Health Resource

The biggest opportunity for pharma in digital marketing isn't specific to a particular technology. It's not even tied to a particular supplier. The biggest opportunity is in our ability to establish a relationship with the health consumer, using a variety of tools and by reaching the consumer through a variety of methods, both on- and offline. To earn the right to be in that relationship with the health consumer, I think marketers and their suppliers need to keep three things in mind:

1. It's all about Trust. Violate the consumer's trust, and you're toast. And rightly so.
2. Relevance. Consumers don't want to wade through useless information to find what they need to know. The concept of targeting gets a bad reputation from some people, but if you keep rule #1 in mind, targeting can be the consumer's best friend. And yours.
3. Don't think the world is going to beat a path to your door. If you're relying on consumers finding you because you have a great site, a new app, and spend a ton of money on search, you're reaching only a portion of the available audience. Don't forget to introduce health consumers to your online presence using offline tools, because many of the people you need to reach really aren't looking for you online; however, they might find your online content interesting once you show them that it exists via their physician's office, their pharmacy, or other "offline" points of care that the consumer already trusts.



Dave Watt

SENIOR VICE PRESIDENT
Health.com Integrated Solutions

The Web has always been considered second to doctors as an information source for consumers. However, in a recent Health.com study, we found this assumption to be false. In fact, patients often begin their condition "journey" online – with 87 percent of our users citing the Internet as their primary source of information, far surpassing the doctor. This phenomenon is driven primarily by three key factors: 1) the ability to find personalized information; 2) the desire to take charge of their own health; and 3) credible online content.

The Web offers a unique advantage – it provides patients access to exactly the information they are looking for based on their immediate health concerns. Whether they are researching a symptom or seeking others managing the same condition, users can find both answers and support. More and more, patients want to *participate* in their health. In fact, according to a recent report by Pew Research, "The Social Life of Health Information," 59 percent of health users are actively contributing comments, reviews and updates.

What has been missing to date, and what patients are demanding is validation from a credible third party. At last year's DTC National conference Epsilon clearly underscored this need in their presentation of social media. This validation also opens a window of opportunity for pharmaceutical advertisers. By leveraging partnerships with credible third parties like Health.com Integrated Solutions, pharmaceutical marketers have the opportunity to take part in the *participatory medicine movement*. New products incorporating the integrity and expertise of seasoned medical editors and technological innovation are available and enable pharmaceutical marketers to finally join the "conversation."





Where do you see the biggest opportunity for pharma in the digital marketing category?

CONT'D



Collie Turner

SENIOR DIRECTOR, STRATEGIC PARTNERSHIPS
HealthTalker

The biggest opportunity for pharma companies is to change how they capture data, and use that data over time. I was talking to a colleague at a very large pharmco a few weeks ago. We were discussing the idea of tapping into the consumer power his company has to find the most qualified participants. He looked at me with a big grin and said, "In theory that makes sense, but no one seems to really know how to do that. Brand databases don't talk to each other." I was stunned! How is it that I am in that company's database, as an opt-in consumer – yet no one really knows where I fall and how to find me in the event that I might want to engage again?

Can you imagine the effectiveness if companies were able to look across all of its consumer data points (through strong brand collaboration) and consolidate those names into one uber-database for the company? With the right information captured during the registration process, pharma companies could develop a dialogue and serve consumers the content they want and partner with them over time, through all stages of their healthy (and not so healthy) life.



Chris Neuner

EVP, SALES AND CLIENT ENGAGEMENT
QualityHealth

Patient data is becoming more accessible as a marketing vehicle in medical and regulatory compliant ways. There are two leading types of patient marketing data: (1) profiling accessed through following a user with cookie based data (less compliant); and (2) profiling data based on opt-in programs (e.g. patient requests a Diabetes Brochure, which indicates she has Type 1, and opts-in to receive information regarding her condition). Through the permission-based process and through multiple touch points, companies can learn a lot about a patient (e.g. what medication she is taking or when she is scheduling her next doctor visit).

By focusing on patient data through an opted-in relationship, companies are building relationships with consumers through persistency (not being reliant on a single brand messaging strategy), multi-faceted CRM and relevant, unbiased information.

One of the biggest opportunities in digital marketing is marrying this data with specific brand challenges. Whether this data is matched to geographic, managed care, formulary requirements or patient education, more targeted marketing can truly move the needle on business. Large scale targeting can reach patients in very, very specific ways.



Lisa Flaiz

VP STRATEGIC GROWTH & INNOVATION
imc² health & wellness

The biggest opportunity for pharma to leverage digital marketing is in building trust with patients and consumers. As we are painfully aware, the industry as a whole does not rank favorably on the consumer trust scales. In order to build sustainable relationships with engaged patients and consumers, pharma needs to focus not just on building transactions – a TRx goal – with increased length of therapy and improved compliance, but on building trust. This shifts the mind-set around goals to focus more on metrics of patient engagement and changes in perceptions and behaviors – even health outcomes. As you build trust, there will be various direct and indirect transactional benefits but brands obviously need to maintain a dual focus – trust *and* transaction. The digital channel, whether it's mobile, online, OOH, search, social, or other consumer media touchpoints, allows pharma to build an experience around a brand. This experience can create an emotive response to what that brand stands for, based on the tenants of trust: credibility (does the brand deliver on its promise?), congruency (does the brand resonate with my values?), and care (does the brand understand my needs?). Pharma is poised to improve its value proposition to patients and consumers "beyond the pill," but only if it can gain the trust needed to foster sustainable relationships with these key stakeholders. Digital marketing can help us deliver on this.



Nan Forte

EVP
WebMD

There is clearly an opportunity for pharma to participate in the broader healthcare ecosystem that's building. People are looking at a holistic view of themselves and thinking about how they are going to live their lives, not just in the context of their disease, but also of their lifestyle which includes health and wellness. We see people in our ecosystem of digital, mobile and print moving from disease to lifestyle areas very FREELY. Pharma has an opportunity to be a part of all those conversations.

People are looking for information, not just related to their condition, but for the related wellness and lifestyle situations that they want to better manage. The fact is, that the patient journey today no longer begins and ends in the doctor's office. People are looking for information when they first develop a symptom, before they see the doctor, well after the visit, as they continue to look at the treatment they are on and other treatment alternatives, and also as they look for other lifestyle related information. Today's patients define their condition in a broader context than just disease alone and pharma has an opportunity to be a part of that ongoing conversation in even more relevant, practical, accessible and targeted ways than ever before.

