Change. It’s a Good Thing.

I may have borrowed the latter half of that title from Martha Stewart’s famed expression, but change is a good thing. No really, it is. All too often we are afraid of change, afraid of the uncertain. It is easier to stick with the “tried and true” or err on the side of caution, but where’s the fun in doing that 100% of the time? We shouldn’t let fear hold us back or dictate our decisions. Change revitalizes. Change inspires. Change innovates.

Look at television. It may dominate DTC spending, largely due to its relevance and reach, but competing channels were gaining in importance as they innovated and spawned new levels of accountability and efficiencies. What was TV to do? Well adapt, of course. As Craig Douglass, Executive Creative Director at Digitas Health, noted in his article, aptly titled Changing Channels, TV “embraced the changes in technology and consumer habits driving the rise of new media.’ … Given the choice (to paraphrase an ad from my youth) to fight or switch, television chose both. … Like consumers, the “new TV” is more active, connected, ubiquitous and social. And the truly wonderful thing is that all of those attributes make it possible for us to help people better manage their health and wellness.” (See Craig’s article beginning on page 23.)

Our industry is notorious for taking a “wait and see” approach. But let that be the old way of doing things. Work with your Med/Legal/Regulatory teams from the get–go, establish some ground rules that all groups are comfortable with, and figure out how to make it work for your brand and its patients. Dan Chichester also encourages marketers to embrace inventive changes in the latest installment of his column, Marketing on the Edge (see, The Thing of It Is… on page 34). In discussing the “Internet of Things,” the Chief Digital Officer of Ogilvy Healthworld stated, “As an emerging movement, and one with such clear hooks into healthcare, it’s a critical and exciting time to become aware – and take positions out ahead of what will certainly be considered ‘issues.’”

We all know not participating can hurt a brand more than being active, so why continue shying away? More guidances – both internal and federal – are arising. Use them to get your brand out there, where and how consumers want it. Whether it be information or support, branded or disease awareness, discover what voids exist and determine how you can be an active participant in filling them. Changes are going to happen with or without you. You might as well be a part of it so you can help steer things in the right direction.

Are You Dictating Change or Following It?

Just as much as you want to know what your consumers want, we want to know what you want. Head on over to our website, www.dtcperspectives.com, and take our surveys to let us know what you like or what changes you would find beneficial. We’ll be having a few of them in the fall as we continue our planning for 2014. We welcome the input!

Sincerely,

Jennifer Haug

P.S. – We’d love to hear from you! Send an email or Tweet to DTC Perspectives or myself:

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