



9th Annual

# DIGITAL PHARMA EAST

*Leveraging Digital Innovation —  
Prepare for a Solution, Not Just a Product*

# CONTENTS

---

**INTRODUCTION** **3**

---

**DIGITAL TECHNOLOGIES DAY ABSTRACTS** **4**

---

**MAIN CONFERENCE ABSTRACTS** **8**

---

**SOCIAL/INNOVATION DAY ABSTRACTS** **19**

---

**RESOURCES FOR INFORMATION AND DISCUSSION** **22**

---

# INTRODUCTION

---

## **If you weren't able to join us, here is what you missed at ExL Pharma's 9th Annual Digital Pharma East conference.**

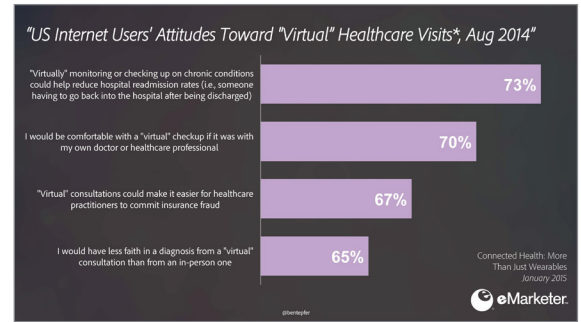
Dedicated to “leveraging digital innovation — preparing for a solution, not just a product,” the 9th Annual Digital Pharma East summit was held September 29-October 2, 2015 in Philadelphia. The leading and most comprehensive life sciences e-marketing event globally, this year's conference featured the largest expert speaker faculty ever and unique global perspectives from across the world.

Conference attendees learned to navigate considerations for social media, take a more applied approach to aggregating data to leverage in a meaningful way, assess their place on the MCM maturity curve, find the right path to customer excellence, break down digital innovation and the value proposition for life sciences, and define core competencies and a company road map for digital transformation, among others.

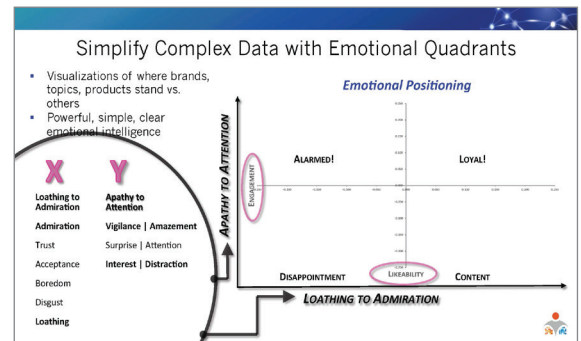
Highlights included Digital Technologies Day, Social/Innovation Day 2015, a reconstructed agenda with more high-level plenary sessions as well as 30-minute sessions and dedicated Q&A time with conference co-chairs, and education for the entire team and affiliate divisions. The conference offered the latest information on creating an adaptive company culture, optimizing speed and flexibility, and executing plans in an iterative environment.

The following session summaries contain highlights from the 2015 conference.

**“Cross-Channel and Patient-Centric Marketing”** from Ben Tepfer of Adobe showcased challenges and opportunities within the current digital landscape. Only 10 percent of companies match channels and content to a well-mapped customer journey. The biggest challenges for marketers are merging profile fragments of data and collecting data across channels. Customer experience is the brand, and it is the single most exciting opportunity in 2015. Unfortunately for the industry, the average customer’s experience in healthcare interactions right now is siloed. But real-time action can turn a ho-hum customer experience into an unforgettable one. Any cross-channel campaign should integrate with patient profiles, delivering personalized experiences across channels. Further, integrated patient profiles should grow along with the patient.



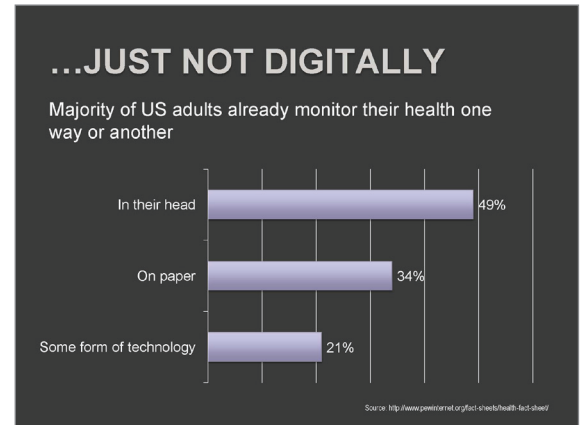
Robert Burg of BehaviorMatrix focused his presentation on **“Why Patients Talk Back: It’s Emotional.”** Emotion moves the world — every behavior expresses emotion. If you can quantify and analyze emotions, you can understand people and predict and change outcomes. However, current systems don’t support understanding the unspoken needs of the patient, which gets in the way of understanding what patients really need. Further, doctor and patient priorities are often not aligned. To that end, emotion mapping involves new technologies that create exciting new avenues. A massive increase in scalability



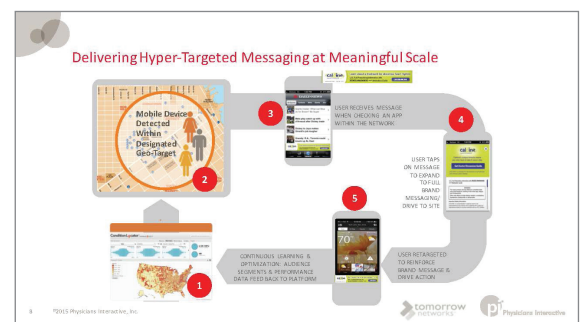
allows for measurement and monitoring of the entire patient population. Research shows that feelings drive behaviors, which then drive outcomes; emotional comprehension is a cornerstone core competency requirement for understanding patients and the actions they take. Patients are measured along a continuum of emotional and motivational behaviors. Furthermore, complex data can be simplified with emotional quadrants. With emotion-centric technology, patient experiences and needs are efficiently and effectively revealed and emotionally prioritized; recognizing and responding to motivational triggers is critical to changing behavior.

**“The Digital Dance,”** delivered by Matt Wood of Eagle Productivity Solutions, stated that “everyone has to dance.” The digital dance, then, includes full adoption, quick acceleration and new behavior. The choreography must be tight: it must be in sync, with transitions rather than transformations, and connected in terms of people, departments and countries. Succeeding at the digital dance also involves knowing the latest dance steps: listening at the edges, focusing on the front and paying attention to the tempo of the market. Finally, Wood encouraged attendees to conquer the dance with stronger customer relationships, mastery of digital tools and more productive ways of working.

Tracy Yedlin of Takeda Pharmaceuticals gave audience members a view of **“Mobility Through the Lens of Wearables”** that centered on digital innovation and patient engagement. Wearables include trackers, watches, glasses, VR headsets, patches, equipment and clothes. While awareness in this category is high, penetration is low. The majority of adults in the United States monitor their health in some way, but most don’t do it digitally. What holds people back? Cost, ease of use, lack of clinical data, physician distrust and privacy concerns. Further, bigger is not better when it comes to wearables; it’s chic over geek. Opportunities include commercial consumer health and wellness, remote patient monitoring and symptom tracking for healthcare, and clinical trials and physiological analytics.



**“Leveraging Data, Location and Mobile to Reach and Engage the Health Consumer,”** a session offered by Chris Gardella of Physicians Interactive, highlighted the explosive ongoing growth of mobile, which now accounts for one-quarter of all media consumption. Marketing objectives — combined with data analysis and insights and campaign strategy, development and execution — can come together to help pharma solve industry challenges. Companies succeed when they can deliver hyper-targeted messages on a meaningful scale. For example, Rx data can be used to target high-value HCP office locations. Data should inform strategic targeting based on each company’s specific engagement objectives.



Felipe Tilca of AbbVie shared **“Multichannel Content Management System Strategy: Mobile Applications on CMS Environment – from the CMS Selection to the Market Segmentation.”**

AbbVie’s content management system (CMS) consists of management tasks and decisions surrounding the “ingestion, annotation, cataloguing, storage, retrieval and distribution of digital assets.” In terms of selection strategy, companies should identify their top three solutions for the CMS and perform a proof of concept, then identify the areas involved in the project. The next step is to create a cross-functional branding team to oversee the project, and then perform an organizational impact assessment for CMS implementation. Finally, Tilca recommended performing a yearly review for the project. Overall, he encouraged delegates to let data guide them.

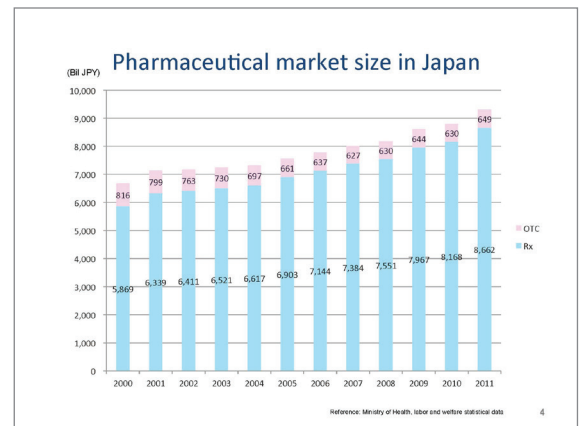
---

Spiro Yulis of Phoenix Marketing Solutions presented **“Mobile Technology and Speakers Bureau Content: Impactful, Compliant Delivery,”** which focused on emerging technologies to support speakers bureau content delivery and presentation management. Speakers must adhere to certain regulatory requirements when they deliver presentations. For instance, speakers are not allowed to alter the approved presentation by adding their own slides/ editing the content; slide presentations must be locked; speakers must deliver the entirety of their presentations; and speakers must have access to the latest version of all available presentations. An enterprise-wide content management system can integrate compliance with robust rich media capabilities, allowing for both data sync and customization. Finally, best practices for integrating tablet technology into speakers’ programs include providing flexibility to the sales team, ensuring that content fully utilizes available technology, selecting a solution that does not require an Internet connection and securing on-site technology support.

---

Sheetal Patel and John Riehl of Johnson & Johnson moderated a regulatory town hall on **“Considerations for Digital, Social and Mobile Promotion,”** citing examples of FDA enforcement measures in recent years. Digital/social/mobile and print materials received the most attention between 2013-2015. General considerations when advertising include changes in platforms, privacy concerns, the audience and public relations. When it comes to Facebook, Twitter and Pinterest, pharma-specific issues can include omission of risk information, lack of adequate directions for use, omission of material facts, promotion of an investigational or unapproved drug, and promotion of an unapproved or new use. The panelists discussed the recent FDA Social Media Draft Guidance, which fulfills regulatory requirements for post-marketing submissions of interactive promotional media for prescription human and animal drugs and biologics. Internet/social media platforms with character space limitations still require presenting risk and benefit information for prescription drugs and medical devices; once a firm chooses to make a product benefit claim, it should also incorporate risk information within the same space, regardless of character limitations. Additionally, it should provide direct access to a more complete discussion of the risks associated with the product. It’s important to consider whether a character-limiting platform is the best presentation option for such information. In terms of correcting independent third-party misinformation about prescription drugs and medical devices, the FDA seeks to clarify how firms can respond to such misinformation, which is defined as positive or negative incorrect representations or implications about a firm’s product. If a firm corrects misinformation in a truthful and non-misleading manner per the guidance, the FDA does not intend to object if appropriate corrective information satisfies applicable regulatory requirements regarding labeling or advertising.

Saki Shigemori of AbbVie focused on the growth of Japan’s pharmaceutical market in **“Patient Education Using Multichannel Media in Japan: The Importance of the Field Sales Force’s Engagement.”** All Japanese people are required to have medical insurance, and the government decides prescription drug prices after approving the drug. For promotion to consumers, companies are not allowed to advertise Rx drug names and efficacy findings; they are only allowed to provide disease and treatment information. Pharma companies can provide specific product information to doctors, but those activities are also regulated. Multichannel education and engagement with the field sales force can support awareness, understanding and action.

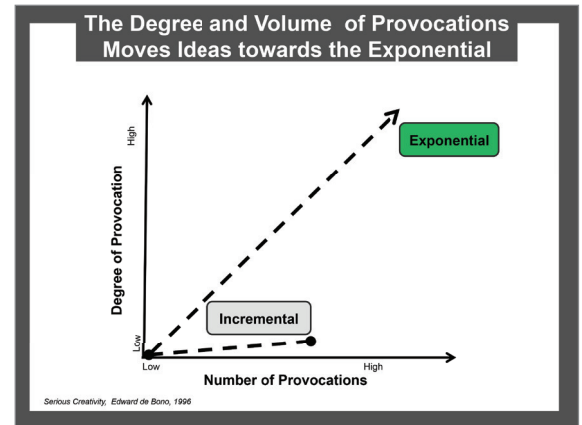


## MAIN CONFERENCE ABSTRACTS

### Dan Seewald of Pfizer highlighted **“The Power of Provocation: Using Lateral Thinking to Break Traditional Pharmaceutical Industry Conventions.”** He quoted Albert Einstein, who said,

“logic will take you from A to B. Imagination will take you everywhere.” and “problems cannot be solved with the same mindset that created them.” Per Seewald, lateral thinking in the workplace is all about being creative and provocative in order to find new solutions to old ways of thinking and doing.

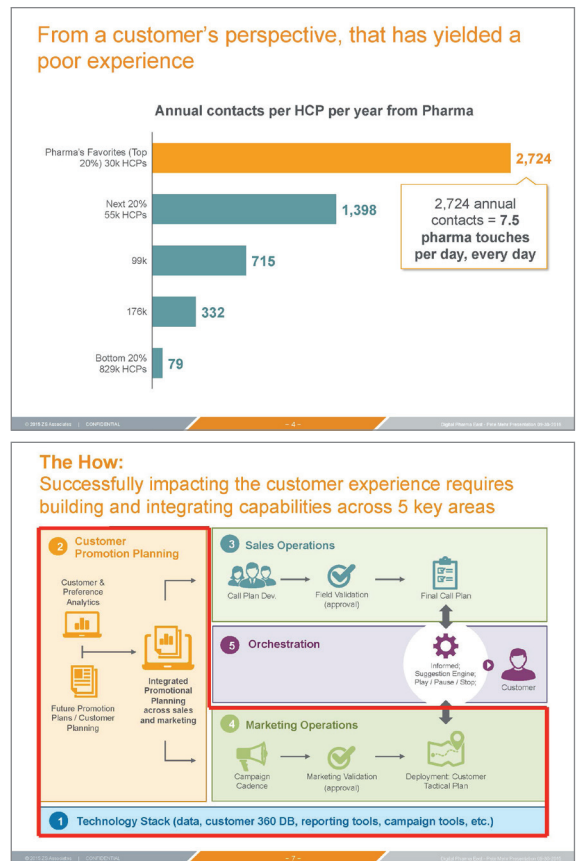
He suggested ABC: Always Be Challenging – be constantly on the watch for challenges that need to be smashed, then apply solutions from outside the industry to do so. Likewise, ask provocative “what if” questions. Finally, he entreated attendees to look beyond the usual suspects for answers and ideas.



Leigh Householder of GSW and Chris Aifolla of Inventiv Health PR detailed **“Digital Trends 2016,”** with updates from trendspotters from across North America and Europe. Stating that innovation by brainstorming doesn’t work, they suggested “what you need is real inspiration.” Instead of directing their attention to product- or technology-driven strategies, they focus on trend-driven ideas, ascertaining how to better connect with customers. Trends are a change in expectations. After a decade of digital hoarding, today’s sharers just want to live in the moment. It’s more about broadcasting with than broadcasting to – doing something fun together is part of the process. In 2016, it’s all about living in the digital moment, embracing custom algorithms and maybe even preparing to bring a robot home. In 2014, 62 percent of cellphone users looked up information about a health condition, and 66 percent of smartphone owners looked up something they saw on a commercial. Nevertheless, the digital divide is still real, and leading brands are getting involved to bridge the gap. In the next year, savvy healthcare marketers should create one live event that lives online, let customers know when to come back, embrace the distraction, get personalization right and find a way to bridge the digital divide.



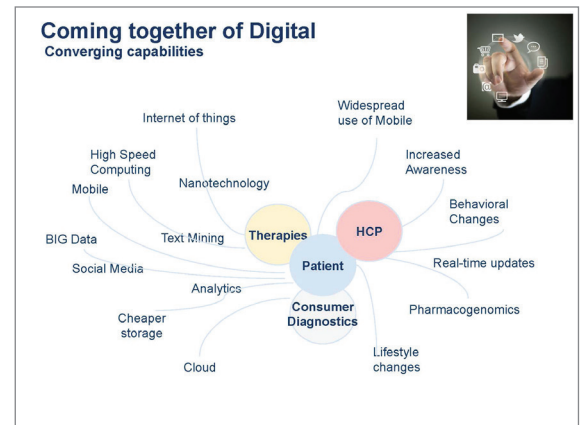
In **“Preference-Driven Marketing,”** Pete Mehr of ZS Associates observed that customer preferences are changing and, in turn, leading to new marketing tactics. From a customer’s perspective, that has yielded a poor experience with 7.5 pharma touches per day, every day. Instead of frequency, pharma marketers should focus more on preference marketing that provides high value. Successfully impacting the customer experience requires building and integrating capabilities across five key areas: 1) the technology stack; 2) customer promotion planning; 3) sales operations; 4) marketing operations; and 5) orchestration. The first step is conducting a data assessment of what promotion tactics are being used and identifying the data available from those tactics. Customer preferences vary across channel, content and specialty. An integrated sales and marketing engagement plan should include inputs, process and outputs, and then be translated into a tactical promotion plan. Finally, orchestration entails sharing information across sales and marketing and scaling across geographies and customer types.



Zoe Dunn of Hale Advisors hosted a **“Customer Service Fireside Chat,”** highlighting the importance of customer service to the success of any contemporary business. Though pharma has always put its customers first, its end users — consumers — can get short shrift when it comes to customer service. To succeed, industry leaders must proactively reach out to help customers find the solutions they need to issues like access and affordability; create more opportunities for adherence and compliance; drive cost-effective solutions to keep patients on product; and develop stronger relationships with both consumers and customers. Dunn showcased how companies can better respond to customers in their time of need, creating customer service wins instead of fails.

**“TweetRx: Navigating the Pharma Twittersphere,”** shared by Mary Ann Belliveau of Twitter, highlighted brands with both a branded and unbranded presence on Twitter. The benefits of being unbranded are building a community around the condition the drug is intended to treat; serving as a focal point for existing patient conversations on Twitter; and allowing for in-depth, condition-specific content. On the other hand, branding opportunities are valuable since they familiarize consumers with the drug name and create an environment for patients while using the platform for customer service. More than 36 million patients and caregivers are on Twitter, creating plentiful opportunities for discussions and connections. Healthcare conversations happen every day and Twitter is the real-time pulse of disease-state conversations.

Rajesh Ghosh of Novartis delivered **“Emerging Trends and Challenges in Leveraging Digital for Benefiting Patients,”** a session focused on how the converging capabilities of digital can shape consumer technologies in healthcare. The business model of digital is changing everything, as companies must have a virtual and global presence around the clock and use the forces of disruptive innovation to engage with consumers. Social media challenges for pharma include the interpretation of posts, natural language processing, multiple languages, data privacy, accidental un-blinding and more. However, the promising potential of digital in pharma can positively affect clinical trials, safety monitoring, data management, marketing, distribution and communication.



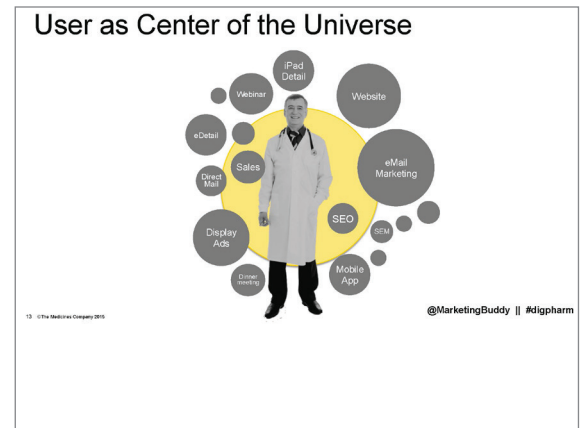
In her presentation, Shannon D’Alessio of Inkling outlined **“The Four Must-Know Strategies for Mobile Content,”** commenting that mobile devices today are “ascendant.” Teams need information that is current and relevant, timely but not overwhelming, and contextual. Likewise, businesses need to get information out faster, decrease costs and reduce any barriers to entry. With all of that in mind, the four must-know strategies are as follows: 1) make content easy to find; 2) be device-agnostic (but go mobile first); 3) keep content up to date; and 4) measure, measure, measure.

Fred Bennett of Allergan shared information on **“Fostering Innovation and Impact of Multichannel/Digital Groups Within the Changing World of Pharma,”** stating that digital must innovate new ways to improve business impact and reduce risk. Companies that rely on a single department for innovation are not innovating. Within pharma, the enemies of innovation include risk aversion, status quo and success, but digital groups can balance innovation and risk to make an impact. Further, “frenemies” of marketing innovation include regulatory/compliance groups, budgets and management. In summary, multichannel groups play an important role in pharma today and it is critical to continually prove the worth of digital teams by focusing on impact and value.

## “Marketing Funnels, the Flat Earth and Other Myths,”

presented by Buddy Scalera of The Medicines Company, began with the observation that, historically, an organization’s brand was the center of their universe (websites, email marketing campaigns, mobile apps, webinars, sales pitches, SEO campaigns and so on all focused on the brand). But that marketing funnel no longer exists, and users are immune to banners. Content marketing is the answer — it keeps the user at the center of the universe. While change is difficult, challenging conventional thinking, knowing your audience, using what you have, building on incremental wins and thinking differently together can be the secrets to success.

---



“**Solution Selling,**” delivered by Dr. Doug Braun of Zoetis and consultant Atul Goyal, stated that new challenges include fewer differentiated products, more complex customer needs, and a growing demand to provide value for the customer’s customers (end users, farmers, pet owners). New opportunities, then, include differentiation through richer and often different conversations with customers that focus on their goals, needs and unmet opportunities. It’s important to live in the customer’s world and to put the customer first. They suggested that you build your practice and business; grow your people; and support your clients, profession and community. Going through the customer journey is what leads to real success. Solution selling is uncovering customer needs and developing a compelling, tailored solution to address their true needs — in the form of products, expertise, tools, assistance and service. The solution is a compelling combination of products, services and expertise that all address a specific, validated business. Plan and open the call, share insights, listen and validate, tailor solutions, ask for the business and follow up.

---

Fabrizio Caranci of Merck presented “**Profiling Tangible Innovation in the MCM Space.**” In his session, Caranci said that the average person picks up their phone more than 200 times a day to carry out tasks; doing so is now second nature. Moreover, 62 percent of people expect a mobile-friendly website, 42 percent expect to find a mobile app and nearly one-quarter expect that experience to change based on their location. Digital health technology is disrupting how to do business in pharma. Since the world of digital innovation continues to expand at an exponential rate, businesses need to be ready to take the next leap.

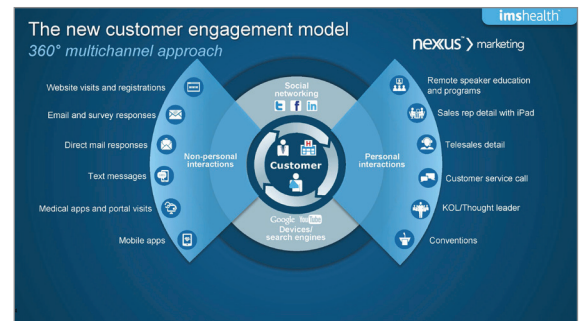
**“Lessons Learned: Building Digital Health Within Pharma”** from Jose Herrera Seibt of Biogen stated that a company’s culture should adopt a lean startup mindset, redefine success and be inclusive. Beyond apps, risks can include wireless connectivity, hardware and OS life cycles, Bluetooth status, component malfunctions, battery life, app deletion, and more. When it comes to tech set up, Seibt encouraged delegates to disable the “create new account” app feature and turn off OS upgrades on devices. He also said that clinical site staff will require multiple training sessions – not just one – and recommended that attendees avoid following trends like gamification or socialization without context, forgo worrying about a beautiful UI when launching their product, and design apps for a single orientation and platform.

---

**“Leveraging Technology to Unify Multichannel Marketing,”**

presented by Simone Bailey of IMS Health and Bruce Markewicz of Beacon Healthcare, suggested moving from the “what” to the “how” in terms of using technology within a marketing strategy. The new customer engagement model involves a 360-degree multichannel approach, and businesses should accelerate along the multichannel marketing maturity curve. Understanding your audience leads to driving continuous engagement, which can spark additional insights, resulting in the creation of loyalty, trust and confidence. Incorporating the multichannel platform can include personalizing journeys, creating targeted campaigns, incorporating triggers from vendor API feeds, monitoring activities in real time, and engaging with the right person at the right time with the right message.

---



**“Create and Execute Engaging Content Advertising”** from Chantal Kolber of Wolters Kluwer identified clear goals for your content marketing – it should educate, communicate, enlighten, acquire and change behavior. Marketing your content, then, involves reach, engagement and access. Journal articles are still the top resource for physicians, and there was a 12-point increase in mobile access from 2014 to 2015 alone. Articles, which continue to be accessed with increased frequency, can be transformed through the use of embedded video. Through targeted exploration, clinicians perform more than 10 clinical searches per week. Print ads, apps and the web are the ideal mix for multimedia engagement.

Prodeep Bose of The Bloc shared **“Engaging the Elephant: Why Belief Systems Matter in Marketing,”** wherein belief is the elephant, and the conscious, rational brain is its ride that post-rationalizes what the elephant chooses. How do you engage the elephant? First, activate an embedded belief, then construct a rational extension of it and transform mindset to drive action. Digital is a mindset, not a skill set. A three-phase plan for customer-centered multichannel engagement includes: 1) setting up each channel to play a specific role in order to achieve well-defined business goals for each brand and optimize through analytics; 2) enabling on-demand access for customers to connect through near real-time channels such as the phone, video calls, chats, scheduled meetings and so on (creating a dialogue and driving further engagement); and then 3) saying the right thing at the right time to the right customer to drive action. Your ultimate goal is to integrate and evolve.

---

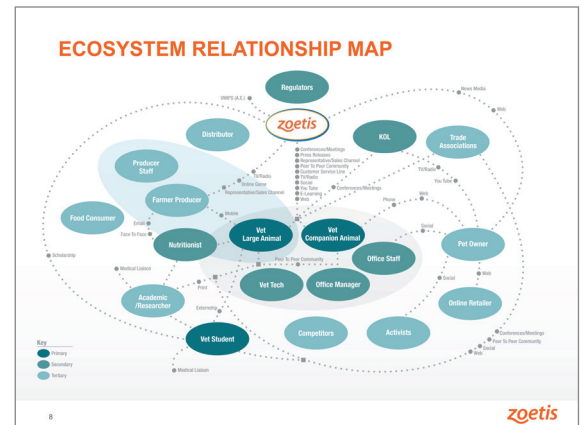
**“So You Want to Social Media: Engaging Patients via Social Media in Compliance with International Guidances and Regulations,”** a session offered by Dan Zavodnick of Actavis, commented on the pharma industry’s reluctance to get too involved with social media. To that end, the presentation suggested listening in on current conversations and focusing patient engagement on therapeutic areas, which are lower risk, to build trust and credibility with patients. Then, companies must determine and mitigate any associated risks, establish self-regulation principles, and utilize evolving technology to improve monitoring and compliance efficiencies. Likewise, companies should set and enforce complaint and escalation policies, which can be outsourced or automated. Finally, it is important to remember that patients who post confidential health information have an expectation of privacy.

---

With a focus on advancing the multichannel marketing maturity curve as well as integration and analytics, Michael Rowbotham of Pfizer and Melina Leone of Incyte Pharmaceuticals examined **“The Digital Promised Land – Are We There Yet? A Debate.”** The duo defined the four core areas of the digital promised land, then debated the merits of each, asking: 1) Do we have the tactics to meet the digital needs and behaviors of our customers? 2) How well do we implement multichannel and digital programs? 3) Are customers engaging with our channels and content? And 4) Do our programs drive the desired behaviors? It all depends on the color of the lens with which you view each item – in short, if you are a pragmatist or an idealist.

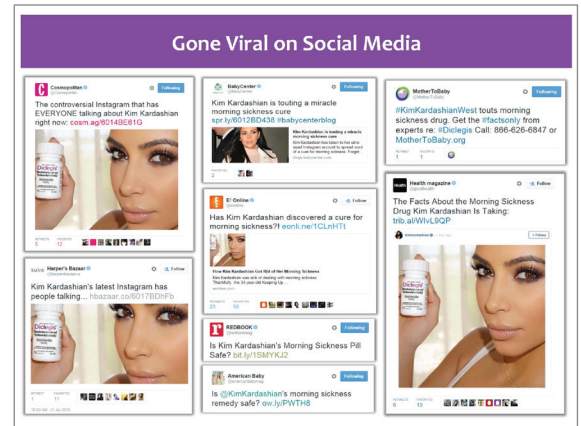


A case study on **“Analyzing B2B eCommerce Initiatives Achieving Success”** from Imran Haque of Zoetis defined ecommerce as “seamlessly guiding, connecting and engaging the seller and buyer digitally for an optimal end-to-end customer experience.” His suggestions for successful ecommerce initiatives included the following: ensuring organizational alignment at all relevant levels, creating an ecosystem relationship map, developing buyer use cases for executives, installing a customer conversion program and considering a variety of ecommerce areas. He encouraged attendees to discover areas where ecommerce may have a viable business case to align key stakeholders within and outside the organization; to create a communications and launch strategy like any other product launch; and to bolster ongoing operations, measurement and awareness.

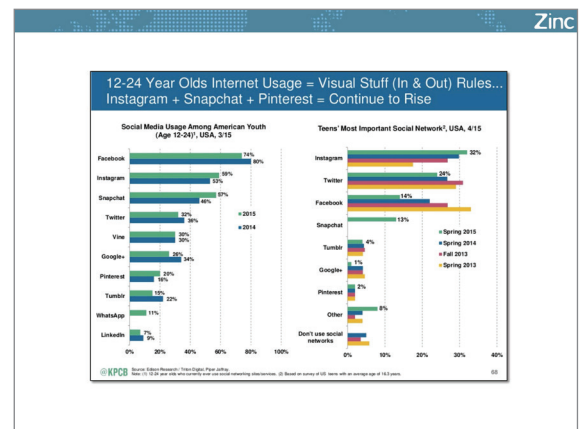


Erik Dalton of Healthcasts and Christian Meyer of Benchworks focused on **“Enhancing the Physician Experience Through Multichannel Marketing.”** From a pharma brand perspective, the top three changes impacting physician marketing are: 1) the importance of specialists; 2) a preference for digital; and 3) traditional marketing integration. Pharma and partners can help physicians by doing the homework, providing valuable content, considering time constraints, streamlining content and personalizing it, innovating content delivery, providing on-demand access, and obtaining feedback. Working together to provide an educational HCP journey that aligns with the brand’s objectives and the physician’s needs is key. Remember to deliver only the content your physicians need, and only to the physicians that need it; leverage partners to expand initiatives beyond the detail; evaluate and analyze at multiple points of contact; and align NPP and sales force initiatives to close the loop between sales and marketing.

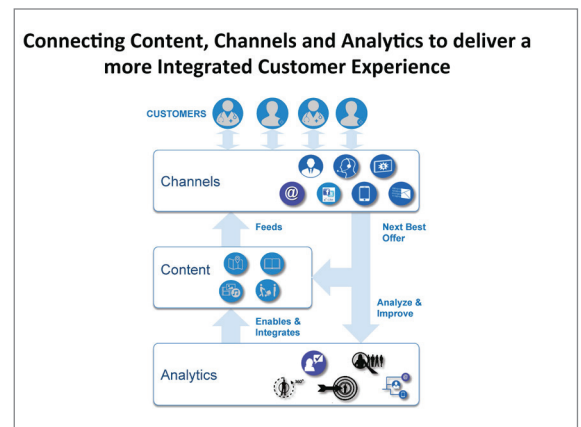
Alexandra Peterson of Makovsky examined the **“Kim Kardashian DTC Campaign: How One Branded Instagram Post Impacted Diclegis and Became the Post Heard Round the World,”** which reached more than four billion people globally. Insights drive strategy. Of those who go online for health information, 65 percent of pregnant women seek ideas or suggestions on how to manage a condition, 45 percent research a treatment prescribed by a doctor, and 43 percent conduct research before a doctor’s appointment. When asked how much they would trust a social media platform with information about a disease sponsored by a pharmaceutical company, 20 percent of pregnant women said “a lot” or “completely,” a number higher than average. One-quarter heard about medications they currently take through word of mouth, and nearly one-third said reading about a prescription medication on social media from someone they know is a major motivator to ask for a specific medication. The Kim Kardashian campaign led to a nearly 400 percent increase year over year in Diglegis.com visits through the campaign’s duration. In the initial media coverage, no top-tier articles/major media questioned the safety or efficacy of the medication. The campaign lives on through enduring video coverage on YouTube.



Gary Page of Zinc Ahead presented the latest information on **“Creating Havoc: Social Media and Pharma,”** which focused on remaining compliant while crafting an effective social and digital strategy. Times and technology have changed, and we must keep up. By listening, broadcasting and engaging, customers continue to have conversations about businesses outside of normal working hours. While more pharma companies use social media as part of an overall strategy, only five companies were considered to have social media integrated within the wider marketing strategy. Why get involved? Seventy-one percent of consumers who experience a quick and effective brand response via social media are likely to recommend that brand to others, compared to just 19 percent of those who don’t receive a response. What can go wrong? Not following the rules, targeting the wrong audience or using the wrong channel can all lead to mishaps. Page encourages creating social media policy, setting objectives, knowing your customers, working with staff/agencies who get it, following regulations, monitoring posts and results, and dealing with mistakes and learning from them.

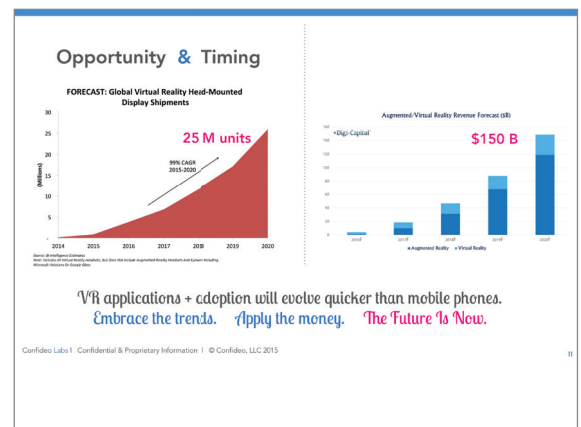


A case study on **“How to Connect Content, Channels and Analytics to Deliver a More Integrated Customer Experience”** from Sandra Velez of Merck focused on an integrated customer experience design. Since the external environment is becoming more complex, businesses need to operate differently to efficiently create impact. Connecting content, channels and analytics allows companies to deliver a more integrated customer experience. Interactions should be customer-driven, and relevance is key to producing content customers want to read. In terms of channels, communicate with customers in the way they want to be reached and build the channels in the key areas where you can meet them. Analytics and insights are critical to this process; they make it possible to build more personalized pathways for customers. Be deliberate and relevant. Listen to your customers and meet them where they are.



Nina Mian of AstraZeneca spoke about **“Patient-Centered Analytics: Tools and Technologies to Enable Patient-Centered Insight,”** which emphasized the importance of using patient analytics to inform decisions and strategy. Ultimately, any challenges need to be resolved with a focus on improving healthcare outcomes and experiences. Further, patient-centered learning involves listening and understanding what patients are willing to share. The goal is to create informed medical teams and informed patients. Giving patients a voice and companies a way to listen strengthens the link between science and patient needs. What comes next? Patients making medical decisions, new methods of data capture and a more holistic view of the patient experience.

**“Virtual Reality: A Revolution in Immersive Digital Healthcare Media”** from Mike Marett and Matt Irwin of Confidio Labs defined virtual reality as immersive multimedia — a computer-generated simulation of a three-dimensional environment that can be interacted with in a seemingly real or physical way. It’s all about next-level engagement, education and immersion, about feeling like you’re in a place with other people. They stated that VR applications and adoption will evolve quicker than mobile phones: embrace the trends and apply the money, because the future is now. Visual learning can also bolster retention rates and lead to longer sales visits and better material use. When it comes to virtual reality, physicians are interested in anatomical/cellular scale 3D exploration of how a disease affects the system, biological journeys of a new drug’s mechanism of action, interactive KOL programs on a drug or disease, and interactive clinical trial results. Exploring the body at every level, VR can lead to unprecedented immersion and engagement via world-class animation, cutting-edge technology and directional data.





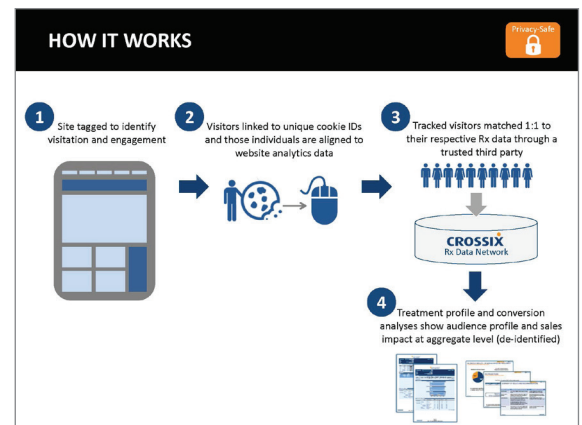
**“Digital Marketing in the Age of Performance-Based Medicine,”** delivered by Dr. Alok Sharon of Westmed Spine Center and the Albert Einstein College of Medicine and Anthony Manson of Alert Marketing, encouraged attendees to embrace change. Healthcare, technology and consumers are changing, so companies must adapt. Consumers today report greater satisfaction with a cup of coffee at Starbucks than they do with a visit to their doctor. Innovation entails experimenting, adapting and minimizing the cost of failure. Performance-based medicine means more patients, lower costs and better outcomes. Value is a driver, not just safety or efficacy. Finally, micro-segmenting can help companies target and reach the right audiences.

---

Dan Stein of Crossix Solutions and Cam Bedford of Klick Health asked, **“Think You Know How Your Brand Website Is Performing? Think Again.”** More than ever before, it is imperative for pharma marketers to ensure marketing activities are effective in driving impact; understanding true site impact was previously difficult, but that has changed. Brands typically register site traffic and engagement, but there are limited options for tracking post-visitation behavior. Linking website exposure to purchase behavior is what’s been missing – leveraging actual health treatment data to understand a website’s impact across the patient journey is the solution.

The site is tagged to identify visitation and engagement. Visitors are linked to unique cookie IDs and those individuals are aligned to website analytics data. After that, tracked visitors are matched one-to-one to their respective Rx data through a trusted third party, and treatment profile and conversion analyses show audience profile and sales impact at the aggregate level. This process answers key questions and provides useful insights. To transform your understanding of website performance, answer the key questions about the brand’s site performance and maximize your investment by optimizing the site based on patient behavior.

---

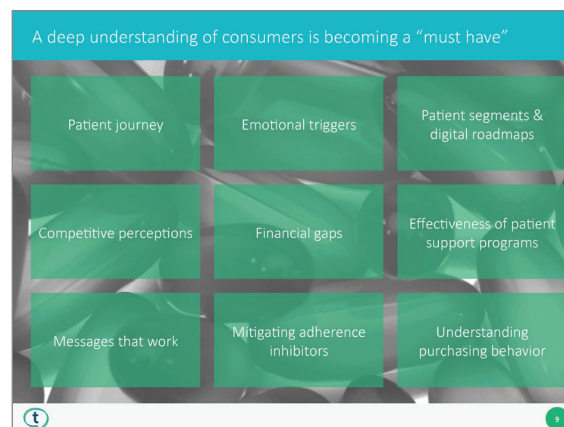


Mark Miller of Epsilon and John Gallo of Sunovion Pharmaceuticals presented **“Going Beyond 20/20: Seeing and Doing Things Other Don’t,”** which noted the many disciplines to consider in marketing. They suggested that companies should start by understanding their target audience – while there is all this talk about customer centricity, what is being done to deliver on it? Furthermore, it is important to reach your customers; knowing your customers is one thing, but finding them is an altogether different matter. It is also critical to more effectively reach niche audiences and engage in an authentic and meaningful way. Finally, drive change within the organization and work to be accountable in today’s “always-on” world.

**“Digital Health Innovation and Transformation”** from Barbara Solomon of Acquia focused on overcoming key challenges in speed, flexibility, company culture and executives to realize the potential of digital health in business. Digital has changed everything and patients are more empowered than ever before. New business technology entails integrated teams with a shared solution delivering unified experiences, agile processes for building and deploying digital experiences, open source solutions that evolve at the speed of the web, and cloud-based infrastructures with flexible and less expensive operational costs. Organizations are reinventing business models, putting digital at the center, and seeking new technology that supports this vision.

---

**“Who Cares About Consumer Big Data? You Should!”** from Ido Hadari of Treato shared today’s story: the consumerization of health in progress. Since understanding health consumers is key, the web offers the ultimate consumer insights source and big data analytics is how to extract them. Consumers are moving to the driver’s seat — they are empowered by the volume of information and tools available, make more spending decisions, and take a more active role in their own health because of payer incentives. Additionally, the shift to a focus on outcomes has given consumers more power. The 2015 annual U.S. healthcare spend per person is \$10,000, with more than 150,000 health apps for consumers seeking an active role. Further, five percent of Google searches are related to health issues. A deep understanding of consumers is now a must-have. Likewise, social listening has evolved with more meaningful conversations and deep business insights. Big data analytics opens up new opportunities to tap into the voice of the health consumer — only technology can connect the dots on a massive scale and in real time to extract the insights that matter.



### “Picture This: Instagram and Pharma — Connecting Patients, Content and the Brand Within a Modern-Day Narrative”

from Doug Weinbrenner of Intouch Solutions and Rebeca Bechily of Baxalta touted “patients first, period.” Patients should drive marketing efforts, and it is important to know where and how to communicate. Every disease state is different and deserves personalized experiences. Not all patients are equal, which leads to hyper-targeting: pinpoint current customers, picture them, predict look-alike audiences and personalize brand touch points.

It is important to find the right balance when it comes to risk. Planning for success involves education, measurements and engagement — it starts with listening and evolves into engagement. Further, storytelling presents a terrific opportunity for building stronger relationships with audiences. The impact of social media in pharma requires a balance of evolving communications channels and the accurate interpretation of FDA guidance to achieve safe and successful business goals.



### “Innovative Ways to Connect with HCPs Using LinkedIn”

from Stephanie Katzman of LinkedIn and Joel de la Garza of St. Jude Medical showcased healthcare’s continual growth on the platform — more than nine million HCPs are on LinkedIn globally, with more than five million in the United States. Further, more than 50 percent of the site’s visitors come from mobile. LinkedIn allows marketers to target by any field of the member’s profile as well as by types of content and companies a user follows to create a custom audience. It’s about brand

positioning and building relationships/connecting with niche audiences. What works well on LinkedIn for healthcare? Sharing clinical information and providing information that adds value to an HCP. Full-funnel analytics and reporting as well as on-site display, network display, sponsored updates, sponsored inMail and a lead accelerator can all add up to real results.

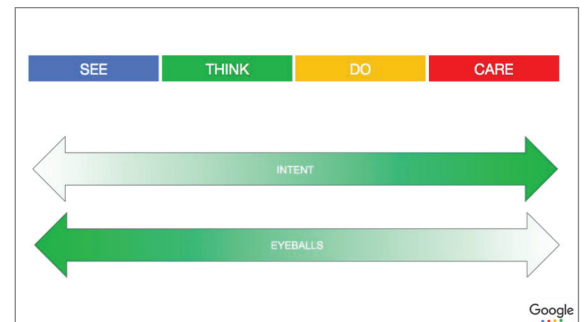


Maulik Majmudar of Massachusetts General Hospital focused on **“Accelerating Healthcare Ventures,”** particularly in relation to the impact of healthcare. Massive shifts in healthcare payments, incentives, distribution and technology have led to gaps — as well as to opportunities. Companies must focus on their MVPs, prioritize risks, have faster launches and maintain a focus on ROI. Under a successful model, you should: start with problems and jobs to do; have empathy for the user; create diverse teams open to wild ideas based on a theme; defer judgment and build on ideas collaboratively; and provide rapid clinical feedback. Together, all of this can improve the patient experience. The goal in healthcare is to successfully navigate all of the complexities. Techniques and tips for scaling medicine, then, are to de-skill complex diagnosis and treatment; create a new experience and process; create a new place or new service; find new providers and extra capacity; and focus on patient engagement and self-service. Collaboration should be promoted between industry, academia, the startup ecosystem and agencies.

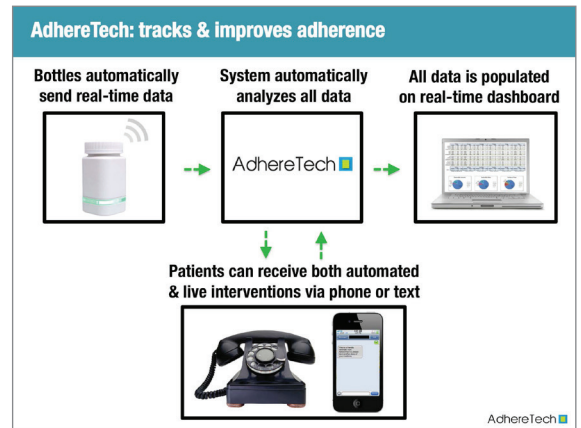
---

In **“Digital as a Strategic Asset,”** Patricia MacWilliams of Google encouraged audience members to visualize intent first. MacWilliams said they should then see, think, do and care: see (find the largest addressable audience); think (educate, inform and inspire action); do (connect and convert); and care (build loyalty and drive adherence). She stated that customers want companies to “inspire me, entertain me, [and] provide utility.” Greater intent across the see, think, do and care spectrum will lead to greater eyeballs. Content, marketing and measurement come together to create action and insight.

---



Michael Morena of AdhereTech focused his presentation on **“Patented Smart Pill Bottles to Track and Improve Adherence.”** Presently, medication non-adherence is one of the biggest and most costly issues in healthcare, with average adherence of only 60 percent. AdhereTech’s bottles automatically send real-time data that is analyzed by the system; patients can then choose to receive automated and live interventions via phone or text. The company’s real-time dashboard is simple to use and easy to customize and includes a patient feedback feature. On average, AdhereTech improves adherence by more than 20 percent. It is the first tool developed for the non-adherent patient with zero setup, and with no work required by the patient. It is used like a normal pill bottle and includes an automated refill sensor.



---

Michele Manice and Mike Marett of Cohero Health offered a session on how to **“Breathe Smarter”** with discussion on asthma and adherence, quoting C. Everett Koop: “Drugs don’t work in people who don’t take them.” An asthma action plan can help support better adherence as the number of people suffering from asthma continues to grow. The company’s wireless medication inhaler sensor tracks patient adherence and is designed for both control and rescue medications, and the mobile spirometer measures lung function. Mobile apps engage patients, generate custom reminders and reward compliance. Finally, customized data reporting allows for robust monitoring of patients.

## RESOURCES FOR INFORMATION AND DISCUSSION

For more information on Digital Pharma East, please visit [www.digitalpharmaseries.com/east](http://www.digitalpharmaseries.com/east).

Be sure to connect with us on these social platforms:



Join our group: **Digital Pharma**



Follow us on Twitter:  
[@DigitalPharma](https://twitter.com/DigitalPharma), [#DigPharm](https://twitter.com/DigPharm)



Follow the **Digital Pharma Series** on Facebook



Stay informed with the **Digital Pharma Blog**

9th Annual

# DIGITAL PHARMA EAST

