

Embracing the Change: An Introduction to Multichannel Marketing

THE NEED FOR MCM

The need for pharma to adapt to Multichannel Marketing (MCM) is becoming increasingly crucial. "Multichannel marketing is changing the whole digital ecosystem that we live in and that's a positive thing," observes James Musick, Director of Social Media and Web Communications of Genentech.

According to the report since 2008 the number of doctors willing to see sales reps has declined by 20%. In 2010 11% had severely restricted or completely barred pharma sales rep access, with an additional 34% imposing some access restrictions. This is happening in European countries such as Switzerland, Russia and Italy with changes pending in France.

With face-to-face physician access and field force numbers decreasing, health authority budgetary and payer reimbursement pressures and more patient-driven treatment choices, brand loyalty requires marketing initiatives at multiple levels.

	% decrease
Bayer	-19%
GSK	-22%
Abbott	-23%
Sanofi	-23%
AstraZeneca	-24%
Roche	-33%
Novartis*	-65%

Table showing pharma field force cuts over the past 2-3 years ¹

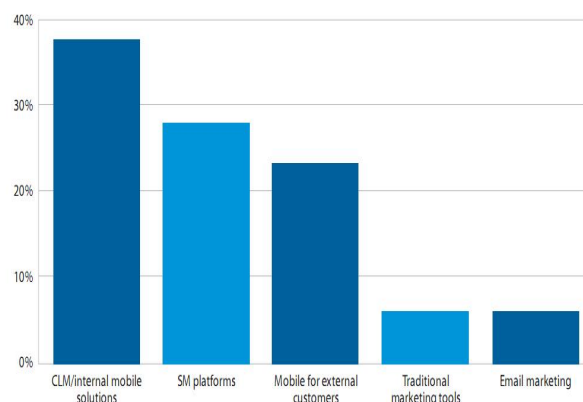
"Most large pharma companies see that they have to embrace the change," says European Business Partner, Multichannel Marketing of Pfizer, Radhika Raizada,



"Not only because your customers are changing but because the whole industry is changing and you no longer can sustain some of the older ways of doing business any longer."

Through data gathering and direct digital interactions pharmaceutical marketing is moving towards a highly personalized and tailored approach.

Commercial Effectiveness Leader of Almirall Antonio Cejas cites the importance of a digital presence, "We are not only known for having good products but also for having added services that differentiate our products from the competition." Providing digital expertise or tools can differentiate branded treatments from generics, staving off marketing share loss.



Graph showing the areas expected to see largest pharma marketing increase through 2014 ²

WHY MCM WORKS

“There has been a paradigm shift away from face-to-face meetings,” reports Danny Shenkman, Manager of Digital Marketing at Janssen Inc. Therefore the report suggests alternative marketing plans must be utilized as part of a multichannel plan, moving towards a high-touch, and personalized approach through phone calls, eDetailing, webcasts and physician product portals.

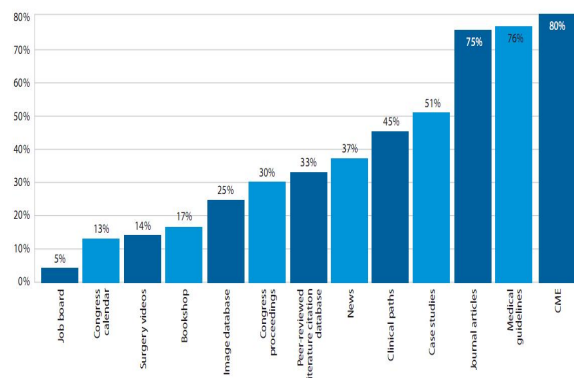
Jan van den Burg, Vice President CRM Strategy Europe of Veeva Systems expands, “Intra and cross-channel interaction management are key to achieve a consistent and impactful message but this has to be done in conjunction with delivering value to the physician. Leveraging CRM and multichannel interaction delivery through a single platform will enable optimal execution. Particular focus is required on the comprehensiveness and accuracy of the customer master database to identify and authenticate customers appropriately across channels.”

While the physician market remains a primary focus, the empowered and informed patient market is rising in importance and for some regions Health Authority and payers also play significant roles in marketing plans, “Digital, non-personal interactions allow for a much greater reach of the increasing number of stakeholders involved in the decision making process around the promotion and prescription,” commented Van den Burg.

If digital engagement is a crucial missing ingredient, then a MCM strategy can fix the dilemma. Radhika Raizada cites patient mobilization as a crucial element to enhance physician communication, “The patient space is changing dramatically and patients are leading the conversation with their physicians in many ways.”

Clement Chan, Digital Marketing of Janssen echoes the sentiment, “We measure the success of our social media platforms through increased patient and physician engagement.”

The latest eyeforpharma Multichannel report believes that patient –physician engagement/discussion can be fostered by raising disease awareness and helping patients to learn about the disease. Chan speaks of Janssen’s devised multichannel social media strategy, “We know that not all patients are as informed as they could be about their condition. They may not know about all the available treatment options.” So by harnessing social media tools Janssen engaged patients with various types of content. From patient feedback and sharing Janssen Inc. was able to gauge patient mobilization.



Graph showing the most important digital content for physicians ³

Key MCM report survey stats

86% of physicians use the web for clinical information, with 58% overall searching more than once a day.

65% of primary care physicians search more than once a day.

92% of physicians accessed health information from their consultation office with 21% performing the search with a patient in the room.

All marketers interviewed agreed that physicians, like modern society, are becoming much more digitally savvy and pharma must rise to meet this inevitable change.

SO WHAT SHOULD BE DONE?

Experts reported in the study that as physicians become more digitally inclined, in turn they are expecting pharma to deliver accurate information more quickly and that can be accessed via a variety of devices, “Pharma companies have been a bit late in adopting these technologies but we are also highly process driven,” says Chandarana.

Whatever the factors are, the graphs and statistics available in the report are illustrating that physicians are moving to digital content for disease and drug information.

With increasing physician use for of the internet for swift reference information, some pharma companies are already supplying comprehensive and frequently unbranded medical resource content. Merck and Co.’s Univadis for example is a wide ranging medical resource portal.

The MCM report also acknowledged that as the use of mobile devices by HCPs continue to grow; pharma needs to address the demand.

Multichannel Marketing Report

However, the concept of engagement is just part of the basics that the report warms the reader up to and goes on to examine key concepts such as how to influence change, channel integration and synchronization, how physicians can truly benefit from MCM and what may be expected in the not too distant future.

The report contains tactics, dos’, don’ts and an overall illustration of how pharma can and should evolve by adopting the (digital) strategy of multichannel marketing.

We at *eyeforpharma* have chosen to present these excerpts, graphs and other factors to show what you can expect from the document. To view the full report [visit our website](#).

Sources for graphs

- 1 – Pharamlot, The Wall Street Journal
- 2 – eyeforpharma survey 2012
- 3 - Elsevier Health Sciences, Think Digital 2012

Glossary

- HCP – Healthcare provider
CLM – Closed Loop Marketing
CME – Continuing Medical Education
CRM – Customer Relationship Management
MCM – Multichannel Marketing