Optimizing Digital Experiences

Digital customer engagement has reached a tipping point in life sciences. More than 60% of healthcare professionals (HCPs) prefer digital access to product information, and many physicians now limit face-to-face office visits. Customers are demanding fast, easy, convenient access to relevant information through digital channels.*

50%

Of physicians are digital natives
(LBI Health)

DIGITAL IS THE WORD OF THE DECADE

"The word of the century—of the decade—for us is certainly digital." —Global Biopharmaceutical Company

100 billion

Value of the digital opportunity in life sciences
(Accenture, "Capturing the $100 billion opportunity for life sciences")

Best Practices

Creating optimal digital experiences in the life sciences space is no easy task. Fortunately, marketing teams can rely on a set of proven best practices to guide their efforts when planning, designing, and implementing digital programs. **PIXACORE**, an independent full-service agency in New York City, has been creating results-driven digital experiences for more than a decade. Here, they share a sampling of their top three best practices for optimizing digital details.

<30%

However, less than 30% of companies have a digital strategy for customer value
(Forrester)

TOP 3 BEST PRACTICES:

1. **Simple. Singular. Succinct.** When it comes to digital details, complexity kills. Don't let it sink yours. Design your slides with a zen-like *simplicity*. Focus on a *singular* message—just one per slide. Use that message to support a prominent visual that your audience can see, even from across a room. Doing so will help you create a clean, *succinct* story that can be communicated in seconds, on every slide.
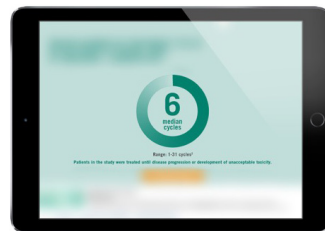
The importance of this cannot be overstated. The human brain processes visual information *60,000 times faster* than it does text. So maximize your visual and minimize your words. Even as regulatory realities force some measure of complexity upon you, keep things as simple, singular, and succinct as you possibly can!

* "Doctors are growing to like digital health tools, says the AMA," Healthcare IT News, 2016 InformationWeek, "Physicians Prefer Online Drug Info".

Digital transformation is a priority for CEOs

In 2020, we will see the emergence of the "digital transformation economy"*

80%
Increase in digital revenue

2x
More digital initiatives expected

50%
Of IT budgets tied to digital transformation

2. **Interactive Minimalism.** Utilize interactivity as a tool to engage—not as a distraction that derails. A recent study showed a whopping *70% of sales reps said they find their iPads unhelpful because of interactions that interfere* with HCP conversations. Here's how you can avoid hearing the same.

Let the maturity of your brand guide its degree of interactivity. New launches benefit from hands-on engagements that allow HCPs to interact with dosing tools or directly enter into an MOA experience. But older brands need less interactivity. In all cases, *only use interactivity when it drives HCP engagement or captures actionable metrics* that help you build better details with every iteration.

3. **Meaningful Metrics.** Make a plan to *track and monitor meaningful data from your detail*. Doing so will help you develop a robust CLM program that grows organically based on real-world metrics.

Know which screens your end users view the most and learn how long they linger there. Keep every screen simple, singular, and succinct (see best practice #1 on simplicity above) so you can *get a clean read on what is most meaningful* to both reps and HCPs. Your content development agency can then use those metrics to inform iterative development of more targeted details.

Closed Loop Marketing → **Physician**

Be sure to *build interactive opinion polls and surveys into your details* as well. This will enable you to capture the feedback necessary to build accurate portraits of HCP attitudes and beliefs, and will further enhance the effectiveness of your details.
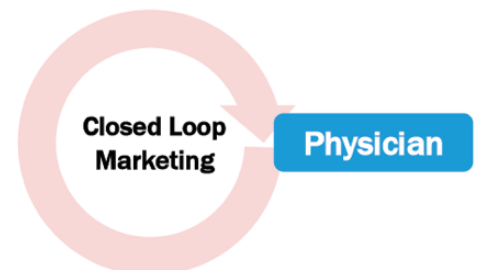
* According to research from Gartner, Forrester, and IDC.