

# Pharma VOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

Robin Robinson

## IT'S TIME FOR MOBILE:

Do You Know Where Your Consumers Are?

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here are several very solid reasons why the industry should be using mobile technology in its marketing efforts, but the one that stands out above all others is quite simple — mobile is where the consumers are. There are more smartphones than personal computers in the United States, and in the developed countries more people access the Web over mobile broadband than on desktop computers.

"It's not just patients and caregivers; physician smartphone adoption is double that of



For physicians, integration of mobile devices into their practices is becoming standard, Mr. Schultz says.

Tablets in particular are starting to replace patient folders and in-office computer terminals as more and more physicians make the move to electronic medical records or electronic health records (EMR/EHR).

Another motivating factor for physicians to use their mobile devices is the looming deadline for government enforcement of EMRs and EHRs. "Initially, at least, as the industry

**Physicians, patients, and even payers are using mobile technology to enhance healthcare —when is pharma going to join them?**

U.S. consumers," says Geoff McCleary, VP, group director, mobile innovation, Digitas Health. "They are prolific mobile adopters, integrating both smartphones and tablets into their practice, from EHR and billing management to the exam room itself."

According to Eric Schultz, chairman and CEO of QuantiaMD, 83% of QuantiaMD members own a device capable of downloading an app and 70% of physicians are using mobile devices — tablet or smartphone — to search for information and education as a routine part of their day. "Physicians have adopted mobile technology faster than the general population," he says.

Matt Noe, strategy director, imc<sup>2</sup> health & wellness, says these wired physicians represent an immediate mobile opportunity for the industry.

"If one looks at where the most immediate opportunity lies for pharma marketers, it's hard to argue against the mountains of data pointing to physicians as the ideal customer

### FAST FACT

**PHARMACEUTICAL MARKETING TEAMS ARE COMMITTING MORE MONEY AND STAFF TO BUILD MOBILE AND DIGITAL PATIENT ADHERENCE PROGRAMS, SIGNALING A STRONG ENDORSEMENT OF NEW CHANNELS.**

Source: Cutting Edge Information

for mobile marketing and engagement," he says. "Today's physicians use their smart devices for a myriad of reasons, from making informed decisions in diagnosing a condition to confirming potential adverse drug interactions, all with a few taps and swipes of a finger."

transitions more fully to EMR/EHR, the greatest uptake will be among clinicians at the point of care who are looking to improve treatment options and outcomes — at any time, from anywhere," says Stephanie Brown, interactive lead, FingerPaint Marketing.

"Physicians' use of mobile will only continue to expand across everything they do professionally."

Mr. Schultz says as the physician-patient connections continue to migrate to the online world, there will be a firm cementing of mobile across both parties defining a new paradigm of physician-patient interaction.

Several notable pharmaceutical companies have already sponsored medical apps for physicians. Mr. Noe cites the general medical resource app BlackBag by Janssen Pharmaceuticals Inc.; dosing calculators Exjade Dosing Calculator and GIST Calculator by Novartis Oncology; and disease-specific information apps such as BioOncology HD by Genentech as examples.

Health tracking apps have also become popular with physicians when dealing with patient disease states or health problems, as well as increasing the exchange of health data between physician and patient.

"It is becoming more common for physicians to recommend a health-related app to a patient when prescribing treatment for certain disease states," Mr. McCleary says. "And why wouldn't they? It's hard for a practicing physician to turn down an opportunity to educate patients on how to better engage with their treatment and health outcomes, especially when that opportunity allows patients to share symptoms or progress data with their physicians."

Beyond the fact that physicians, patients, and now even payers are using mobile devices for healthcare functions, another strong driving force is that as a "digital laggard" — as one of our experts called it — the industry



**"Consumer expectations are changing at a pace we have not seen since the rise of the Internet."**

**MATT NOE / imc<sup>2</sup> health & wellness**

does not have time on its side, and time is what it takes to plan and develop effective strategies. The industry will have to factor in the lead time needed to learn how to intelligently implement these tools, which could bring the already-tardy industry very late to the mobile table.

According to Demir Bingol, VP, commercial marketing, WellDoc, mobile integrated therapies represent disruptive innovation, which requires more time to sell up the management chain.

"The lead time for developing clinically validated mobile solutions is significant, although it is certainly shorter than traditional drug development programs and far less expensive," he says.

He adds that building a new mobile integrated therapy to manage chronic disease will

## SOUND BITES FROM THE FIELD ►

**Thought leaders share their advice on how the industry can get up to speed on integrating mobile technologies into its commercial efforts.**



**ADAM BUDISH** is Senior VP, Sales, Epocrates, a physician platform for clinical content, practice tools, and health industry engagement. For more information, visit [epocrates.com](http://epocrates.com).

"Most pharma companies have already taken the first step with mobile. What will take them to the next level is an understanding of how mobile can achieve the greatest benefits with the highest ROI. Physicians are consumers, so the same rules apply. First, keep it short. Second, target the message. And third, make it actionable. Pharma companies need to recognize mobile isn't the old-school cast-a-wide-net marketing approach. Rather it's a chance to effectively speak directly to their audience. Mobile also provides rich analytics, which inform campaigns and provide measurable results."



**PETER HARBIN** is Practice Leader, Business Intelligence and Information Management, IMS Health, a healthcare information, services, and technology company. For more information, visit [imshealth.com](http://imshealth.com).

"The first step is to engage with experts to capitalize on the technology. Mobile technology is another tool for improving message delivery

and increasing the reach and frequency of contact, but it has the potential to do much more. It allows us to capture key data about customer interactions on the spot. And with just a glance, sales representatives can spot opportunities, prepare for sales calls, and monitor their own performance — anytime and anywhere. One company reports that 80% of sales reps use their iPads to access reports and other key information every day. That adoption rate is unheard of with other technologies."



**ANDREW IBBOTSON** is CEO, Digital Assent, a healthcare media and marketing company that helps patients make more educated and informed decisions at the point of care. For more information, visit [digitalassent.com](http://digitalassent.com).

"Putting mobile technology into a clinician's hand isn't always the best place to start. Today's consumers are eager to use self-service technology when it provides a better experience, so why not start there? When looking to leverage mobile technology, companies need to start by determining what business problem they want to solve. Does the organization want to eliminate paper? Streamline patient intake? Educate patients while they wait? Companies need to look for uses of mobile technology that enhance their

business operations and advance their business goals. They shouldn't just implement mobile technology for technology's sake."



**JIM ZUFFOLETTI** is President, OpenQ, a provider of solutions to enable compliant collaboration with medical networks. For more information, visit [openq.com](http://openq.com).

"Pharmaceutical, biotechnology, and medical device companies are adopting mobile technologies such as iPads and phones for social collaboration, but compliance and legal teams remain wary due to potential risk of exposure. Despite the risks involved, internal social platforms create tremendous opportunities for collaboration and efficiencies, while external social media can improve patient access and help overcome decreasing access to HCPs, leading to better patient outcomes. Companies can overcome risk in social collaboration and unlock high value opportunities by implementing a governance process and using a technology solution that enforces compliance. Planning carefully, defining employee roles and responsibilities, implementing controls, and using technology that controls compliance risk are first steps the industry can take to embracing mobile tools and social media platforms."



“ Mobile devices are changing people’s habits, and pharma needs to adapt to these shifts.”

ERIC SCHULTZ / QuantiaMD

require the industry to think differently about how it can improve the condition of patients and include solutions that are not directly related to a manufacturer’s own drugs.

Before launching into mobile, the industry should consider the changing landscape within which it will soon be playing and view the use of mobile not so much as a tactic, but rather as part of the larger vision of the future. The industry is headed toward a next-generation commercial model that will majorly impact current marketing strategies.

“The question, to me, is not really about mobile, but rather, the criticality for pharma to develop the next-generation commercial model that will require both new marketing expertise and regulatory support,” Mr. Schultz says. “The important point is that people’s habits are changing as a result of these mobile devices, and pharma needs to adapt to these shifts. To do this in a successful, customer-focused way, pharma companies, I believe, need to think outside of the box — well beyond what is being done today.”



“ Building new mobile integrated therapies to manage chronic disease will require the industry to think very differently.”

DEMIR BINGOL / WellDoc

### Mobile: Where the Consumers Are

Beyond these wider-ranging aspects, another strong argument for mobile interaction are the demands of today’s — and tomorrow’s — consumers.

“Mobile accessibility is simply a customer expectation,” says Jim Dayton, senior director, emerging media, Intouch Solutions. “Pharma companies must participate in the mobile movement because patients, doctors,

nurses, providers, and payers deserve the valuable information that only they can provide. The last thing the pharmaceutical industry needs is the perpetuation of its questionable reputation due to fear and reluctance in embracing a new communications channel.”

Google estimates that in 2011, 26% of pharma prescription searches were done on mobile devices, and this number is growing every day, according to Katie Mihelich, VP, account services, Siren Interactive.

“Unless pharmaceutical companies want to ignore this segment of their audience, marketers need to recognize the opportunity and expand now into mobile technology,” Ms. Mihelich says.

And the mobile environment extends far beyond health tracking apps to Web search and third-screen compatibility.

“Currently, the functional focus of smartphones and tablets is search and websites, so

### Social, Mobile, and E-Detailing Predicted to Grow

Booz & Company and National Analysts Worldwide collaborated on The Pharmaceutical Marketing and Sales Survey 2011, designed to take the industry temperature with respect to current challenges and how industry leaders plan to overcome them. One course of action is an increase in spending in social media, mobile platforms, and e-detailing; even patient-focused social media — uncharted territory for the industry — is slated for investment, according to the report.

#### Percent of respondents planning to increase spending on listed channels



Source: Booz & Company/National Analysts Worldwide. For more information, visit [booz.com](http://booz.com).



“ Pharma must participate in the mobile movement because patients, doctors, nurses, providers, and payers deserve valuable information.”

JIM DAYTON / Intouch Solutions

## FAST FACT

MORE THAN HALF OF 150 PHARMACEUTICAL EXECUTIVES SURVEYED SAY THEY PLAN TO INCREASE SPENDING ON SOCIAL MEDIA, MOBILE TECHNOLOGIES, AND E-DETAILING IN 2012, EVIDENCE THAT THE INDUSTRY HAS MOVED BEYOND EXPERIMENTATION AND IS MORE FULLY EMBRACING MOBILE TECHNOLOGIES.

Source: Booz & Company

pharmaceutical brands should have their paid search ads appear on mobile devices and ensure that the websites are mobile friendly," she says. "Mobile engagement should also be considered when recruiting for clinical trials."

Mobile plays an even larger role in developing countries, where people are bypassing the use of a desktop or laptop and accessing the



**“ Mobile uptake is strongest among clinicians at the point of care who are looking to improve treatment options and outcomes — at any time, from anywhere.”**

**STEPHANIE BROWN** / FingerPaint Marketing

Web via a mobile device instead, Ms. Mihelich adds. This trend is expected to continue as costs come down and networks expand.

"With the larger health and wellness companies in the industry already moving to accommodate growing demand and interest in mobile tools and resources, pharma companies must recognize that consumer expectations are changing at a pace that we have not seen since the rise of the Internet," Mr. Noe says. "Other countries are already recognizing the value of mobile in positively impacting patient outcomes. It's been reported that the



**“ Consumers today expect a brand to engage with them on their mobile device.”**

**MICHAEL SMALLWOOD** / Ignite Health



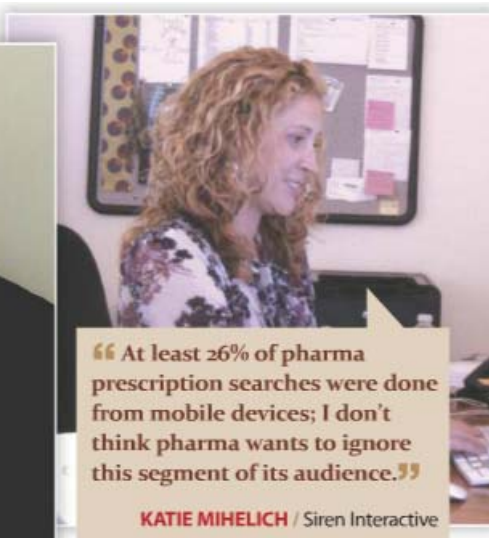
**“ For brands to remain relevant, they must establish a presence where audiences are engaged, and that opportunity lies in mobile.”**

**GEOFF MCCLEARY** / Digitas Health

U.K. health minister asked GPs to recommend apps that are free or cheap for their patients to use, in an attempt to give patients more power and reduce visits to doctors."

As consumers take ownership of their health outcomes, they want to leverage their mobile devices to track and manage their own data, and this should be seen as an open door for pharma to connect with them in a meaningful way.

"This proactive, preventive mindset is a prime opportunity for pharma companies to



**“ At least 26% of pharma prescription searches were done from mobile devices; I don't think pharma wants to ignore this segment of its audience.”**

**KATIE MIHELICH** / Siren Interactive

authentically engage and provide added value, whether by offering true 'pills plus' programs, including mobile resources or creating mobile optimized content or tools," Mr. Noe says.


For the first time, mobile devices allow for true behavioral integration of digital into an individual's daily work and life flow. Consumers expect a brand to engage with them while also bringing added value on their mobile device within the context of their daily lives.


"The impact to the value exchange is an increased expectation that a brand will find

ways to streamline the consumer's workflow/lifeflow," says Michael Smallwood, VP, technology and mobile divisions, Ignite Health. "Brands that fail to do so will not be as highly valued and risk not being behaviorally integrated. Otherwise, they will be left in the digital dust. As the marketplace gets more competitive, the battle for share of voice will shift to a battle for share of value-based behavioral integration. So the question becomes, how will your brand justify its pixels on the home screen?"

There's no question in Mr. McCleary's opinion that the time has come for pharma to fully embrace mobile.

"Marketing has changed for good; there is no going back," he says. "If brands are to remain relevant moving forward, they have to understand their patient, caregiver, physician, and payer audiences and establish a presence in the places where those audiences are willing to engage with the brand. For many brands, both now and in the foreseeable future, that opportunity lies in mobile."

Craig DeLarge, director, healthcare professional relationship marketing, Novo Nordisk U.S., summed up his opinion in one short sentence: "Mobile is important to the industry because the customer is there — enough said." 

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## EXPERTS



**DEMIR BINGOL**, VP, Commercial Marketing, WellDoc, a healthcare company that develops technology solutions aimed at engaging

patients and enhancing health outcomes by providing patients and their healthcare providers with real-time, actionable information. For more information, visit [welldoc.com](http://welldoc.com).



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pharmaceutical, bioscience, and medical-device companies to help their brands develop connections with healthcare consumers and professionals. For more information, visit [digitashealth.com](http://digitashealth.com).



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behaviors of patients, caregivers, and physicians dealing with chronic rare diseases. For more information, visit [sireninteractive.com](http://sireninteractive.com).

**MATT NOE**, Strategy Director, imc<sup>2</sup> health &



wellness, which serves health and wellness clients on a variety of initiatives, including medical content and health-centered tools to create

connections with patients, physicians, managed care groups, and more. For more information, visit [imc2healthandwellness.com](http://imc2healthandwellness.com).



**ERIC SCHULTZ**, Chairman and CEO, QuantiaMD, a medical learning network accessible on a full range of mobile devices, including

smartphones, tablets, and PCs. For more information, visit [quantiamd.com](http://quantiamd.com).



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range of best practices and digital competencies across the continuum of a brand's life cycle. For more information, visit [ignitehealth.com](http://ignitehealth.com).