

The Impact of iPads on pharma: a Primer

<https://marketpublishers.com/r/IE2ACFA134AEN.html>

Date: July 2011

Pages: 33

Price: US\$ 245.00 (Single User License)

ID: IE2ACFA134AEN

Abstracts

With the launch of Apple's iPad in April 2010, the way we use technology changed forever. Instant, portable and quick, the iPad is expected to sell 50 million units in 2011 alone.

Its impact on Pharma is still being measured, but for an industry notoriously reluctant to adopt new technology, there is no doubt the iPad and tablets in general have changed the game. Already, major players such as Pfizer, AstraZeneca, Abbott, Novartis, Eli Lilly and sanofi-aventis have embraced the digital age, with more to come.

Yet many companies are still hesitating or are in the process of choosing technology, creating content and finding ways not only to integrate tablets, but use their functionality in innovative ways.

Report Overview

The Impact of iPads on Pharma: A Primer offers complete insight into how the iPad is being used and why. Logically broken down into a step-by-step approach, the report discusses all the major areas, from the business case for iPads and choosing a device to creating localized content and capturing iPad data in closed loop marketing to physicians. Containing interviews with some of the industry's leading experts, the report is an up-to-the-minute look at iPads, their growth potential and how the industry's relationship with digital technology is likely to evolve.

Key features

The business case for tablets in sales representative-physician interaction, increasing internal efficiency, minimizing costs and improving customer perception

Profile of major devices, including the debate over Android alternatives and cloud-based content

Examination of the four key points business must address in creating a tablet strategy

Discussion of the importance not only of content, but of using GPS to localize it

Maximizing the benefits of statistics gathered for closed-loop marketing

Importance of training in technology introduction strategies

Key Benefits

Clear guidelines on what tablets mean for the industry and how to implement them

A step-by-step approach that touches on the major issues, benefits and potential problems

Expert input that presents a balanced and intelligent approach to tablet deployment

Key Questions Asked

What has the industry learned since the introduction of iPad and tablet technology?

Who most benefits from tablet use and where is the growth occurring?

Which device is best and which has greater integration capability?

What is the best implementation and content delivery strategy?

How can tablet information be used in an iterative approach to closed loop marketing?

Who Should Read This Report

Sales directors/managers

Marketing directors/managers

Brand managers

International directors

Key account and territory managers

SFE/CRM managers

Communication and technology support teams

Contents

EXECUTIVE SUMMARY

Making the business case for tablets
Choosing a device
Cementing a strategy
Embracing content creation
The value of data
Introducing tablets

MAKING THE BUSINESS CASE FOR TABLETS

Optimizing rep-physician interaction
Increasing internal efficiency
Minimizing cost
Everyone else is doing it

CHOOSING A DEVICE

The iPad appeal
Android or agnostic?

CEMENTING A STRATEGY

Identifying the problem
"Get in line"
Internal competence and coordination
Ensuring proper external partners
Speed of deployment

EMBRACING CONTENT CREATION

Taking advantage of touch
Creating physician value
Content is king

THE VALUE OF DATA

Closing the loop on closed loop marketing
Overcoming software challenges
Ensuring ROI

INTRODUCING TABLETS

'Get to the basics'
Teaching advanced functionality
An iterative approach

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