

# iPad and Smartphone: Pharma & the Super Mobile Revolution

<https://marketpublishers.com/r/I180748EAB2EN.html>

Date: October 2011

Pages: 29

Price: US\$ 295.00 (Single User License)

ID: I180748EAB2EN

## Abstracts

Every day, it seems better, faster and more advanced mobile digital devices are being launched, along with apps, operating systems and user interfaces.

The challenge isn't just keeping up with new technology—but how it's changing the way the industry does business. That's why FirstWord is offering a special price for two timely and critical reports on the 'super mobile' revolution and how it's affecting pharma and health care providers.

## Scope

### Report Overview

Our latest report, iPad and Smartphone: Pharma and the Super Mobile Revolution examines the rapid changes in mobile and tablet technology, including the trend by HCPs and the industry to use multiple devices to positively impact work flow and business operations. The report tracks how the industry is addressing training, security, consumerization of IT within organizations and advances such as HTML5-Flash and apps.

## Highlights

### Key features

Examination of the major tablets, smartphones and competitors

Discussion of purchasing and leasing behaviours by major companies

Analysis of security issues surrounding private device use

Discussion of the key issues surrounding Flash, HTML5, app trends and new skills

Forward-looking analysis of the future of smart technology

## **Purchase Reasons**

### **Key Benefits**

Expert insight from pharma marketers, agencies and physicians on the impact of mobile technology on communications, client relations and workflow

Practical tactics for adopting a 'super mobile' approach and addressing security, leasing, training and digital training

Key insights into future trends in mobile strategies, search, social apps and the consumerization of IT

## **Who Should Read This Report**

Sales directors and managers

Brand managers

Medical affairs managers

Key account and territory managers

SFE/CRM managers

Communications and technology support teams

## **Key quotes**

“You’ve got people who already have two, in some extreme cases, three devices. We’ve got a pretty substantial technology investment as an organization. Should people get a third or fourth device? That is a question we’re still answering.”

– Nick Dawson, Administrative Director Community Engagement, Bon Secours Health System

The iPad offers instant gratification in that there is no boot-up time. It means that the device is always ready. When you are walking down the hall with a doctor, you cannot have any barriers in your way. The iPad strips all of those barriers away.”

– Bill Drummy, founder and CEO of Heartbeat Ideas

## **Expert Views**

Alex Butler, Founder and Owner, The Social Moon

Nick Dawson, Administrative Director Community Engagement, Bon Secours Health System

Craig DeLarge, Director, Professional Relationship Marketing, Novo Nordisk

AShwen Gwee, VP of Digital Health, Edelman

## Contents

### **iPAD AND SMARTPHONE: PHARMA AND THE SUPER MOBILE REVOLUTION**

The Super Mobile revolution, multiple devices  
Apple and iOS dominate  
Pharma follows physicians' interests in devices  
Samsung Galaxy leads Android tablets  
Keeping up with technological change  
Purchasing behavior  
Leasing options  
Personal and professional lines are blurring  
Security  
The device is not the message  
Beyond content, "contact" is king  
Physician to patient activity  
Flash and HTML5  
App trends  
The future of communication requires new skill sets  
Digital detailing and cross-generations  
Relationship-building  
iPad training  
What's next

### **THE IMPACT OF IPADS ON PHARMA: A PRIMER**

Making the business case for tablets  
Choosing a device  
The iPad appeal  
Android or agnostic?  
Cementing a strategy  
Embracing content creation  
The value of data  
Introducing tablets  
Optimizing rep-physician interaction  
Creating physician value  
Closing the loop on closed loop marketing  
Increasing internal efficiency  
Minimizing cost

Speed of deployment  
Ensuring ROI

## I would like to order

Product name: iPad and Smartphone: Pharma & the Super Mobile Revolution

Product link: <https://marketpublishers.com/r/l180748EAB2EN.html>

Price: US\$ 295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/l180748EAB2EN.html>