

iPad and Smartphone: Pharma & the Super Mobile Revolution (Customer Offer)

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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.

As a bonus, we're also offering The Impact of iPads on Pharma: a Primer, which offers a complete examination of what the industry has learned about tablets and how the post-PC tablet is changing internal productivity, growth and sales.

Highlights

Key features

...in iPad and Smartphone: Pharma and the Super Mobile Revolution

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

...and in The Impact of iPads on Pharma: a Primer

The business case for tablets in rep-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

Maximizing the benefits of statistics gathered to close the marketing loop

Purchase Reasons

Key Benefits

...in iPad and Smartphone: Pharma and the Super Mobile Revolution

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

...and in *The Impact of iPads on Pharma: a Primer*

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

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

Expert input that presents a balanced and intelligent approach to tablets

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

...in iPad and Smartphone: Pharma and the Super Mobile Revolution

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

...and in The Impact of iPads on Pharma: a Primer

Bill Drummy, Founder and CEO of Heartbeat Ideas

Sandra Muzinich, e-Capabilities Lead, Lilly UK

Bob Harrell, Director of Integrated Marketing at Shire Pharmaceuticals

Wendy Blackburn, Executive Vice President of Intouch Solutions

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Samsung Galaxy leads Android tablets

Dr. Mesko's overview of the Samsung Galaxy Tab in medicine

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THE DEVICE IS NOT THE MESSAGE

BEYOND CONTENT, "CONTACT" IS KING

It's not the information, but the people that matter"

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iPad training

WHAT'S NEXT

ACKNOWLEDGEMENTS

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