

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



Phone: +44 20 8123 2220
Fax: +44 207 900 3970
office@marketpublishers.com
<http://marketpublishers.com>

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

Date: November 1, 2011

Pages: 29

Price: US\$ 195.00

ID: I239407098DEN

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

Table of Content

EXECUTIVE SUMMARY

METHODOLOGY

APPLE LAUNCHES THE POST-PC ERA

THE SUPER MOBILE REVOLUTION, MULTIPLE DEVICES

No boot-up time

APPLE AND IOS DOMINATE

Pharma follows physicians' interests in devices

Samsung Galaxy leads Android tablets

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

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

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

Physician to patient activity

FLASH AND HTML5

APP TRENDS

Overhauling "search" for tablets

THE FUTURE OF COMMUNICATION REQUIRES NEW SKILL SETS

Digital detailing and cross-generations

"Be open to change"

Relationship-building

iPad training

WHAT'S NEXT

ACKNOWLEDGEMENTS

I would like to order:

Product name: iPad and Smartphone: Pharma & the Super Mobile Revolution (Customer Offer)
Product link: <http://marketpublishers.com/r/I239407098DEN.html>
Product ID: I239407098DEN
Price: US\$ 195.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/I239407098DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at http://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**