

Pharma Marketing 2020 (2016)

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Abstracts

How can pharma marketing effectively meet future communication challenges in a rapidly changing market place?

A shift in therapy decision making, the need for evidence to support brands and more informed patients are presenting diverse challenges for pharma marketing. What are the major communication pressures going forward? Is digital technology really the panacea for marketing communication? How should marketing teams be organised and outcomes assessed? Between the sales, medical and market access functions, what role can – or should - marketing play in the future?

Pharma Marketing 2020: Drivers of change analyses the operational challenges marketers face and examines solutions that will underpin solid, integrated marketing strategies. The report draws on the detailed and incisive insights of 7 marketing professionals working in leading companies in Europe and the US. This report identifies the issues that pharma marketers must address now!

“Probably the singular most significant change in terms of driving the marketing role is the ever-increasing focus on the value proposition of the drug.”

Answering key questions:

Richer messaging: The demand for brand propositions to be supported by clinical and real world evidence will grow and requires refined and expert communications -what role does marketing play?

It's all about the patients: Patients are better informed about their condition and influential in therapy choice, at least in the US. How can marketing benefit from a deeper understanding of patient experience, behaviours and needs?

Face to face: The dash for digital will not replace the benefit of face-to-face communications with payers and physicians: can marketing be more efficient in effectively supporting these interactions?

Digital Marketing: How can you integrate multichannel digital initiatives into your marketing mix in a way that delivers content/communications when and where the user wants?

Push and Pull: When – and in what form - do you push information out? What are the benefits of enabling patients, payers and physicians to pull information on demand?

Team structure: How might organisational structures need to develop for marketing to work effectively in cross functional teams and deliver sophisticated specialty marketing services?

With this report you will be able to:

Understand the fundamental pharma market developments that are challenging current marketing practice and driving change

Develop strategies and tactics which support value-based propositions for your brands to health payers and other stakeholders

Assess the benefits and limitations of digital marketing and identify where it fits best into the marketing mix

Appreciate the growing influence of patients and develop marketing strategies that meet their needs

Critically appraise current data collection and analysis to ensure it provides on-target decision support knowledge

Support customer facing colleagues with specific and appropriate messages and marketing collateral

Know where specialty marketing will sit within the cross functional team and

address the necessary organisational changes

Key Topics explored

Who are the pharmaceutical industry's customers? The influence of physicians – at one time the gold standard contact – is waning with payers and medicines managers now in the decision making driving seat

The demise of the customer facing rep has long been forecast, but nothing can replace the value of personal interaction. Digital communications will play an increasing role in extending and expanding the scope and value of customer facing staff

There has been a rush to develop digital communications, but much of it has failed to either engage the audience or deliver the right content. Getting this right will be critical going forward

There is a marked difference in patient attitudes and knowledge between patients in the US and Europe – what lessons are there for marketers?

Meeting the needs of multiple stakeholders via multi-channel communication when much traditional marketing spend has been reallocated – can it be done?

Valuable local knowledge is being lost with the centralisation of marketing strategy and planning

Expert Contributors

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Senior Manager, Marketing Communications & Digital Marketing, Top 10 pharma company

Head of Global Marketing, Top 20 pharma company

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