

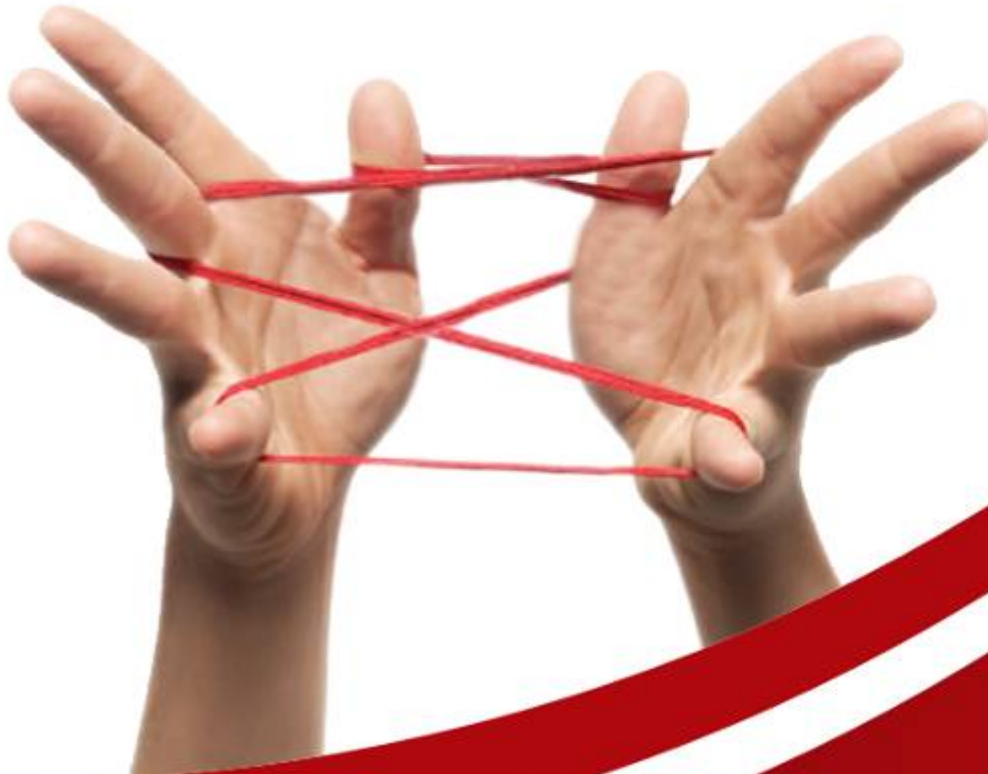


Maximizing Multi-Channel Campaigns eMarketing for the Pharmaceutical Industry

April 2, 2008

Devin Paullin
Co-Founder, Senior VP Marketing
& Product Innovation

Mark Karch
Senior VP, Pharmaceutical Business



Maximizing The Online Relationship Marketing Approach (Clinician Focus)

1) You Have Valued Assets – Make Them the Campaign!

2) Make Campaign Tactics Work Together – Integrate!

3) Broaden Target Reach – Own Low-Mid Decile Share

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1) You Have Valued Assets – Make Them the Campaign!

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What Clinicians Want: **Making Valued Services and Assets the Primary Focus in Online/Offline Marketing Programs**

**72% of Clinicians
EXPECT online
Customer Service
from Pharma,
up 67% from 2005**

**38% of Clinicians
Frequently Change
Behavior Due to
Online Information**

Source: ePharma Physician® v6.0 & v7.0, Manhattan Research 2006, 2007

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What Clinicians Want: Identify Assets and Services With Proven Value, Draw and Behavioral Effect

How many of
your programs
align with
clinician
needs?

Top 10 Features for a Customer Service Portal

- ▶ Treatment guidelines (88%)*
- ▶ Professional education (88%)
- ▶ Links to disease sites for professionals (87%)
- ▶ Links to Continuing Medical Education (CME) courses (86%)
- ▶ Disease-specific patient education (85%)
- ▶ Research updates about new and existing products (84%)
- ▶ Product and prescribing information (84%)
- ▶ Therapeutic area breaking news (84%)
- ▶ Ability to request product samples (ieSampling)(84%)
- ▶ Online access to Continuing Medical Education programs (82%)

ALSO KEY – Links To “Clinical Trial Learnings”

Source: ePharma Physician®
v6.0, Manhattan Research,
2006

* Percent of ePharma Physicians saying they are somewhat or very interested
in this feature

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Promotional Tactics: “Episodic Approach”

Valued content becomes the draw for PUSH campaigns

1. Identify key brand content assets for basis of campaign, group segments

2. Identify content synergy with PoA activities (brand & franchise)

3. Position each content asset as “center piece” of each campaign

4. Make content “episodic” - create the need for the next touch, over time

5. Create product message “story” – tell as “secondary position” in invites

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Example Promotional Tactics: Leveraging Content for Outbound Campaigns

Episodic Video (KOL, MOA, WebCast)

Description: Video Chapterized, Message story surrounds, notifications

Frequency: Once or twice/qtr.
Touches per clinician: 4-8

Notification Channels:
Dmail, email, Fax, Reps



Reprint/Article/Newsletter Campaigns

Description: Message story surrounds Reprint/Article notification

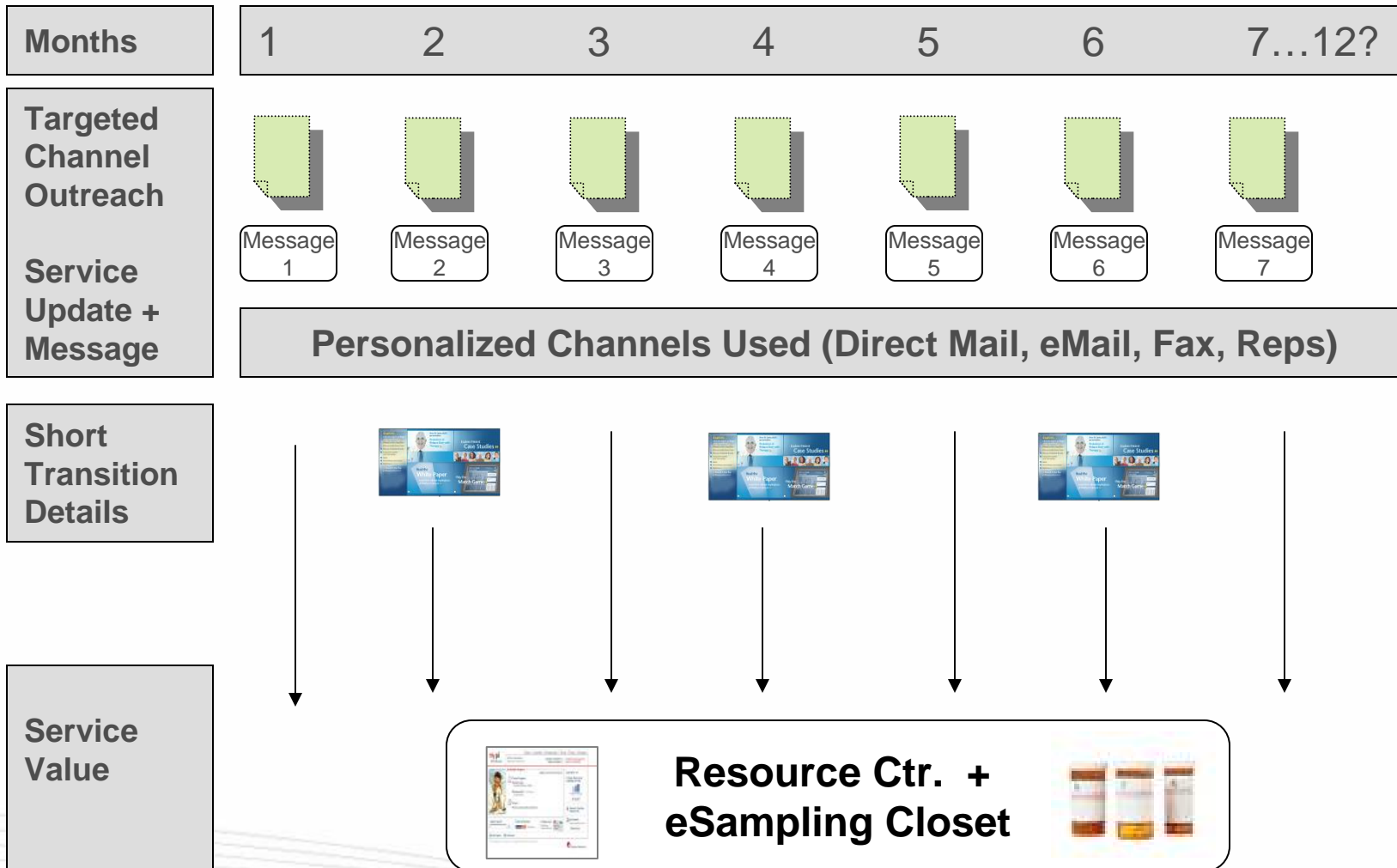
Frequency: Twice per quarter, 12 mos.
Touches per clinician: 8

Notification Channels:
Dmail, email, Fax, Reps, SEO



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Example Promotional Tactics: “Valued Services” Messaging Campaign



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Example Promotional Tactics: Leveraging Content for Outbound Campaigns

Interactive Programs, eDetailing

Description: 5-10 minute interactive education series, 1-3 waves per series

Frequency: 3-6 waves per year
Touches per clinician: 3-6

Notification Channels:
Dmail, email, Fax, Reps



eSampling Campaign

Description: Message story surrounds Sample notification

Frequency: Once per month, 12 mos.
Touches per clinician: 12

Notification Channels:
Dmail, email, Fax, Reps



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Example Promotional Tactics: Leveraging Content for Outbound Campaigns

Slide Kit Campaign

Description: Message story surrounds Slide Kit notification

Frequency: Once or twice/qtr., 12 mos.
Touches per clinician: 4-8

Notification Channels:
Dmail, email, Fax, Reps



Patient Education Campaign

Description: Message story surrounds Patient Education notification

Frequency: Once or twice/qtr., 12 mos.
Touches per clinician: 4-8

Notification Channels:
Dmail, email, Fax, Reps



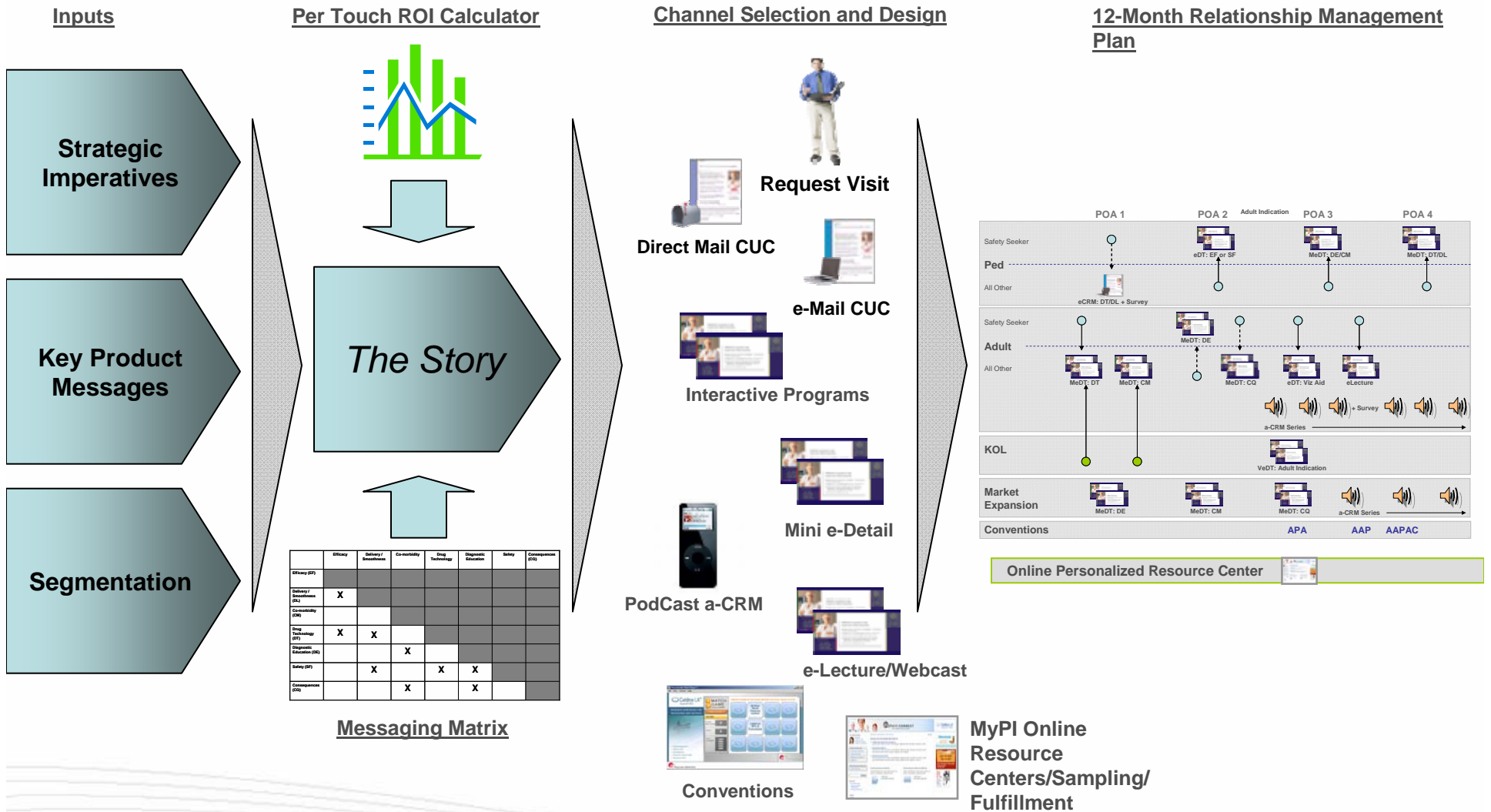
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2) Make Campaign Tactics Work Together – Integrate!

- **Convert “High-Cost” Touch to “Low-Cost”**
- **Increase Frequency**

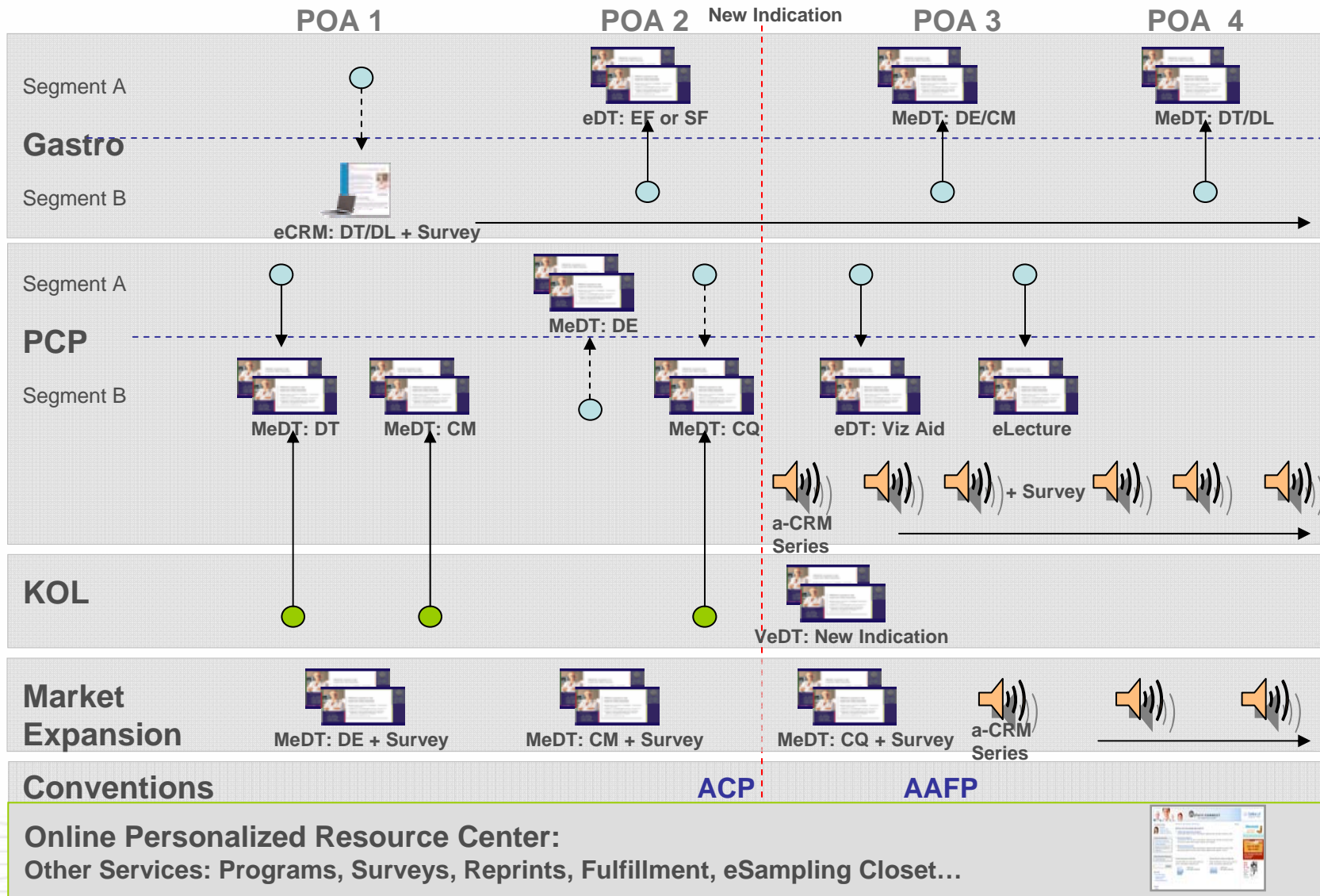
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Developing the Integrated Relationship Campaign



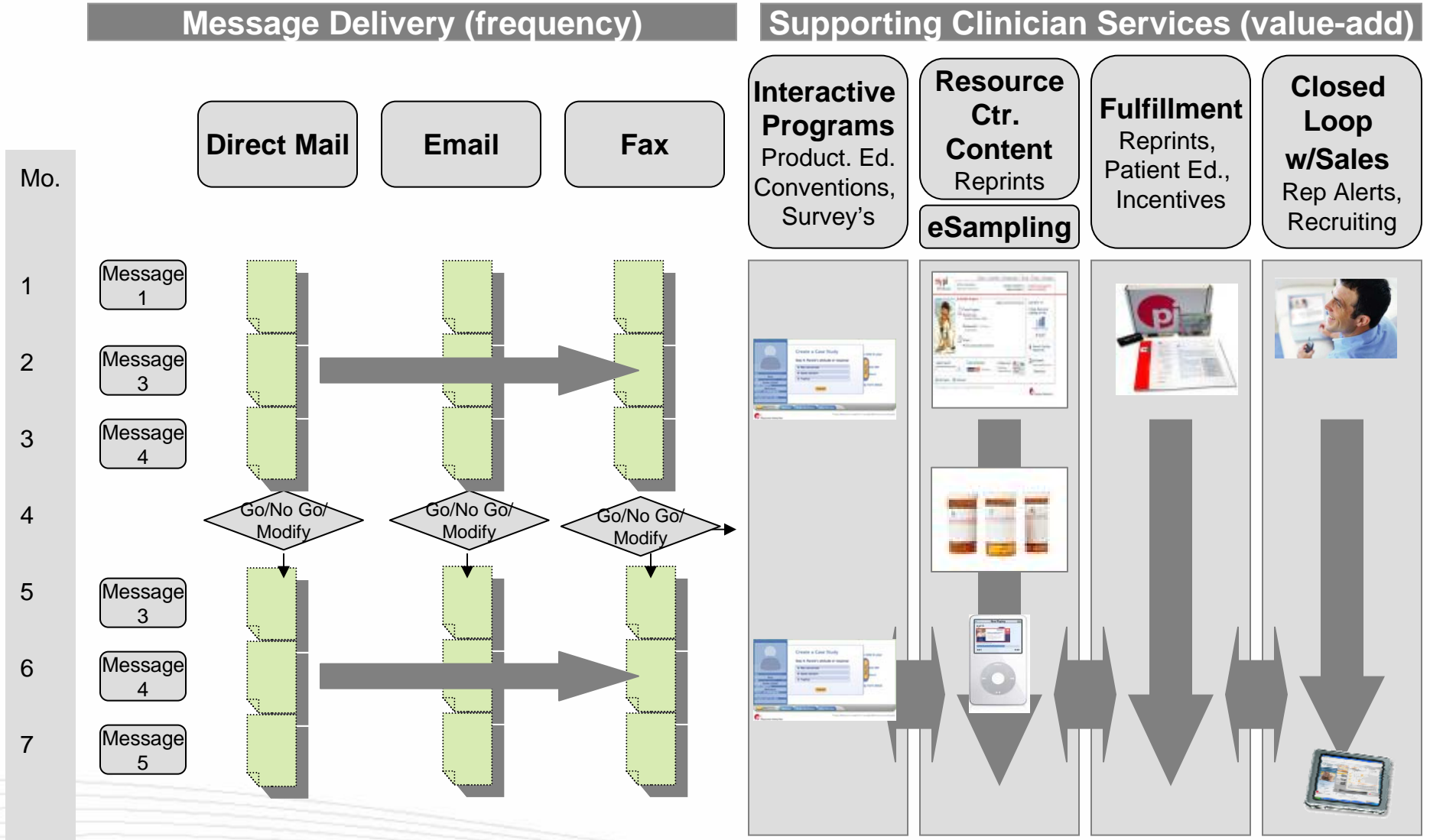
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Project Strategy: Integrated Approach Example



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Project Strategy: Integrated Approach



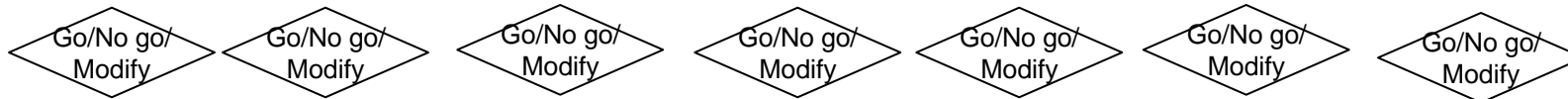
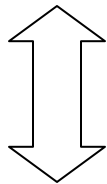
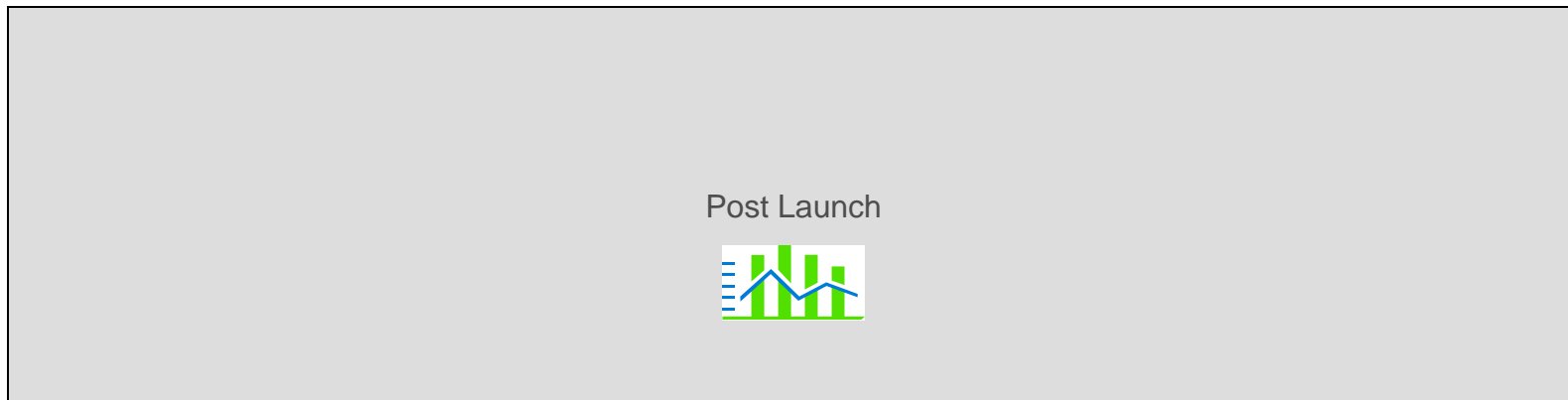
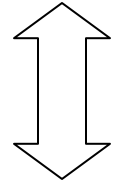
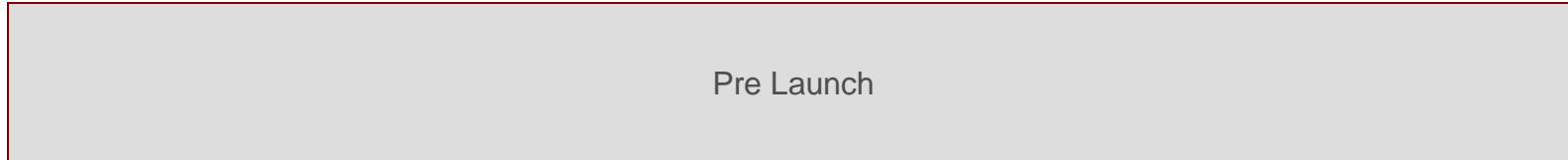
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Integrated Channel Measurement Strategy

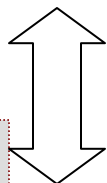
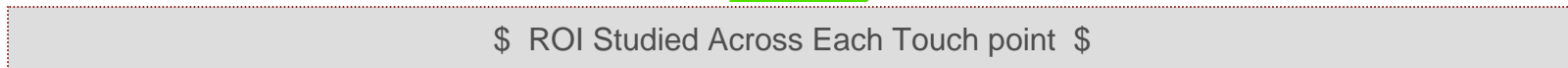
Target Universe



Targeting Analysis Determines Initial Channel Usage for Audience Segments



Performance Evaluation Data Determines Continued Use of Channels During Campaign

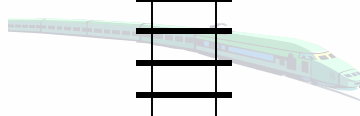


(Ex.) Current Marketing Optimization Challenges: Silo-Based Brand Tactics

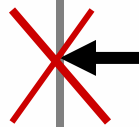
Recruiting Expense:
Direct Mail, Email, WebLinks,
Sales Force, Call Center

HCP Group A

Direct Mail Campaign 1



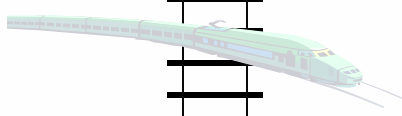
?
Actionable Data & Leanings



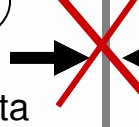
Recruiting Expense:
Direct Mail, Email, WebLinks,
Sales Force, Call Center

HCP Group A

Interactive Ed. Program



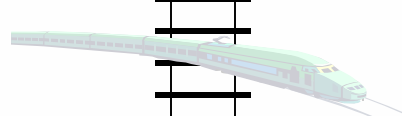
Brand.com Services
Actionable Data & Leanings



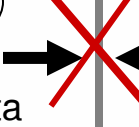
Recruiting Expense:
Direct Mail, Email, WebLinks,
Sales Force, Call Center

HCP Group A

WebCast



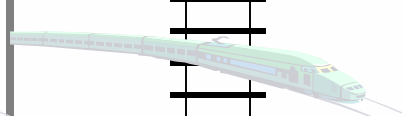
KOL.com Services
Actionable Data & Leanings



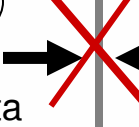
Recruiting Expense:
Direct Mail, Email, WebLinks,
Sales Force, Call Center

HCP Group A

Slide Kit Distribution

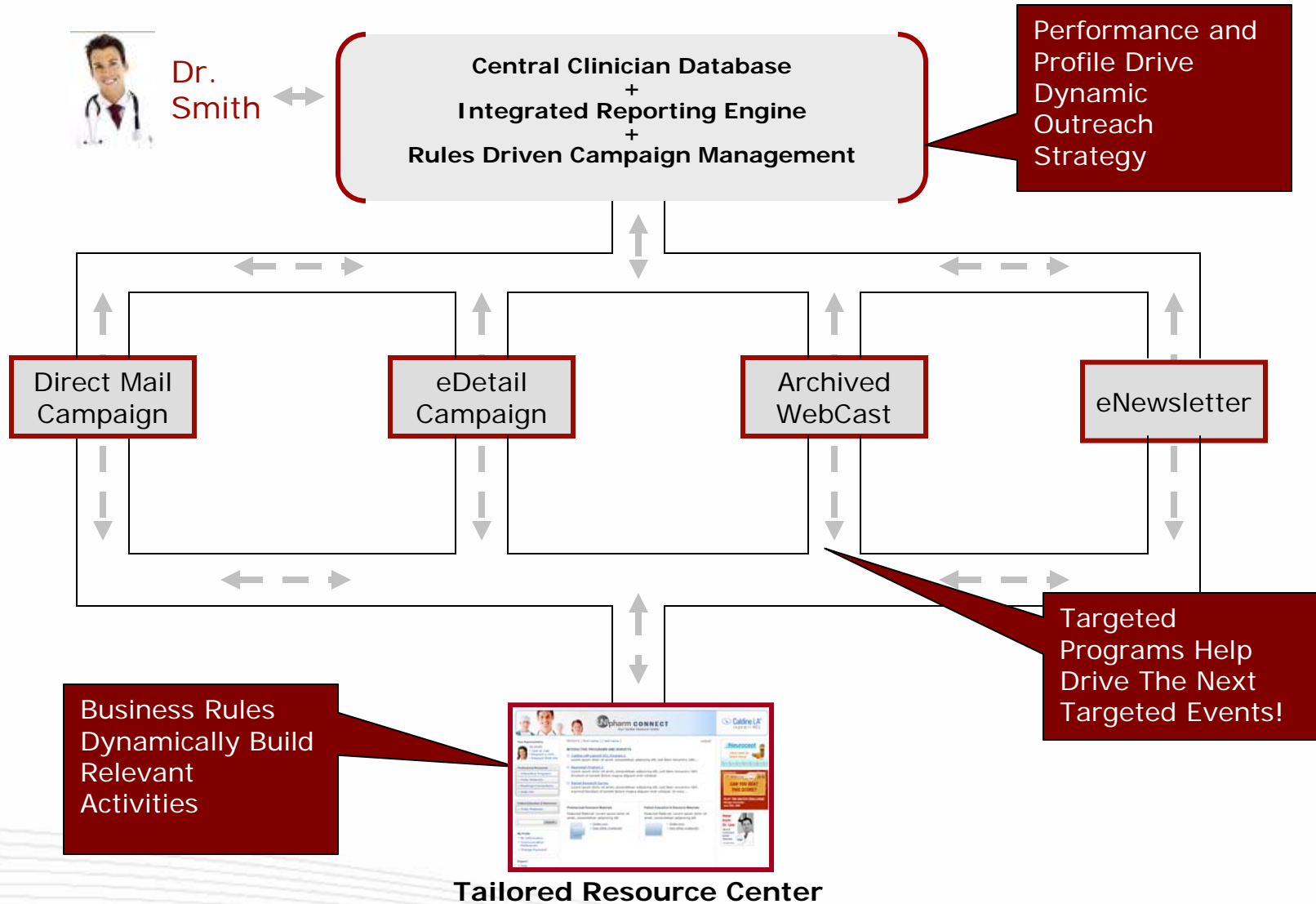


Field Sales Services
Actionable Data & Leanings



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HCP Integrated Campaign Model (myPI™ ex.): Breaking Down Silos and Creating POA Synergy



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3) Broaden Target Reach – Own Low-Mid Decile Share

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Broaden Campaign Targeting Reach: Stop Ignoring Mid and Lower Tier Deciles!



**Vast untapped market
opportunity**

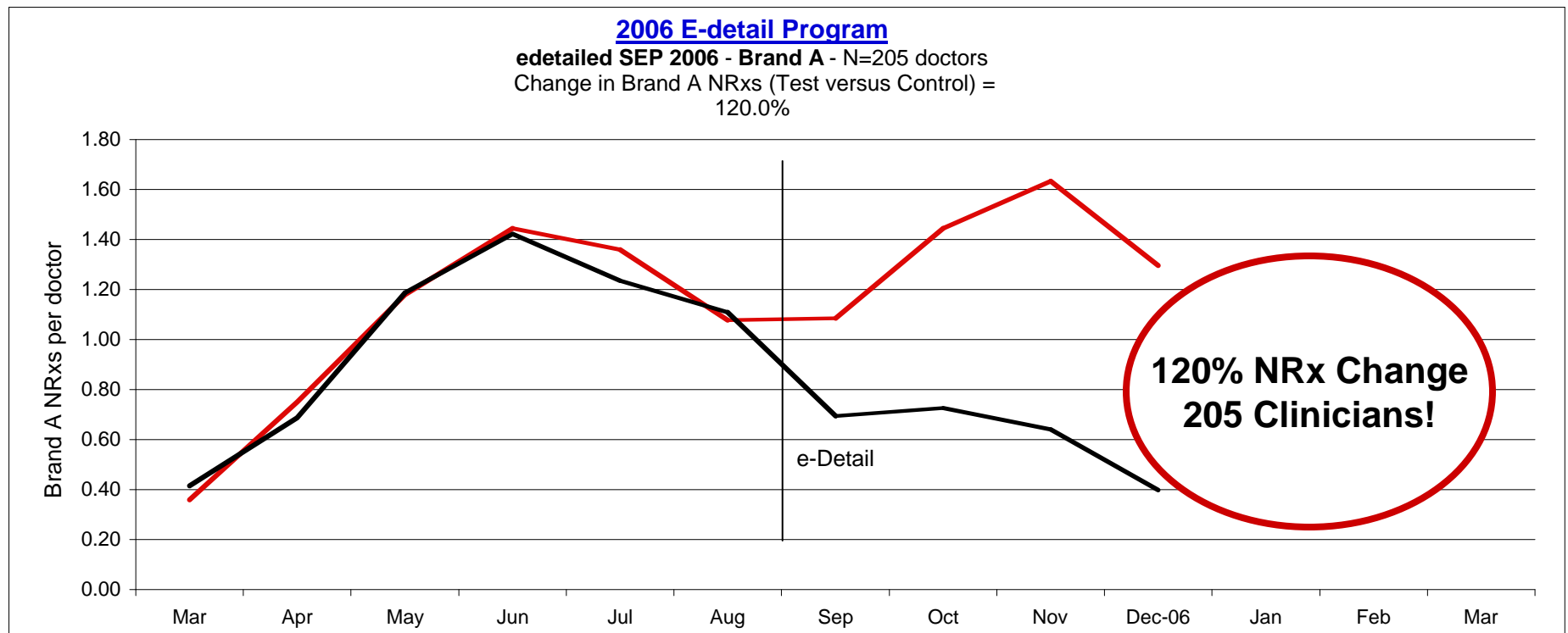
**Appreciative physicians
respond at high rates**

**Volume and yield of
lower tiers produces
significant
ROI**

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Broaden Campaign Targeting Reach: Stop Ignoring Mid and Lower Tier Deciles!

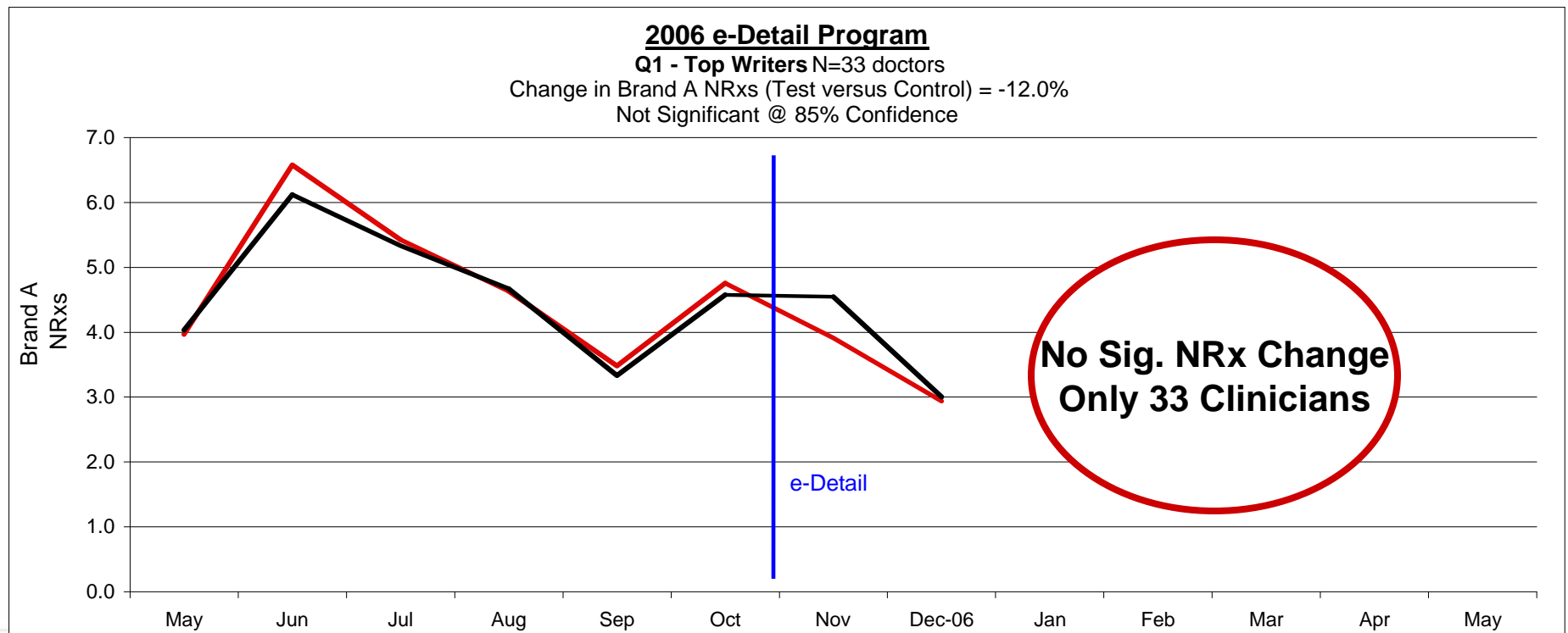
- ▶ Brand A Case Example: Lower Deciles = High Response, Significant NRx Uplift
- ▶ Data Courtesy of BullsEye ROI™



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Broaden Campaign Targeting Reach: Stop Ignoring Mid and Lower Tier Deciles!

- ▶ Brand A Case Example: Higher Deciles = Limited Audience Response, Difficult to Influence
- ▶ Data Courtesy of BullsEye ROI™



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Broaden Campaign Targeting Reach: Stop Ignoring Mid and Lower Tier Deciles!

- ▶ Case Example: multi-tier eSampling program conducted within the last 18 months
 - ▶ The lower decile MDs responded comparably to the higher decile MDs in terms of registration rate
 - ▶ The lower decile MDs showed a higher propensity to go from registration to first order
 - ▶ Total volume of sample orders between the lower decile group ended up proportionally to that of the higher decile group

Data courtesy of MedManage Solutions

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Summary: The Online Relationship Marketing Approach

1) You Have Valued Assets – Make Them the Campaign!

2) Make Campaign Tactics Work Together – Integrate!

3) Broaden Target Reach – Own Low-Mid Decile Share

Questions/Discussion?

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Thank You for Your Time Today!

To get a copy of this presentation, please contact Nancy Kavadas at nancy.kavadas@allscripts.com

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