
The Future of Pharmaceutical Marketing

10+ Insights from Experts

The Future of Pharmaceutical Marketing E-Book features opinions on hot topics including:

- ✓ Content Marketing and Social Media
- ✓ Pharmaceutical Marketing Trends
- ✓ The Importance of Digital Marketing
- ✓ Challenges with Marketing in Pharma

+ More..

Gain insights from Pharmaceutical Companies, Regulators and Agencies:





Ray Chepesiuk
Former Commissioner
PAAB



Q1. What are the Pharma Marketing trends to watch out for in 2019?

- 1) New forms of medical cannabis competing with prescription drugs as the regulatory science improves to validate the beneficial effects of cannabis.
- 2) Evolving patient use of drug information as industry learns to package information better using modern technology.
- 3) Recognizing Enhanced Community Pharmacy cognitive services using advancing digital bio marker monitoring equipment.
- 4) Pharma companies entering the cannabis space one way or another.

Q2. What do you think is the biggest challenge with Pharma Marketing in Canada?

Meeting patient needs with new advanced products within the existing regulatory framework. There is a need to evolve the regulatory framework to meet patient needs.



Tatsiana Gremyachinskiy
Digital Marketing Manager
Abbott Vascular



Q1. What are the Pharma Marketing trends to watch out for in 2019?

The biggest chatter is around AI, voice, and wearables. Not everyone is an early adopter, so this year would be a great opportunity to learn from those companies who's done well and apply their recommendations before pursuing these technologies.

Q2. What is your biggest challenge with Digital Marketing in Pharma?

Let me answer it this way: One of the biggest challenges that I see in industry is the absence of digital strategy. I don't know if it is due to lack of knowledge in the digital marketing space, lack of resources for proper execution or the urgent and immediate nature of today's requests.

Q3. According to you, which social media platforms are the best for Pharma Marketing?

The best channel is where your audience is. This means that every company needs to understand their customer journey and their digital ecosystem to understand in what social media platforms to invest.



Tamara Lovi
Marketing Head
Sanofi Consumer Health



Q1. What are the Pharma Marketing trends to watch out for in 2019?

More and more investments moving into Digital, to allow for better consumer targeting with custom messaging “Precision marketing”.

Q2. What is your biggest challenge with Marketing in Pharma?

- 1) Health Canada regulations when it comes to sampling are restrictive, they prohibit any form of direct-to-consumer sampling of DIN or NPN's. They do allow sampling (of DIN products only, not NPN's) to certain Health Care professionals only (GP's, Peds, Pharmacists & Dentists), unfortunately nurses are excluded.
- 2) Health Canada Plain Labeling implementation (new Drug Fact Tables required for DINs by 2020)
- 3) Internally, company's experience challenges aligning Marketing, Regulatory & Medical groups around claims and advertising promotional tools creation. This often requires several rounds of review before team is aligned.
- 4) Amplifying brand presence on Social Media and eCommerce, where consumer reviews and comments can be made openly & freely, which often lead to an increase in adverse events reporting (organizations need to set-up properly to manage this).

Q3. How big a role does social media play in Pharma Marketing?

Social Media plays an increasingly important role, and the social channel importance varies depending on the consumer target. Facebook remains the most popular Social Media channel (with the biggest reach), but many other social channels exist and others continue to emerge making Social Media very dynamic and exciting for brands. It's a key media channel that should not be ignored.





Stacey Vlasic
Digital Marketing Manager
Boehringer Ingelheim



Q1. What are the Pharma Marketing trends to watch out for in 2019?

Voice search is certainly a trend to watch out for in 2019. It's really taken off in the US and I think it's only a matter of time before a similar trend is seen in Canada. Voice is poised to change how consumers access information through their phones. It uses longer tail search queries and is different in nature since consumers don't search the same way by voice as they do when they're typing. I think we will continue to see adoption among HCPs and patients in 2019.

Q2. What is your biggest challenge with Digital Marketing in Pharma?

Pharma has yet to build up a talent pool of digital experts. If you look at the digital leaders in marketing transformation they have one thing in common – a deep talent pool of digital experts driving change.

We need to continue to invest in digital excellence, attracting top digital talent and up-skilling our brand managers so that we can be competitive and think digital-first.

Q3. How, according to you, is Digital transforming Pharma Marketing in Canada?

The push to connect with HCPs and patients in the digital ecosystem is transforming everything from our enterprise technologies to our marketing plans, reporting mechanisms and organizational structure. And if we commit to transforming with thoughtfulness and customer-centricity we can reshape Canadians expectations of health care companies and reposition ourselves as a trusted resource.

As an industry, we are on the cusp of doing things differently. Digital transformation is asking us to connect with our customers in a new way. In a space where they spend time socializing, researching, shopping, listening to podcasts, watching movies. It will allow pharma marketers to tell our brand stories and build connections with our customers using a more tailored and segmented approach that connects us on a more personal level.



**Gaetan Akinrolabu***Associate Director – Social Media Strategy***Bristol-Myers Squibb**

Q1. What are the Pharma Marketing trends to watch out for in 2019?

AI is becoming a rapid growing trend in all aspects from sales to marketing. Different tools are being developed to serve marketing materials based on affinity targeting. Also the ability to retarget both on a corporate reputation and commercial using digital pixels is currently being practiced, but will be perfected in the years to come.

Q2. What is your biggest challenge with Social Media Marketing in Pharma?

Creativity, testing new approaches, regulatory approval, effective targeting and measuring true ROI from digital efforts.

Q3. According to you, which social media platforms are the best for Pharma Marketing?

It depends on the objective and audience. Each channel is better for targeting a particular audience. For example (Physicians, HCPS, Etc. would be LinkedIn, the patient audience – Facebook and media/scientists/influencers – Twitter.

**Christian Roy***Executive Vice President***Health Tank**

Q1. What are the Pharma Marketing trends to watch out for in 2019?

- 1) Younger Physicians (44 and under) account for 1/3 of your customer base NOW !
 - 33% of GPs
 - 40 % of IMs
 - 32% of CARDs
 - 38% of Hem
 - 32 % of OB/GYN
 - 34% of Uros
- 2) 55% of physicians (US) are interested to use virtual reality to learn about new treatments
- 3) Patients, physicians and payers now expect value services to be part of the product offering to deliver good patient outcomes

Q2. How big is digital going to be in the near future when we talk of Pharma Marketing?

- It's already quite big. It's going to get much bigger, much faster.

Q3. What is that one advice you would like to give to Pharma Marketers in Canada?

- Reconnect with the fundamentals of marketing and connect with the new channels of marketing.





Vishal Khanna
*Head of Marketing &
Communications*
Healthprize



Tom Kottler
Co-founder & CEO
Healthprize

Q1. What are the Pharma Marketing trends to watch out for in 2019?

The pharmaceutical industry as a whole has been given a mandate from the public and the government, which is to justify its business model. It cannot continue to depend upon drug price increases – which were responsible for 100% of pharma's EPS growth in 2016 – as its primary way to make money.

We're already seeing some pharmaceutical marketers embrace new approaches to boost earnings-per-share revenue, such as addressing medication non-adherence. The clients we work with at HealthPrize have experienced first-hand the revenue potential of scalable adherence programs. And with the impact that adherence can have on pharma's bottom line (see our new report, The Pharmaceutical Triple Aim), it just makes sense for marketers to look for ways to materially influence adherence to its products.

Tom Kottler, Co-founder and CEO, **HealthPrize Technologies**

Q2. How effective is Content Marketing for the Pharmaceutical sector?

The effectiveness of a content marketing strategy for any brand, product or company (pharma or otherwise) depends upon your approach, perspective and the relevance of your content to your audience. Ask yourself these questions to develop the core of your content marketing strategy:

What unique expertise do you have that is specifically relevant to your targeted audience and supports your business goals at the same time?

For example, what unique, consultative knowledge can you share with a physician to support his or her understanding of the effectiveness of your product in treating a condition?

What are you trying to accomplish through your content?

Are you trying to get more scripts written? Develop branded content to attract and engage HCPs. Are you looking for more CRM subscribers in advance of a product launch? Develop unbranded, SEO-heavy content for people with your targeted disease. Are you trying to improve adherence? Create a content experience that helps change patients' perceptions of your medication from negative to positive.

How do you measure success?

Without ROI, it's just art. If you can't measure success, then you have no idea what worked, and what didn't. The best content marketing strategies do more than just engage and influence audiences in the present; they also inform smart marketers about what they should be doing in the future.

Vishal Khanna, Head of Marketing & Communications, **HealthPrize Technologies**





Hans Hansen

Principal, Commercial Effectiveness Services
IQVIA



Q1. What are the Pharma Marketing trends to watch out for in 2019?

Among the many changes affecting healthcare overall is the arrival of innovative medicines such as next generation biotherapeutics engineered to individual patients, the contribution of technology to health outcomes e.g. health apps, and the entire challenge of demonstrating and quantifying value to patients, physicians and payers alike. While focus strengthens on increasingly smaller patient groups with highly specialized treatments, large volumes of granular and timely data will be available as Real World Evidence in support of access and commercialization. To be successful in this environment, pharma marketers will need to leverage this sometimes unwieldy and dynamic data to enable precision targeting and orchestrated engagement based on actionable insights.

Q3. How do you think Artificial Intelligence and Machine Learning is impacting pharma marketing?

Generally speaking, artificial intelligence and machine learning (AIML) are tools which – used in the right way – can help pharma marketers optimize brand performance through alignment of brand value and sales potential with market need. More specifically, AIML has tremendous potential to help marketers maximize ROI of commercial activities through targeting of the right physicians with the most relevant patients, engaging at the right time and through the right channel. For certain specialty medicines, AIML provides significant value by identifying hitherto undiagnosed patients.

Q3. What is that one advice you would like to give to Pharma Marketers in Canada?

Stay on top of developments in availability and potential use of robust patient-level data, carefully consider how new technological advancements in AIML and digital channels may help you create competitive advantage, and partner more closely than ever with your medical and access colleagues for orchestration in customer engagement and experience.



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