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Online Marketing and eDetailing Europe:



in-depth report from an eyeforpharma conference

held in Berlin, 18–19 April 2007

by Steve Doyle



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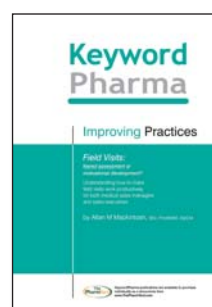
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Online Marketing and eDetailing Europe:

in-depth report from an eyeforpharma conference

by Steve Doyle

Executive summary

The pharmaceutical industry's commercial strategy has long been dominated by the sales force. The combination of an over-reliance on traditional sales and marketing methodology and a naturally conservative industry mindset has seen the industry remain a slow adopter of new technologies. Yet, as usage among customers and patients alike continues to increase, the need to exploit the e-channel grows with it. The pharmaceutical industry must develop a new approach beyond the field force and deliver on the undoubted promise of e-marketing.

The pharmaceutical industry has made limited progress with online marketing and e-detailing. Pilot programmes have increased significantly in number, but despite their undoubted success, national roll-outs remain rare. Equally, as the sector becomes more familiar with customer relationship management (CRM) and its benefits, and the coordination and integration of e-marketing initiatives into traditional strategies improves, widespread support for the e-channel has yet to emerge. The e-approach is producing true, demonstrable results, yet uptake remains sluggish.

To cloud the argument further, the rapid advancement of online technology has led to what experts have dubbed 'the Web 2.0 phenomenon'. Internet capability has become more sophisticated, opportunity has increased and the way consumers use the internet has been revolutionised. The pharmaceutical industry is challenged with maximising new, dynamic and interactive technology, almost before it has embraced the opportunity provided by the web in the first wave.

This *Conference Insights* review assesses the eyeforpharma conference, *Online Marketing and eDetailing Europe*, held in Berlin, 18–19 April 2007. It summarises a wide range of expert insight into the industry's e-marketing progress in the past 12 months, providing case studies of some of the most successful recent attempts to exploit the e-channel. It examines the online behaviour of the industry's customers, the growth of CRM and the promise of e-detailing. The report also offers solutions to the many challenges facing the sector – not least how to capitalise on the opportunities provided by Web 2.0.

It concludes that the industry's biggest barrier to progress is not, in fact, technology, but its own mindset. Pharma must accept and adopt a new culture. Its customer base, long considered more conservative than pharma, adapted to the new environment a long time ago.

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Online Marketing and eDetailing Europe – Programme

Organised by eyeforpharma, Berlin, 18–19 April, 2007

Day One

Chairman: Craig DeLarge, *Associate Director, eMarketing, Novo Nordisk*

Learn from Bayer Schering's strategic approach towards online marketing and eBusiness

Roberto Franzo, *Director of IT/E-Business and Customer Services, Bayer Schering Pharma*

The end of 'share of voice' – hear how this change drives new opportunities for your eMarketing and eDetailing projects

Pierre De Nayer, *Managing Director, Citobi*

How to integrate your online activities into sales & marketing strategies

Veronica Johow, *Web Manager, AstraZeneca*

An introduction to the first, dedicated business network for the pharmaceutical industry

Ross McGrath, *Project Manager, eyeforpharma.net*

Adapt your eMarketing strategy to the needs of local markets, link across different countries and develop a truly global approach

Vendula Machácková, *Business Development Director Region Europe, Pears Health Cyber*

Tomas Vetrovsky, *Business Director iPharma, Pears Health Cyber*

Cross-channel sales and marketing integration management strategies

Fonny Schenck, *Executive Director CRM, Janssen-Cilag*

How to develop and capitalise on a multi-channel follow up of the online and offline data

Jurgen Greilich, *Head of Global Information Management Sales & Marketing, Solvay Pharmaceuticals*

10 Interactive roundtables

For details visit: www.eyeforpharma.com/edetail2007/roundtables.shtml

Build your strategy upon the most extensive and comprehensive market research conducted on doctors' attitudes and internet usage in the last 5 years

Peter Ward, *Managing Director, Doctors.net.uk*

Comprehend physicians' online behaviour and learn to tailor content of your online campaigns to meet their expectations and needs

Pavel Sedláček, *Team Leader Cardio/Metabolic/CNS/Pain, Pfizer*

Do you believe enough in your product to be convinced that if only the physicians truly understood its benefits they would also prescribe more? If so, we have good news – your challenge lies within communication

Morten Hjelmso, *Founder and Managing Director, Agnitio*

Day Two

Chairman: Len Starnes, *Head of European E-Business, Bayer Schering Pharma*

eDetailing: how to avoid the 'Hall of Blame'

Dr Frank Antwerpes, *CEO, DocCheck®*

The next generation of eDetailing – how to extend the lifecycle of online activity and retain your most dedicated customers

Erik Hawkinson, *Lead, eMarketing, Berlex (Bayer US)*

Manage eDetailing across channels – how to leverage face-to-face eDetailing to increase marketing effectiveness

Silvano Perrotta, *Sr Manager, Accenture*

How to calculate the ROI from eDetailing – hear about 3 case studies to challenge the marketing mix

Nic Holladay, *Commercial Director, OnMedica Group*

Choose the right multimedia technologies and interactive tools for your brand

Moderator: Craig DeLarge, *Associate Director, eMarketing, Novo Nordisk*

Panellists: Irina Osovskaya, *eBusiness Manager, Janssen Cilag*

Christian Czech, *External Marketing, Bayer Schering Pharma*

Internal podcasting: a case study of the power of this new medium in the pharmaceutical industry

Erik van der Zijden, *Creative Partner, DigiRedo*

The Web 2.0: how to make the best usage of the second-generation of internet-based services to stay ahead of the pack

Ersin Kurun, *Senior Group Leader, e-Communications, Altana Pharma*

The Web 2.0 era: explore and evaluate the potential of online marketing and hear what you should do to maximise your opportunities

Moderator: Meredith Abreu, *Vice President, Research, Manhattan Research*

Panellists: Len Starnes, *Head of European E-Business, Bayer Schering Pharma*

Hedwig Scheck, *Manager eBusiness, GlaxoSmithKline*

Ersin Kurun, *Senior Group Leader, e-Communications, Altana Pharma*

Gain an exclusive insight into paid search advertising and click-fraud issues for the pharma industry

Chris Jones, *Associate Director, eMarketing, Genzyme*

About eyeforpharma

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Our conferences and events are well known worldwide for attracting the highest level of speakers and attendees, in order to determine solutions to the most pressing pharmaceutical business issues today. eyeforpharma is always able to offer more real-time case studies, a stronger focus on the pertinent issues impacting your bottom line in today's evolving pharma landscape and more interaction with industry peers.

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Introduction



The first eyeforpharma conference, *Online Marketing and eDetailing*, was held in Berlin in 2006 (an in-depth report of this conference is available at www.keywordpharma.com). It focused on a 'new era of enlightenment', with internet technology at the forefront of communication with European physicians. The general feeling was that, after a decade of hype and expectation, e-marketing was going to begin to deliver tangible benefits. The pharmaceutical industry appeared to be entering a phase of active implementation of e-marketing strategies with realistic expectations. Pilot programmes had been successfully completed, the importance of integrating e-marketing into the rest of the traditional marketing mix was accepted and pharmaceutical companies were deploying 'e' solutions such as e-detailing, customer relationship management (CRM) and consumer compliance applications.

Twelve months on, and the 2nd *Online Marketing and eDetailing Europe* conference provided an ideal opportunity to see how much further the pharmaceutical industry had progressed along the road of embracing online marketing.

Many of the themes discussed at the conference were familiar, but they remain key to the successful utilisation of the online channel: how to integrate e-business with other commercial activities, how best to measure effectiveness and the thorny issue of return on investment (ROI), and how to maximise impact with the e-audience.

However, the conference also covered new issues, such as the benefits and potential pitfalls of adopting the set of principles and practices known as Web 2.0. The concept of social networks means that users generate much of the content and that control passes more completely to the customers, be they physicians or patients. With this in mind, what are the opportunities facing pharmaceutical companies?

This *Conference Insights* reviews some of the major presentations that were made at the meeting, discusses exactly how far the pharmaceutical industry has moved on in the past 12 months and looks at what the future holds online for pharmaceutical companies.

Steve Doyle

July 2007

About the author

Steve Doyle has over 25 years' experience in pharmaceutical sales and marketing management. After starting in the industry as a medical representative, Steve moved into marketing and has held senior marketing roles at blue chip companies such as Wyeth, Syntex and Roche.

On the service side, for 6 years he was the Marketing Director of a major UK e-detailing provider. He has experience in building and developing website communities, and has been involved in all aspects of online marketing, including e-mail marketing, e-CME, e-detailing and online market research.

Steve currently runs his own marketing consultancy – The Virtual Marketing Department – which specialises in providing outsourced marketing support and interim management to both pharmaceutical companies and healthcare agencies. The Virtual Marketing Department provides for its clients a full range of marketing expertise, from developing strategic and marketing plans through to campaign management and implementation. In particular, it focuses on online marketing expertise and how to integrate the online channel with traditional marketing activities. Clients have included Roche, Elan Pharmaceuticals, Ethicon and Innovex.

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