ANALYTICS FOR THE NEW HEALTHCARE RELATIONSHIP MARKETING
Ira Haimowitz, Ph.D.
INFORMS NY Luncheon
October 5, 2011
OUR ROADMAP FOR TODAY

► CementBloc overview
► How the healthcare marketplace is changing
► Changing communications to healthcare professionals and to consumers
► New types of multi-channel analytics
► Demonstration
► Q & A
THE CEMENTBLOC
► SECOND-LARGEST, independent, multichannel health and wellness agency in the US
► Recognized for INDUSTRY EXCELLENCE and 11 YEARS of impressive growth
► 175 employees located in Flatiron area of NYC
► 2011 AGENCY OF THE YEAR, CATEGORY II
OUR STRUCTURE IS BASED ON INTEGRATED MULTIDISCIPLINARY TEAMS
THE HEALTHCARE MARKETPLACE IS CHANGING
WHAT’S CHANGED?

**Consolidation of PAYERS**
Co-pay differentials rising; utilization management expanding; contracting

**Consolidation of PROVIDERS**
Consolidated into IDNs; Generic utilization pressure Diverse in information needs Rely on trusted sources and peers

**Rise of consumer as decision maker**
Higher co-pay, deductibles, & coinsurance Access to broad information sources Rely on peer to peer advice
THE TRADITIONAL PRODUCT-PHYSICIAN-PATIENT LANDSCAPE
PEER-TO-PEER RESOURCES: CASE-BASED FORMAT
CONNECTING BRANDS WITH TRUSTED SOURCES: S-A ONCOLOGY

Sanofi-Aventis Oncology

Oncology News

Genentech Gets U.S. Hearing on Avastin, Breast Cancer
(Reuters) Feb 24, 2011 - Genentech has won a second chance to convince U.S. regulators that its Avastin drug is a safe and effective treatment for breast cancer.
read article»

Herceptin 'Cuts Chance of Breast Cancer Relapse'
(The Telegraph UK) Feb 25, 2011 - Taking the breast cancer drug Herceptin significantly reduces the chance of the disease returning over at least four years, a study has found.
read article»

Newer Drug May Help Prevent Fracture in Men With Prostate Cancer
(U.S. News & World Report) Feb 25, 2011 - A new drug called denosumab (Xgeva) performed somewhat better than the current standard treatment of zoledronic acid (Zometa)
OncoNursing.com has been created especially for healthcare providers just like you — to help you continue to provide your patients with a high level of care. We recognize how hard you work to help patients manage their cancer treatment, and that is why we hope you will take advantage of all the information, resources, and tools this comprehensive resource center has to offer.

- Read in-depth information on multiple cancer types
- Access information on managing comorbidities
- Download and print patient support brochures
CHANNEL PREFERENCES OF KEY SPECIALISTS
METHODOLOGY: KANTAR HEALTH SURVEY SUMMARY

- Mid-2010 Questionnaire Based Survey of roughly 3,000 U.S. Based Physicians
  - 150 physicians per each of 20 specialties
- Ratings for each of 39 separate sources of information
- Rate Importance of Information Source
  - Indicate Frequency of Usage
  - How tools are used
    - Desktop / Laptop PC
    - Smartphone Usage
    - Printed
  - Perceptions of e-Detailing from Manufacturers
- Showing Oncologist and Hematologist trends
  - Comparison to all physicians (largely primary care)
### Sources of Information

For each of the following sources of information, please:

13. Rate the importance in helping you stay abreast of new medical developments.
14. Indicate how often you are exposed to each of these sources.

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<th>Information Sources</th>
<th>Not At All Important</th>
<th>Very Important</th>
<th>Frequency of Exposure</th>
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Questionnaire requires rating (1-5) Importance and Frequency of Use by Information Channel
ONCOLOGISTS AND HEMATOLOGISTS USE INTERNET FREQUENTLY

“How often do you use the Internet for Professional purposes?”

Source: Kantar Health Survey, 2010
40% TO 50% OF KEY SPECIALISTS ENGAGE USING MULTI-CHANNEL DIGITAL RESOURCES

Source: Kantar Health Survey, 2010
ONCOLOGISTS PREFERRED SOURCES FOR CLINICAL INFORMATION: CATEGORIES

Source: Kantar Health Survey, 2010
ONCOLOGISTS PREFERRED SOURCES FOR CLINICAL INFORMATION: SPECIFIC CHANNELS

Channel Preferences for Individual Tactics

Source: Kantar Health Survey, 2010
Yesterday...communications were consolidated within authoritative sources

Today...communications are shared

Yesterday...brand engagement was mostly about product attributes and disease awareness platforms

Today...it’s mostly about engaging with customers through their interests and communities groups
THE VALUE OF INTEGRATED MARKETING

Personal channels

Nonpersonal channels

Called on

Product

Service

Not called on
DESIGNING THE NEW PROMOTIONAL SYSTEMS
The new approach to Interactive Selling

1. Evaluate content assets
2. Develop content schema
3. Design and test
IPAD BASED SELLING ENABLES SEGMENTED MESSAGING

**Brand-Specific Selling**

Amber Sales Rep

Dr. Singh

Dr. Quinn

call 1

call 2

call 3

**Segment-Based Templates**

Amber Sales Rep

Dr. Singh
Segment: Cost-Focus

call 1

call 2

call 3

Dr. Quinn
Segment: Clinical-Focus

call 1

call 2

call 3

Copay
COMPONENTS OF CLOSED-LOOP MARKETING

Multi-channel promotion
- Online
- Print
- Conventions

Professional Web site

Outbound communications

Campaign analyses

Feedback loop

Rep with iPad
Dr. Sam Johnson, Specialist, Chicago

Sees promotion for Website online

Explores products, examines patient education literature

Learns of HCP registration Website and product interests

Communication
Later gets email from Pharma about related new products

Feedback Loop
Follow up on products and patient education with HCP on her next call

Amber McKeown, Representative, Chicago

Informs HCP about Website via the tablet

Registers
Writes extra Pharma Rx
A WIDER RANGE OF ANALYTICS QUESTIONS

CUSTOMER REACTION

• How are physicians responding to interactive detailing content (charts, graphs, resources)?
• How are customers engaging with non-personal tactics?

PROMOTION EFFECTIVENESS

• Do iPad detailing presentations help the field sell more effectively?
• Do iPad presentations help Reps gain access, and increase reach?
• Are non-personal tactics a complementary message delivery channel?

BUSINESS IMPACT

• Is there an increase in brand awareness?
• Is there an increase in prescribing breadth and depth?
• Are there operational cost benefits?
FEEDBACK LOOP NEEDED BY A RANGE OF STAKEHOLDERS

Each seeks specific feedback
CASE STUDIES
BAYER DIABETES STRATEGY: IN A CROWDED MARKET, DIFFERENTIATE THROUGH INNOVATION

INSIGHTS

- Diabetes meters are a crowded market
- The sales rep had an average of 90 seconds with the HCP
- Need to expand reach and frequency with non-personal promotion

STRATEGIES

- Show Bayer innovation as a point of differentiation
- Strong, time effective branded experience.
- Sales reps point to professional portal for more info.

TACTICAL OBJECTIVES

- Interactive E-detail with compelling product comparisons
- Feedback loops from sales rep to and from portal.
Bayer

A interactive detail aid introducing Bayer’s Simple Wins consumer program to HCPs. Ties in seamlessly to the consumer branding and allows HCPs to follow through online to bring Simple Wins to their patients.
NO CODING ERRORS.
NO MALTOSE INTERFERENCE.
NO PROBLEM
THE UNIQUE PORTFOLIO
FROM BAYER

With No Coding™ technology and no maltose and galactose interference,* the unique Bayer portfolio delivers accurate information for more informed treatment decisions.

*Bayer meters have no interference from maltose and galactose.
COMPLETE PROFESSIONAL RELATIONSHIP MARKETING SYSTEM

Promotional plan

Online

Print

Conventions

Features
* Products
* Prof. Resources
* Patient Education
* Community

SFA integration

Feedback loop

PRM Database

Outbound Emails (Future)

Campaign analyses

Rep with tablet

Future
OUR BAYER CLOSED-LOOP MARKETING SYSTEM RESULTED IN SIGNIFICANT IMPACT

Drive:
- Product-Centered Content viewed widely
  - Several thousand Bayer meter product views and comparisons viewed in first quarter

Educate/Sell:
- Expanding Bayer HCP reach by 15% in first quarter
  - 75% of visitors are non-called on; over half are CDEs

Engage:
- Promotional media drove 1,000 visits/week
- Patient education has significant attraction: nearly 800 downloads
- Repeat visits by HCPs to request samples or a sales rep visit
DEMONSTRATION OF DASHBOARDS
OUR INTEGRATED MEASUREMENT DASHBOARD HIGHLIGHTS CRITICAL TRENDS ACROSS MULTIPLE KPIS
PATIENTS AND SOCIAL MEDIA
SHARETHELITTLETHINGS.COM
Evaluating online conversations along many dimensions

Seasonal Flu; Retailer

Retail

Store Names Qualification

Financial

Cost Insurance

Feelings

Positive Negative

Experience

Patient journey Pharmacist view Populations (eg parents)

Flu type

Seasonal H1N1

Product

Delivery mechanism Preservative Side effects
RANGE OF SOCIAL MEDIA LOCATIONS:
PARENTHOOD, HEALTH RELATED, FLU SPECIFIC
MONTHLY TRENDS OF SOCIAL CONVERSATIONS

Measure changes in conversation topics over time

Increase in combined H1N1 and Seasonal posts

Increase in posts around “availability”
MEASURING THE RAPID NEWS SPREAD VIA TWITTER

Original article Oct. 21, Houston Chronicle:

Seasonal flu vaccine running low: Demand is greater than supply, and drug firms focusing on swine flu vaccine: Traditional flu season months away

URL converted with BITLY, and Shortened Tweet formed:

“Seasonal flu vaccine running low: Pharmacies such as Walgreens, CVS and RediClinic received the bulk of the ear.. http://bit.ly/t595i “

8 Identical Tweets sent out in succession, spreading the word:

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Well... We went back at 3, and Spencer got his seasonal flu shot as well as the H1N1. They saved enough for the people who were there this morning, but if you came in later, they were out. They seem to be very hard to get in our area, so I'm glad he got his... I made almost a dozen phone calls this morning just trying to find someone that had the seasonal flu shot. Everyone but this one Walgreens clinic was out and said they weren't getting any more.

message boards. aol..om 11.23.09

Yesterday I spent the morning calling around to my doctor and every Walgreens, Costco and Long's Drugs within easy access of my house. I was looking, of course, for the illusive seasonal flu shot, which due to all the strident warnings from every major media outlet to GET YOUR SHOT, is now nearly impossible to get in San Francisco.

com/blogs/bits-bites/hoard 10.30.09
EXPERTISE REQUIRED in a Range of Data and Software Tools

DIGITAL MEASUREMENT

CLAIMS TRACKING

STATISTICAL MODELS

VISUALIZATION AND DASHBOARDS

- Scout Labs
- radian6
- Google AdWords
- Google Analytics
- Webtrends
- Omniture
- IKY

SDI

ims

Wolters Kluwer

Forecast Pro

ANGOS

Spotfire

Business Objects

Cognos

Infomedics

PharmaMetrics

Excel
THANK YOU!