

Marketing and Selling Pharmaceutical Drugs and Medical Devices

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HEALTHCARE MARKETING
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www.umbachpartner.com

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Goal

Winning in the Healthcare Business

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Communicate more effectively
Convince customers faster
Help professionals make better decisions
Improve the patient's situation

Strengthen market position
Generate sales and increase profits

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Update Your Knowledge

Enhance your know-how



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Your Input

Questions: Now or
at Q & A session



Enter into dialogue
Discuss certain topics

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6

Opportunity



Flyer

Succeed with
Know-How

Making Marketing
Work For You

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Erfolgreich durch
Know-how

Marketing-Tipps
zum Anpacken

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Approach

- **Analysis:** Investigate market and target group
- Unmet need:** Understand the prospect's problem
- Positioning:** Develop a powerful message
- Modes of expression:** Address all senses
- Check:** Test draft, adapt to feedback, test again
- Channels:** Find effective communication routes
- Success Criteria:** Define performance indicators
- Names:** Collect and store customer contact data

Situation Appraisal

Thinking

"Pharma" Market



EU: 200 billion Euro



D: 24* / 32** billion Euro

* Industry Revenue ** Expenses for the statutory sickness funds of the national health care system

"OTC Products" in D **8 billion Euro***
OTC pharmaceuticals 6 billion Euro

Pharmacy mail order < 1 billion Euro

Legal Limitations in Europe

Marketing and selling prescription drugs is possible only toward healthcare professionals like physicians and pharmacists

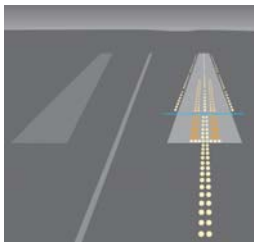
No advertising of Rx drugs to the general public

"Medical Device" Market



16 billion Euro

Analysis



Target group

Focus

Whom do you want to convince?



The appropriate person to sell to is the starting point.



Identify decision makers and influencers in the buying process

Key Customer: Pharma



Doctor

___%



Pharmacist

___%



Manager

___%



Patient

___%

Customers: Medical Devices

Doctor Technician/
 Assistant/
 Nurse Patient/
 Family Purchasing/
 Procurement/
 Buying Center

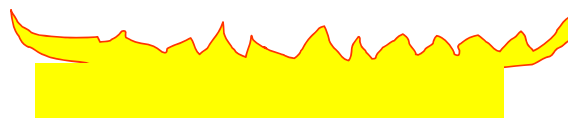
___% ___% ___% ___%

Advisory Board

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Unmet Need



My customers' burning
problems are ...

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Perception
depends on the country

How do we interpret a configuration of objects?



Comments?

A Constellation of 7 Stars ...



USA Big Dipper



D Big Wagon



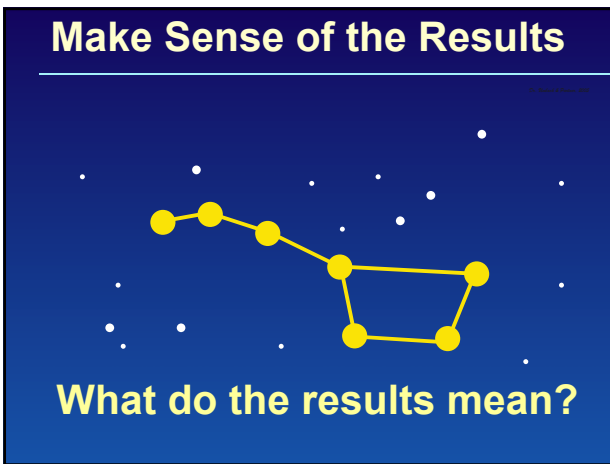
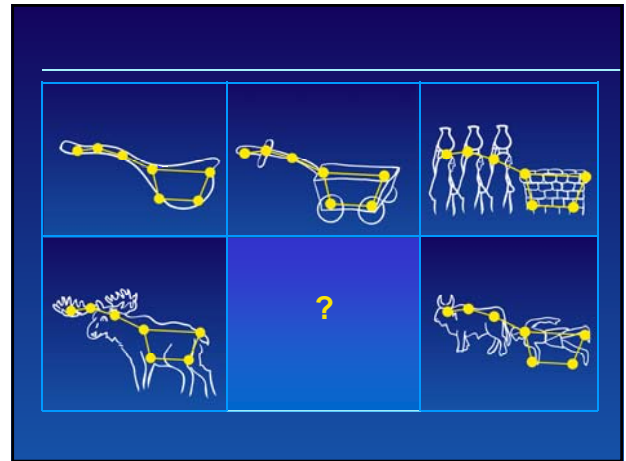
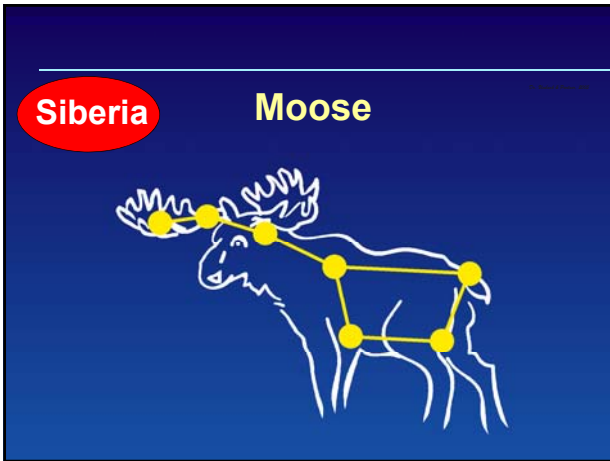
F Pot *La Casserole*



Certain Arab Countries

3 women getting water at the well

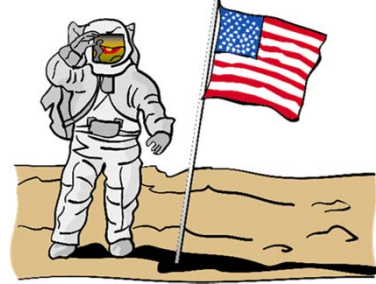




Get Attention

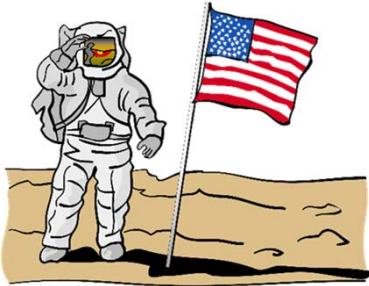
Special words
arousing curiosity?

First Man on the Moon?



Neil Armstrong

The Second Man on the Moon



Words That Spark Attention

First

New

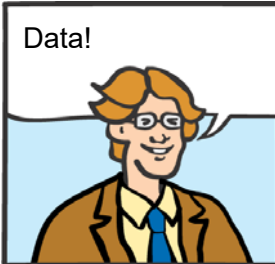

Value

- **Benefit:** Offer a fact-based solution

Features
tell

Benefits
sell

What the Customer Looks For

<p>Data!</p>  <p>Sales rep</p>	<p>Benefit ?</p>  <p>Physician</p>
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What's-In-It-For-Me Syndrome

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Show how you improve the client's condition ...

Make the benefit explicit ...

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I

The new intravenous formulation of Examplex requires a shorter duration of infusion → Examplex saves time

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II

One dose of Examplex lasts for 24 hours → Improved convenience

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III

Hard-gelatin capsule using a liquid-fill encapsulation technology → Improved stability

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- **Superiority:** Show unique value

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Unique Selling Proposition



"Crystallized Brand Promise"
"Brand Benefit Edge"

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Give the prospect a good reason to choose you over everyone else

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~~Our company provides a broad array of products and services ...~~

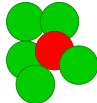
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Don't ever allow things to be equal

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"It's not enough to be the best one, you have to be the only one"

Jerry Garcia



"Becoming a Category of One"

Joe Calloway

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Blue Ocean Strategy

Create Uncontested Market Space
and Make the Competition Irrelevant

Kim and Mauborgne

My offer is special, because

...

What makes you remarkable

- **Validation:** Support with reference

Validation / Endorsement

- Guidelines
- Publication
- Expert quote
- Market numbers
- ...

No 1

Athlete's foot:
Trust the #1 worldwide*

Lamisil®

- **Behavior:** Ask for action

Ask for Action

- Send fax
- Send email
- Call us
- Attend workshop
- Buy in pharmacy
- Prescribe
- Recommend

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Modes of Expression

- Trademark
- Brand vocabulary
- Core message
- Bullet points
- Important number
- Memorable marks
- Easy legibility
- Proven layout
- Right colour
- Comprehensible tables
- Convincing graphs
- Compelling visuals
- Give-aways



Offer the complete package

Be comprehensive!

Adapt everything to the
national mentality

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**Verbal
= Language**

The Right Words

Use terms that
convey value

Style

European languages are more "conservative", "restrained" or "low-key"



With language you are playing an incredibly dangerous game

Frank Luntz: Words that work

The Power of Words



Loose lips sink ships



Words can determine how people feel and how they act



Be careful what you say and write

Positive Words

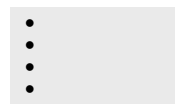
accomplished	knowledgeable
adept	magnificent
agile	masterly
astute	original
bold	outstanding
bright	premium example
brilliant	prudent
creative	resourceful
effective	sensible
excellent	sharp
exceptional	smart
exemplary	super
fore-sighted	superb
imaginative	talented
impressive	top-notch
ingenious	very good
Intelligent	wise
inventive	world-class

Worte mit positiven Assoziationen

Aktuell	Praxisnah
Ausgezeichnet	Professionell
Brillant	Sehr gut
Chancen	Souverän
Empfehlenswert	Spitzenleistung
Entdecken	Stellenwert
Erleben	Top
Fundiert	Vertrauen
Herausragend	Vorbildlich
Hervorragend	Wertvoll
Motivierend	Zuversicht

Dictionary

The most important words



Forge your own identity with the right vocabulary

The Right Keywords

Healthcare
Marketing
Consulting

Pharma
Marketing
Consulting

Free Video



<https://www.youtube.com/watch?v=Pf-6DpmZCII>

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Numeric Identity

Car

911

Numeric Identity

Zovirax:
Reduction of herpes
recurrences 75%

Captopril in SAVE Study
Reduction of cardio-
vascular morbidity 20%

52% reduction in recurrences
versus interferon beta-1a i.m.

Gilenya®: Treatment for Multiple Sclerosis from Novartis

Modes of Expression

Trademark
Brand vocabulary
Core message
Bullet points
Important number
Memorable marks

Easy legibility
Proven layout
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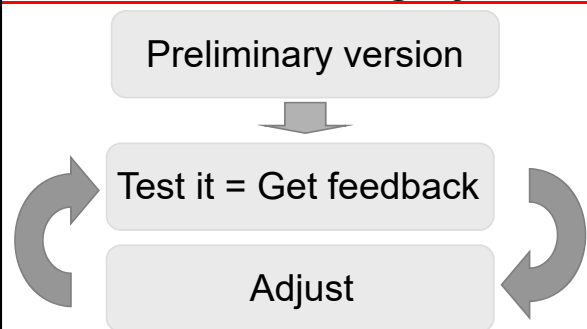
Visual

Pictures



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The Draft Testing Cycle



Listen to Feedback

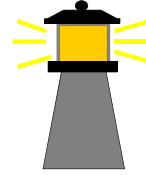


Rapid prototyping =
Succeed sooner

Analysis: Investigate target group
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You have to convey
your message to your
target audience

Visibility



...

... is the name
of the game

Communication Channels

Content
Messages



A channel can
only be as good
as the content

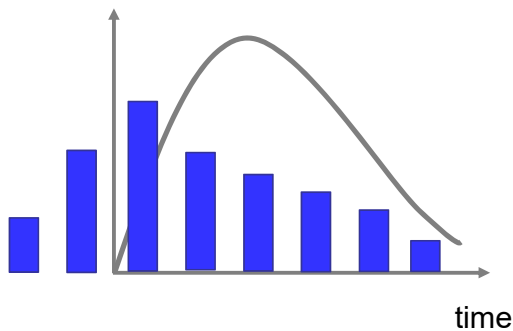
Communication Channels

- Experts:** Individuals, advisory boards, professional societies
- Events:** Conferences, workshops, presentations ...
- Scientific publications:** Abstracts, articles ...
- Personal contacts:** Connect and network with people
- Market research:** Interviews, focus groups ...
- Electronic media:** Websites, videos, social media ...
- Public relations:** Engage the media, work with journalists
- Advertising:** Print and electronic adverts, brochures ...
- Sales force:** Train and motivate representatives ...
- Direct marketing:** Print and electronic mailings, telephone service hotlines, call centers ...
- Additional options:** Continuing medical education, clinical studies, sponsorships, self-help groups, imaginative actions ...

Experts

Endorsements ...

Relevance of External Experts

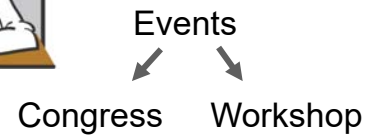


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Events



Super speaker
Nice setting
Good food



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Publications

- Original articles
- Editorials
- ...

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Public Relations

Ask

Is it newsworthy?

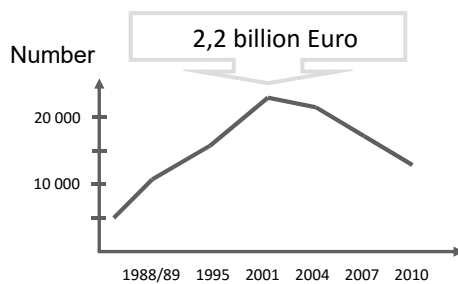
Do I have a story?

Do I have the budget?

Do I have professionals?

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Pharma Sales Reps: Germany



Source: Focke-Hecht 2009, Pharma Relations, 2010

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Sales reps visits

Germany: Duration 6 minutes

Often: 1 major product, 1 minor product, 1 reminder

USA: 75% end at the receptionist's desk
"no-see" calls = sample drop-offs

Pharma Marketing News, Vol. 7, No. 2, 2008

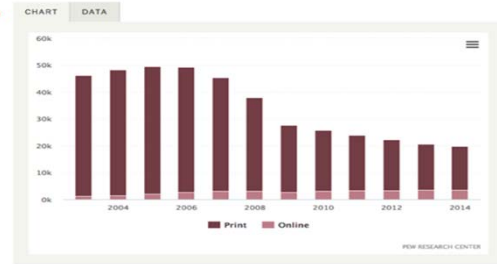
Portugal: 12 to 14 calls per year

Sweden: 2 to 4 calls per year

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The loser is print
the winner is online

In millions of dollars



Source: Newspaper Association of America (2003-2013), Pew Research analysis of BIA/Kelsey data (2014)

Decline and redistribution of advertising budgets

Online Searches

Search Engine Advertising SEA
= Pay per click (PPC)
Example: Google Adwords

Search Engine Optimization SEO
= Organic / natural results

Importance

10% SEA

90% SEO

SEO = Search Engine Optimization

- 1) URL = Web address = Domain (.de, .fr, ...)
- 2) Title tag 60 - 80
- 3) Description tag 200 - 240
- 4) Visuals with ALT tag
- 5) Right clickable words
- 6) Links ...

1 - 5 Onpage 6 Offpage →

SEO

Free 34-page guide
www.seo-pharma.de

(German)

"Findability Formula"

Online



Videos, especially interviews



Linkedin



XING

Free tips:
www.social-media-pharma-marketing.de

Newsletter

"95% of companies use email marketing. It remains the most cost-effective way to communicate with your customers and prospects"

www.clickback.com



Write good newsletters

- Number of new subscribers gained
- **Click-Through Rate** to your website

Consistency in Content



Provide a consistent message

Play it again

Stick to the same piece

Remind people
on a regular basis

Factors for Success

Tell the doctor

Tell the doctor

Tell the doctor

Approach

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Good Success Criteria

Input

Activities

- Hours worked
- Days spent
- Physicians visited
- Calls made
- Charts produced
- Meetings organized

Results

Business Outcomes

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"Business is Relations"

Person

At a certain point, people stop buying your products, and start buying you:

You become the product

Daniel Levis

P2P

Human Relationships



You **never** have a relationship with an organization

You **always** have a relationship with an individual

... It's always personal

Stop chasing money and start building relationships

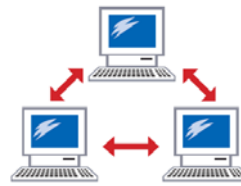
Network



Connect to people
Make lots and lots of friends

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CRM



**Customer
Relationship
Management**

Collect, store and update data

Navigate → Valuable clients

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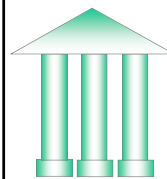
Targeting Customer Profiling



"A" vs "B" vs "C"

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Headquarters and Countries



Pulling everything together

Exampex
Communication
Coordination
Centre

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International markets are attractive and promising ones, but different from the US market.

There are legal, economic and cultural differences.

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Recommendations for entering international markets

Choosing a Business Strategy

- Start your own enterprise
- Set up a joint venture
- Choose a distributor

Regulations

Examples

- Health
- Environmental standards
- Taxation
- Customs duty
- Consumer protection laws
- Payment rules

Use the Foreign Language ...

... correctly.

Potential customers who can't understand a product won't buy it.

Use professional translators who understand your industry and your target market to avoid costly errors.

Spanish



In Europe: Use European Sizes

United States Standard for letters and brochures: 8.5x11-inch paper size

But:

Normal size in Europe is A4 (vertically longer)

Be Careful with Colors



Germany

[Comments?](#)



Japan



Arab countries



Ukraine

(Henkel)

Customize Your Approach

Avoid cookie-cutter marketing strategies that have worked in the US

Provide National Phone Numbers

German



Austrian



Swiss



Website



Establish a [www.company.de](#)

Avoid what Ebay has done in China:
Redirecting visitors to their US platform

Recruit the Right People

Do your homework:

Use qualified translators, national Sales and Marketing Professionals and experienced consultants.

With the right team, you will speak the language of success.

Who coordinates?



Activities

Enhance
Reinforce



Whatever you can do
or dream, begin it.
Boldness has genius,
power and magic in it.

William Murray:
The Scottish Himalayan Expedition
Quoting the German poet Goethe

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Rise to New Heights



No one can
predict to what
heights you
can soar

Even you will not know until
you spread your wings

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