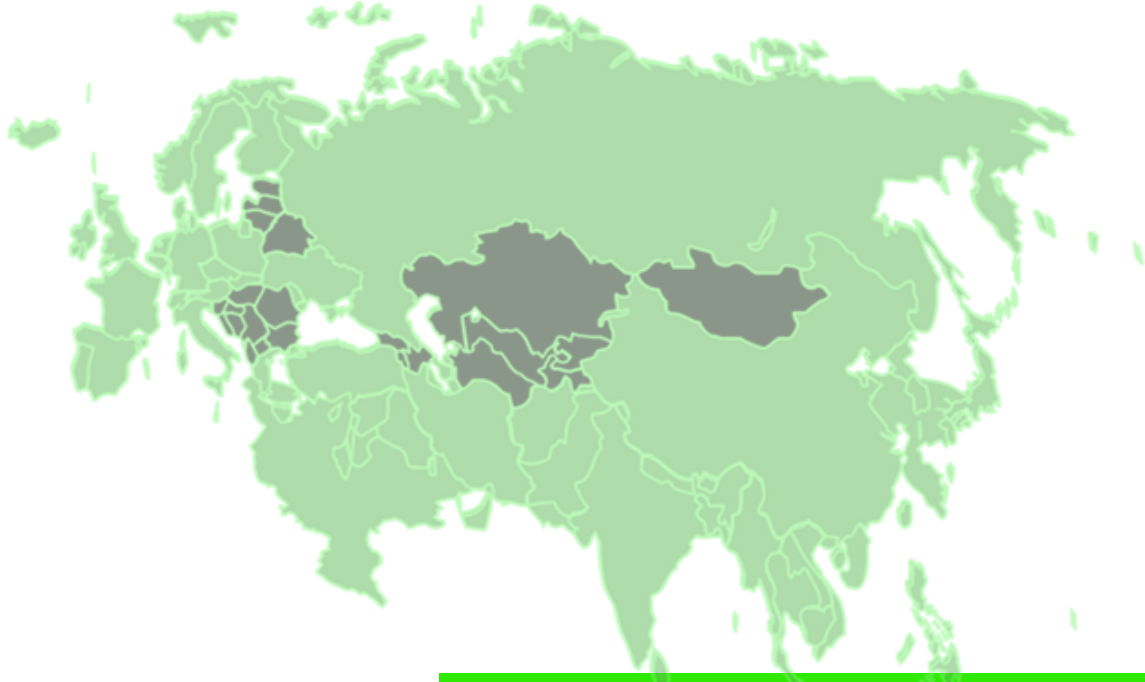


Elevating Relationships with HCP via engagement



May 2023

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Head of Marketing, CEE Export Hub



HALEON

How we build these?



HAL=ON

— How can we (Pharmaceutical industry)

empower Experts to make
everyday health more
achievable, inclusive and
sustainable?

Starting with insights – HCPs claim to spend 4-6h/day online...



58%

actively use
Google to
Search
(monthly)



1 in 3

claiming to
discover
brands on
Search Engines
(business context)



Up to
3hrs

spent on
social media
per day



51%

using the
internet to keep
up-to-date with
news / events

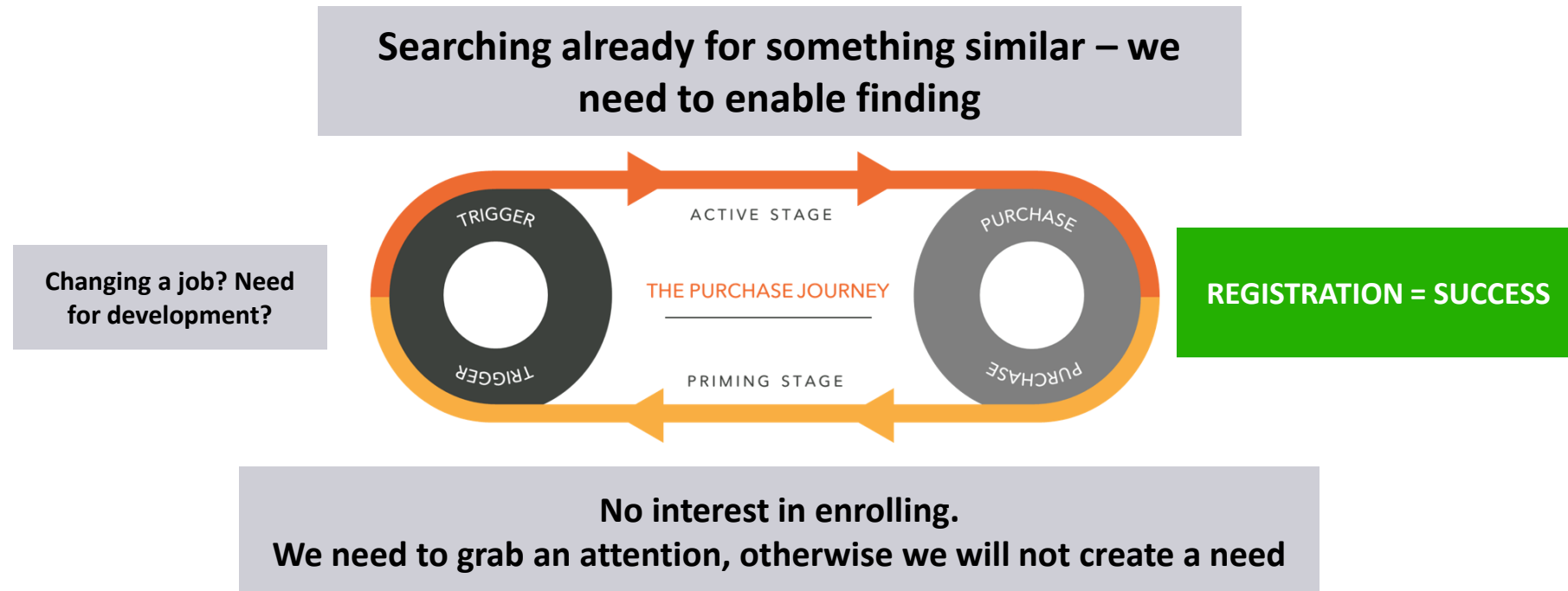


46%

using the internet
to research health
issues / healthcare
products

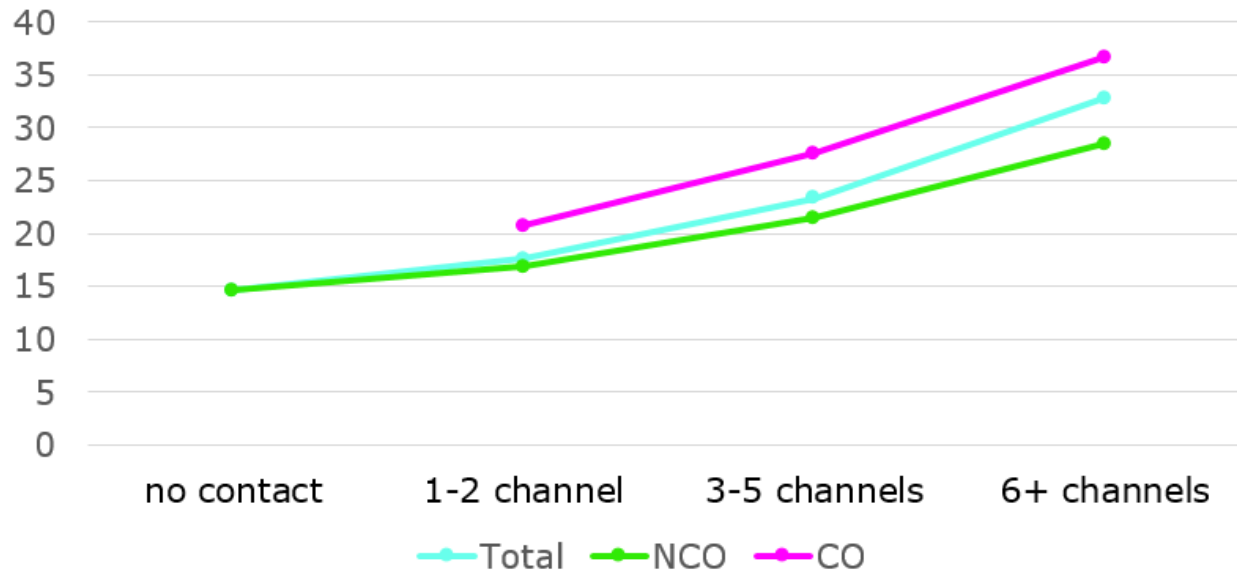
Why are HCPs there?

**NO MATTER THE PRODUCT OR SERVICE CATEGORY
THIS IS HOW PURCHASE JOURNEY REALLY WORKS**



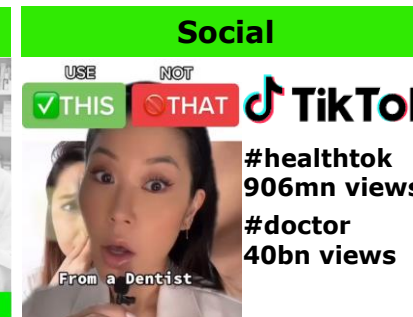
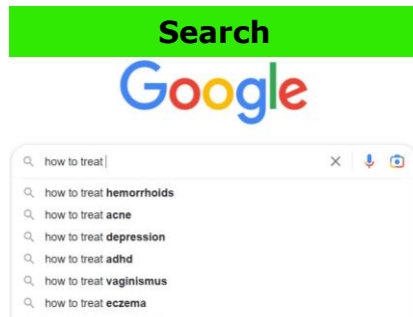
Quality reach & influence on HCP behaviour takes several channels

All OH Brands cumulative AWR



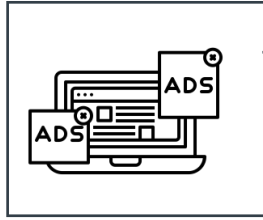
75% more AWRs for CO in 6+ channels vs 1-2 channels

90% more AWRs for NCO in 6+ channels vs no contact at all



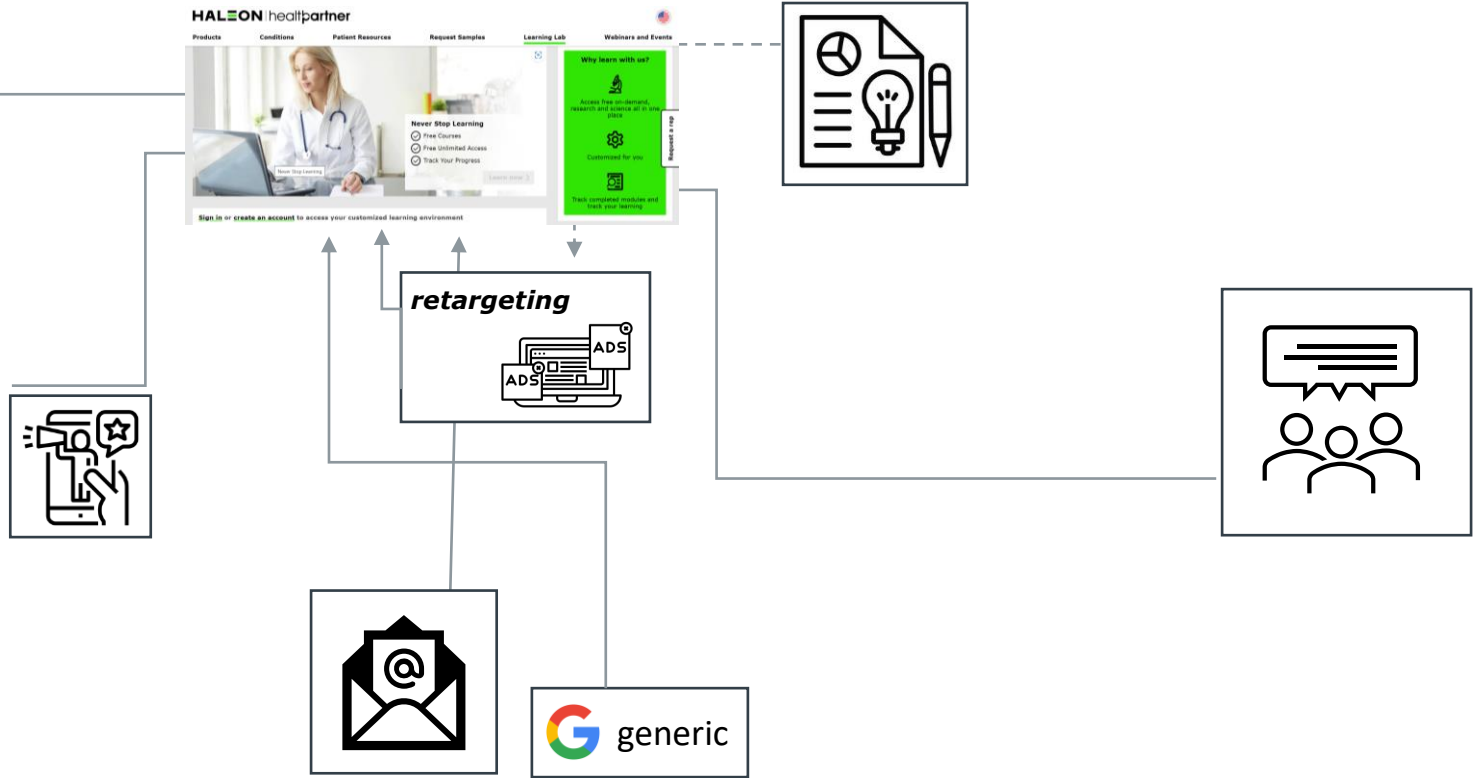
Exemplary ecosystem of digital campaign

DIGITAL MARKETING ACTIVITIES



Page	Page Views	Time on page
Pain Relief/Brands/Products/	24,868	3 mins 41 secs
Pain Relief/Brands/Science/ <u>moa</u>	5,760	3 mins 13secs
Pain Relief/Conditions/Joint Pain Osteoarthritis/ <u>Treatment</u>	4,226	2 mins 55 secs
Oral Health/Brands/Science	7,004	3 mins 21 secs

You may have the data!



AWARENESS

50% budget

LEAD GEN

35% budget

RETAIN

15% budget

Provide connected HCP experiences

What is an Experience?

"An experience is a happening that leaves an impression on someone"
(The Experience-Centric Organization by Simon David Clatworthy)

An Experience is an interaction between us and our core audience, that forms & builds their perception/relationship to us, whether it be positive or negative

What does that really mean to us?

Across Expert globally we deliver a huge number of these moments of interaction, with each one impact a relationship between Haleon (and/or our brands) and an individual HCP:



*Rep led HCP interactions
(F2F+Remote)*



*Sessions on Haleon
Health Partner portal*



Running webinars

Each of these interactions build our relationship with the HCPs we are connecting with, but we need to nurture these relationships to strengthen our recommendation measures (AWR/SOR/BRMO)

What is our opportunity?

We have increasing scale in our reach utilizing a mix of channels, but we believe we can have great performance impact by focusing on the quality of each experience and the stitching together of multiple experiences/interactions to make the next stronger

It's a Teamwork with an aligned objective



MESSAGING TO SHOW VALUE TO HCPs: Utilize carousel to highlight multiple solutions for multiple conditions

MESSAGING TO SHOW VALUE TO HCPs: Infographic - Intertwines Brand and informative value (Imagine regular TP on the left and Sensodyne Novamin TP on the right – providing informative value in creative and slightly fun way)

CLEAR CTA DRIVING (registration, webinar attendance, samples request..)

USE OF IMAGERY: Merge photography and illustration into ads, focusing on specific conditions

Alpine Orthopaedic Specialists
Sponsored

Our experienced providers are proud to provide comprehensive orthopaedic care to our community. Alpine Orthopaedic Specialists is more than just a place to go for treatment; it's a center of excellence for orthopaedic care. Schedule an appointment today by clicking below!

BACK & SPINE

FB/ME Schedule Appointment...
Big city expertise.
Hometown care.

[Book Now](#)

PODIATRY

FB/ME Schedule Appointment...
Big city expertise.
Hometown care.

[Book Now](#)

2 BAGS

TRAVEL BAG:	SMALL BAG:
<p>HIGH QUALITY 25-40 LITER TRAVEL PACK USE SPACE EFFICIENTLY</p> <ul style="list-style-type: none"> ROLL CLOTHES USE A MICROFIBER TOWEL KEEP IT CLEAN DRY SHAMPOO SOLID COSMETICS 	<p>EVERYTHING YOU NEED TO SURVIVE IN YOUR SEAT</p> <ul style="list-style-type: none"> PHONE/TABLET SNACKS EARPLUGS WATER SCAN AND TAKE PHOTOS OF PASSPORT ID ITINERARY <p>MARK YOUR BAGGAGE AS FRAGILE</p>

Panorama Summit Orthopedics
Sponsored

When an injury is a battle for your joints, Panorama Summit providers get you back on track at our Walk-in Ortho Care Clinic.

We're on team YOU.

SUMMITORTHOPANORAMA.COM
The Highest Quality Care
Walk-in Monday through Saturday

[Learn more](#)

Chicago Sports and Spine, LLC
Sponsored

Knee replacement surgery is not the only answer to curing Knee pain!

Genicular ablation is an innovative option for treating knee pain without surgery. By selectively applying a radiofrequency wave to the nerves surrounding the knee, one can effectively relieve pain in the knee. ...

WHAT'S THE BEST KNEE PAIN RELIEF TREATMENT?

SURVEYSPAINROW.COM
Beat Back Pain WITHOUT surgery

[Learn More](#)

— To build your business

Local, known, trusted community influences

Up to 75% of patients with our conditions consult HCPs¹

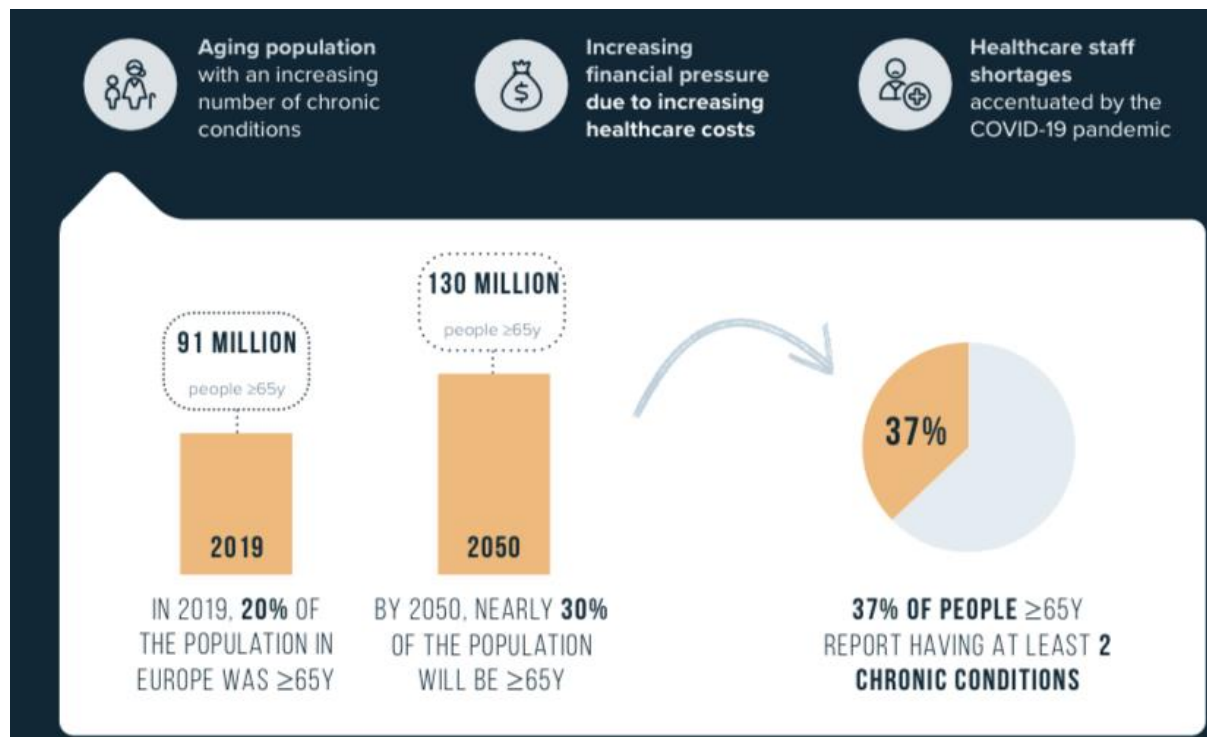
Approximately 10m relevant HCPs globally with
52bn recommendation opportunities per year²


Considerable **influence on purchase**
(first and repeat)³

85% of pharmacist recommendations
lead to purchase⁴

Those HCPs that we have close relationships with
recommend us more to their patients - up to **5x**
more per week in some markets⁵

To build a sustainable healthcare..





Our purpose is to **deliver**
better everyday health with
humanity.



Thank you!