Win Over Reluctant Stakeholders, Secure Internal Buy-In & Drive Business-Wide Support For Social & Digital To Overcome Risk Aversity & Embed Social Into The Heart Of Your Engagement Strategies

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Key learnings of the session...

1. Set out a business-enhancing vision with clear and achievable success criteria utilising social media activity for specific company goals and secure c-suite and cross-departmental backing

2. Map out internal influences and reach out to key stakeholders to guarantee their backing with a solid case to prove social media ROI and align with wider business goals

3. Stress the paradigm shift around value for pharma shareholders in the digital era, including social media's new role to turn a willingness to listen into an appetite for change

4. Secure the technical capabilities to execute on content and set in place efficient approvals processes for strategic alignment across marketing, communications, legal and medical teams

Set out a business-enhancing vision with clear and <u>ACHIEVABLE SUCCESS CRITERIA</u> utilising social media activity for <u>SPECIFIC COMPANY GOALS</u> and secure c-suite and cross-departmental backing

GOALs vs KPIs Feasibility

GOALs	KPIs		Feasibility
SELLING MORE	MARKET SHARE	❌	Compliance and regulation will drive the utilization or not of SoMe as a channel for promotional activities
IMPROVING COMPANY PROFILE	NPS	✅	Human Resource, Public Relationship, CSR, Finance
INCREASING AWARENESS	AIDED / UNAIDED	✅	Disease Awareness, Patient Support Programs
CAPTURING LEADS	COLD / WARM LEADS	✅	New Customers / New Employees

So… if it's feasible to use Social Media channels to execute concrete actions to achieve different objectives why there's still concerns on the implementation within the Pharmaceutial industry?
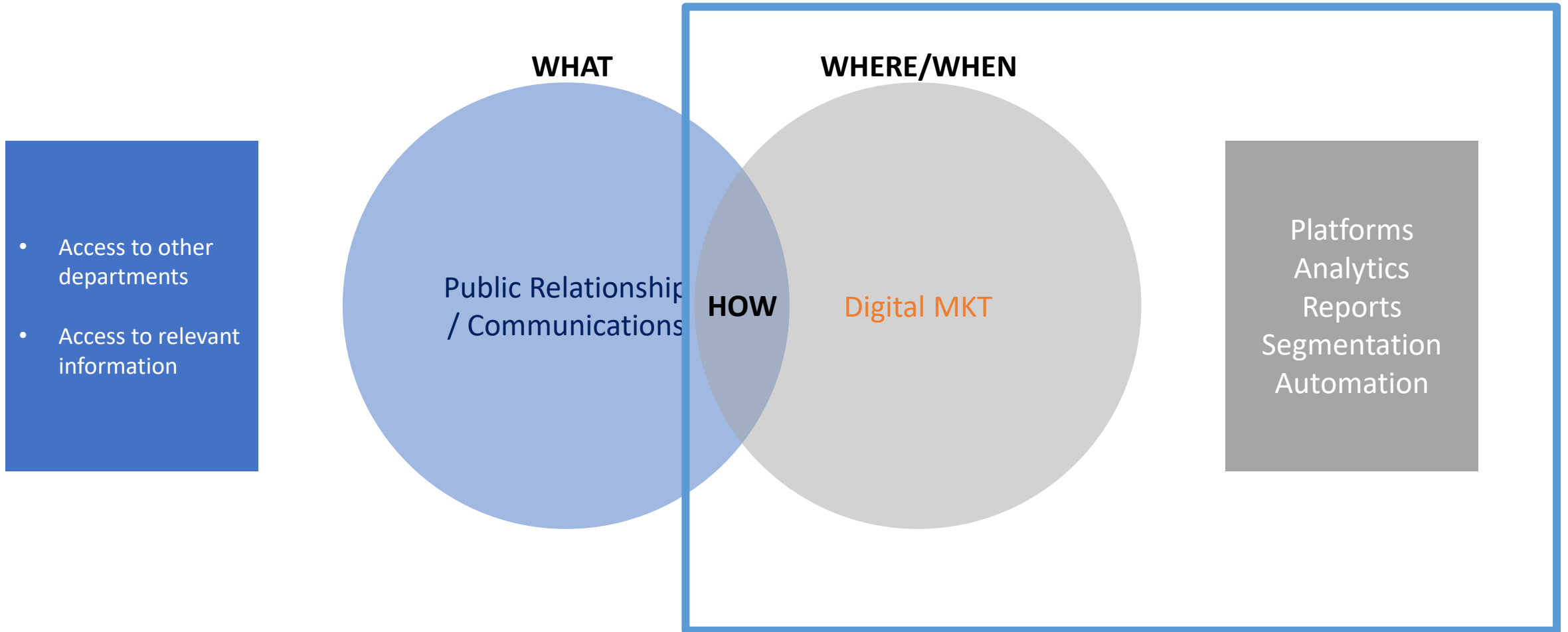
Lack of planning is the cause of most failures.

Digital MKT MUST lead internal engagement with other stakeholders to show / prove added value of Social Media
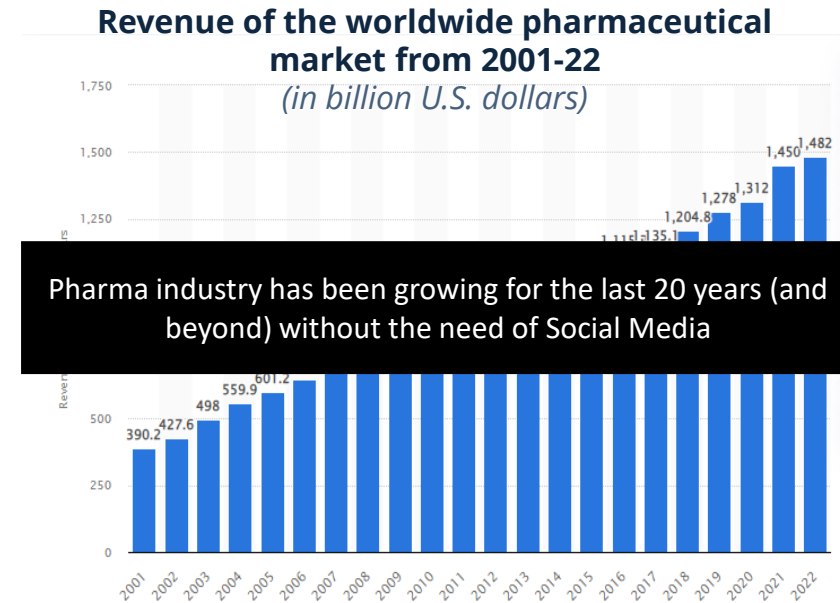
Map out internal influences and reach out to key stakeholders to guarantee their backing with a solid case to prove social media ROI and align with wider business goals

Cross functional collaboration...

WHAT

WHERE/WHEN

- Access to other departments

- Access to relevant information

Public Relationship / Communications

HOW

Digital MKT

Platforms
Analytics
Reports
Segmentation
Automation

Stress the paradigm shift around value for pharma shareholders in the digital era, including social media's new role to turn a willingness to listen into an appetite for change

Why DIGITAL MKT should lead on this transformational process?

Pharma industry is a very conservative and highly regulated sector with a clear and solid business model

Revenue of the worldwide pharmaceutical market from 2001-22
(in billion U.S. dollars)

Pharma industry has been growing for the last 20 years (and beyond) without the need of Social Media

Source: This statistic was assembled from several of IQVIA's publications.
Pharmaceutical market worldwide revenue 2001-2022 | Statista

Patients & Customers & Employees behaviour and access to information has completely changed

Access to medicine and healthcare prevention is now digitalized

+ Health tech follows a different regulation (many times less regulated)

ENGAGE YOUR CUSTOMERS

EMPOWER YOUR EMPLOYEES

OPTIMIZE YOUR OPERATIONS

TRANSFORM YOUR PRODUCTS

Embrace digital transformation and Social Media clearly shouldn't be even a question when audience and the biggest threats are highly engaged through this channels.

Secure the **technical capabilities** to execute on **content** and set in place **efficient approvals processes** for strategic alignment across marketing, communications, legal and medical teams

Technical capabilities

Content

Efficient LMR approvals processes

Content Authoring Tools

1. **MODULARIZE**: Content modules studio

2. **BUILD**: Content editor & no-code builder

3. **LOCALIZE**: Content localization enabler and Translation automation

4. **VALIDATE**: Content QA test enabler

5. **APPROVE**: Easily publish or export the content. Our seamless integration with Veeva's

6. **DISTRIBUTE**: Content distribution assistance

7. **COLLABORATE**: Content multi-vendor environment management

anthill™

VISEVEN

Save up to 50% of operational costs on content production

Speed up time to market by 45%

Improve the Content quality by standardizing processes

Accelerate the MLR process by 30% reducing the turnaround time (TAT)

Increase Customer satisfaction by personalizing digital experience

CURRENT EXPERIENCE

- Our experience is that LMR process, content creation and localization, is extremely positive
- Learning curve exists but these solutions are very user friendly
- Delivering the content in HTML5, PDF and other usual formats which increases opportunities to **track** and capture user experience (KPIs)