

PharmBingo

Pharma Buzzwords Heard at Corporate Meetings or Industry Events

Event/Meeting: _____

Date: ___ / ___ / _____ Location: _____

Reporter Name: _____ Email: _____

P	H	A	R	M
B	I	N	G	O
Gamification	Patient Centricity	Closed-Loop Marketing	POL (Patient Opinion Leader)	Sales Force Effectiveness
Big Data	KSOL (Key Social Opinion Leader)	Pharmaguy	Disruptive	Patient Empowerment
KOL (Key Opinion Leader)	Innovation (as in "Open Innovation")		Patient Journey	Target Audience
Market Access	Non-personal Communication	Transparency	Going Beyond the Pill	Cross-Channel Marketing
KAM (Key Account Management)	Patient Engagement	Multichannel Marketing	Patient Storytelling	Value-Added Services