

# Special Supplement: **Relationship Marketing**

## Direct, Targeted, Permission-based Marketing Builds Relationships, Increases ROI and Improves Patient Compliance



Many experts agree that Relationship Marketing (RM) should be a natural for the pharmaceutical industry, which needs to support the long-term use of their products and help patients remain compliant with their treatment regime.

But not many pharmaceutical marketers understand what relationship marketing is and how it differs from other forms of marketing that they traditionally employ.

This collection of Pharma Marketing News articles, blog posts, and survey results provides you with an excellent introduction to the many facets and uses of pharmaceutical relationship marketing..

### Table of Contents (partial)

- Relationship Marketing Program Management for Pharma Marketers
- Evolve Your Brand Into a Relationship With Consumers and Physicians
- Out-of-the-Box Marketing: Will It Work for Pharma?
- Personalized eMarketing: How can you create and profit from a customer's lifetime experience?
- Behavioral Targeting: Pros & Cons
- Leverage Health Beliefs to Develop Effective Online Compliance Programs

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