

## Reprint

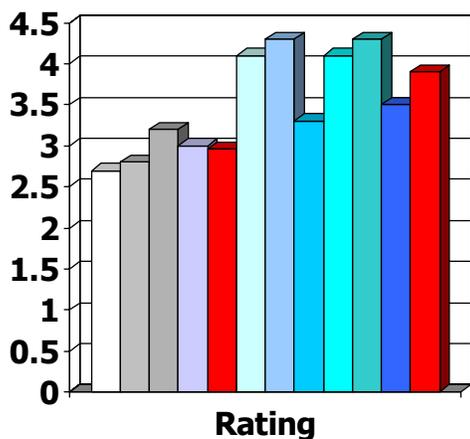
### Personalized e-Marketing – How can you create and profit from a customer’s lifetime experience?

by **John Mack**, President, VirSci Corporation.  
[johnmack@virsci.com](mailto:johnmack@virsci.com)

The current mantra of pharmaceutical e-business is “integrate e-business into sales and marketing for a better ROI and more sales.” I found out what this means by attending eyeforpharma’s e-Sales & Marketing for Pharma USA conference held at the Philadelphia Crowne Plaza Hotel on October 9-11, 2002. The following is a summary of a presentation by Philippe Barzin, Director Connectivity, Johnson & Johnson.

Instead of talking about CRM (Customer Relationship Management), Barzin focused on HRM or “Healthcare Relationship Management.” While CRM focuses on a single customer at any one point in time, HRM focuses on supporting the customer across multiple channels – Web, email, call center, field visits – and over a lifetime. Considering the physician customer first, Barzin cited research showing that physicians value many sources of contact with pharma companies and actually find online sources less valuable than offline!

### How would you rate the value of these references?



- Of the 201 physicians interviewed, 38% stated these pharmaceutical company websites deliver “little or no value”
- MDs value offline sources approximately 30% more on average

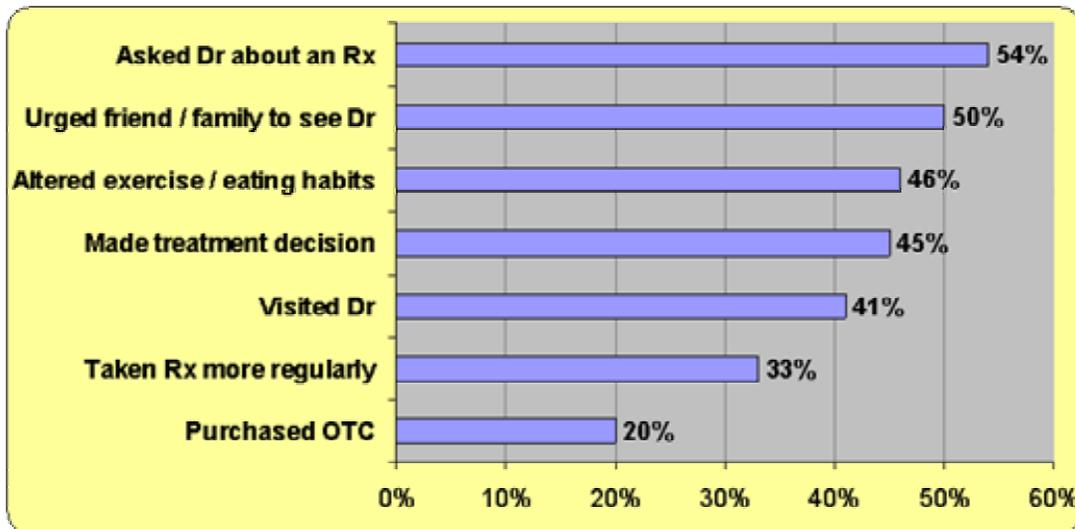
(1=useless / 5=extremely useful)

Source: Ziment/WebSurveyMD.com, Forrester Research Inc.

The intelligent approach, Barzin said, is to coordinate and align offline and online marketing channels to achieve “customer-oriented surround marketing.” E-marketing is just another channel of your marketing plans.

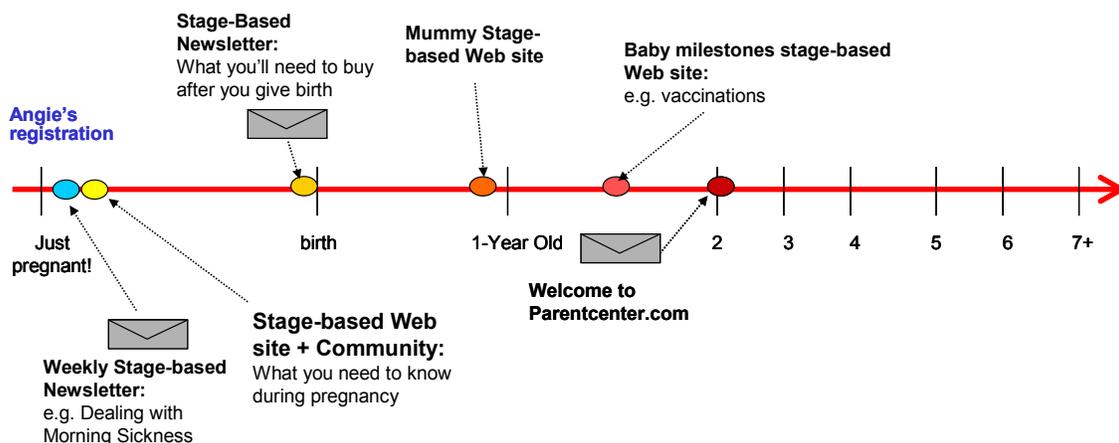
### Personalization and Long-Term Relationship Building

After making the argument for a multi-channel approach, Barzin then went on to the core of his presentation and talked about personalization. Personalization is a necessity if you wish to develop a long-term relationship with your customers. But do pharma companies have the internal processes ready for it? You need, for example, content management and unique customer ID's. Managing customer ID's is very problematic for many pharma companies for a variety of reasons. You also need appropriate levels of support within the organization, including information management and regulatory/legal (see next review). As the chart below shows, if you are ready for it, personalized marketing works.



Data source: CyberCitizen Health ®

To demonstrate the effectiveness of “customer-oriented surround marketing” and personalization, Barzin took the audience through a tour of BabyCenter ([www.babycenter.com](http://www.babycenter.com)), J&J’s consumer-focused web site. This site combines content, community, and commerce. It also offers personalized web pages and email notices depending upon the stage of pregnancy and, after birth, the age of the baby. At appropriate times, users are reminded about what to purchase, how to deal with problems of pregnancy, scheduling immunizations, etc. When the baby reaches 2 years of age, the user is guided to ParentCenter.com for the next lifecycle of marketing messages.



How effective is this kind of online relationship building? Based on Nielsen/NetRatings, BabyCenter.com reaches almost more pregnant women than print and, according to Barzin, the site has a high percentage of loyal users.

**PMN**

---

**Subscribe to Pharma Marketing News**

---

*Pharma Marketing News* (PMN) is the FREE monthly e-newsletter of the **Pharma Marketing Network**. Highlights are delivered to subscribers by e-mail via the PHARMA-MKTING list. The full pdf version is available at [www.pharma-mkting.com](http://www.pharma-mkting.com). As a PHARMA-MKTING subscriber, you also can participate in 2-way e-mail discussions with other subscribers (pharmaceutical marketing colleagues). By subscribing to PMN, you agree to receive e-mail messages through this service as well as newsletter highlights. We do not sell or share your personal information with third parties.

**RED=REQUIRED INFORMATION**

FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_ COMPANY: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

**BLACK=OPTIONAL INFORMATION**

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE/PROV: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

Mail or fax to: VirSci, PO Box 760, Newtown, PA 18940, 215-504-5739 (Fax)

---

---

**ABOUT VirSci Corporation**

---

**VirSci** Corporation publishes *Pharma Marketing News* and specializes in pharmaceutical marketing intelligence and best practices, development of sponsored value-added physician education programs, and consulting in privacy and HIPAA. Our goal is to help our clients gain access to *their* clients and do business via the Internet more effectively, with greater return on investment, and with enhanced trust.

For inquiries regarding article submissions, ads, or conference listings, contact:

**John Mack**

VirSci Corporation

[www.virsci.com](http://www.virsci.com)

PO Box 760

Newtown, PA 18940

215-504-4164, 215-504-5739 FAX

<mailto:johnmack@virsci.com>