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Up Front

Case Studies

By John Mack

Keli Bennett, Consumer Marketing Director at Abbott Immunology, stresses how important it is to work with vendors having the right experience (see "Evolve Your Brand Into a Relationship with Consumers and Physicians," Pg. 9).

A pharmaceutical product manager or marketing director has a daunting task selecting the right vendor for the right task. Faced with so many vendors to choose from, it's no wonder they often rely on agencies of record or go with vendors recommended by their predecessor(s) and peers.

If you are a vendor that's not on the preferred list, how can you differentiate yourself and get a chance to make a presentation? You have a unique and innovative solution, but your potential clients are inundated with attention-based ads, all of which promote innovative solutions! You need another way to reach your clients and really *educate* them about your

products and services. Pharma Marketing Network can help you do that.

The mission of Pharma Marketing Network is to help its members advance their careers through networking, information sharing, and by providing opportunities to get their stories out in front of potential clients. This month, we begin to highlight some members' stories through case studies published in this newsletter.

The case study format is often used to tell the story of how a product or service solved a particular client need. The components of a typical case study are: (1) product or service name, (2) client (either identified by name or generalized by type), (3) client need, (4) how the product or service solved or satisfied the need, and (5) the demonstrative results (e.g., higher ROI, increased Rx, etc.)

Case studies are not only useful to promote products and services, they also help illustrate theoretical concepts by providing practical examples. That's why we chose case studies for inclusion in the newsletter that are highly relevant to the topics being discussed in the accompanying articles. This month, you'll find case studies that illustrate techniques for emarketing to physicians (see "What the Next Generation Physician Wants from Pharma," Pg. 3).

Stringers

This issue includes two articles contributed by Michael Bramwell, SVP at MedPharm Communications. Michael is a "stringer" who, in exchange for a press pass to the **CBI Forum on Pharmaceutical Branding**, graciously summarized presentations from that conference (see Pg. 9 and Pg. 13).

In future issues, you'll see contributions from other stringers. If you are interested in becoming a stringer, please contact me.

John Mack, Publisher & Editor

Pharma Marketing News

Pharma Marketing News

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VirSci Corporation specializes in pharmaceutical marketing intelligence and best practices, development of sponsored newsletters and other educational 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.

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Reprint

What the Next Generation Physician Wants from Pharma

by John Mack

While the number of sales reps has doubled in the last 5 years, the number of physicians that these sales reps call on has stayed relatively constant. On top of that, new HIPAA privacy regulations, PhRMA guidelines, and OIG guidance have caused some physicians to push back on sales reps access. All this translates into decreased access time per sales rep and a decrease in ROI for physician marketing.

Since 1999, the number of U.S. sales reps employed by the 40 largest pharmaceutical companies jumped more than 50 percent to nearly 90,000, according to Verispan – “Sales reps overwhelm doctors”, newsobserver.com, 7/29/2003 (<http://newsobserver.com/business/story/2732132p-2532931c.html>).

For every 100 sales reps who visit a doctor's office, just 20 actually get to meet with the physician. And only eight of those encounters are remembered by doctors later. - newsobserver.com, *opcit*

These and other factors are creating a need for “next generation” solutions for marketing to physicians that are more cost-effective and measurable. While most physicians can't imagine a world without pharmaceutical sales reps (e.g., free samples, article reprints, free lunch), they are increasingly looking to technology to improve the efficiency and effectiveness of their relationship with pharmaceutical companies.

The ePharma Physician®

An emergent segment of practicing physicians, according to Mark Bard, President of Manhattan Research, LLC, is the ePharma Physician® who is most likely to be using online pharmaceutical content and related services and will ultimately reshape pharmaceutical marketing in the coming years.

“As the pharmaceutical industry continues to invest in an ever-increasing army of drug reps, physicians are simultaneously seeking access to the latest Rx information and samples in a timely, relevant, and convenient format -- on

their terms,” says Bard. “Understanding this next generation physician, and how they plan to allocate their time in the future, has the potential to create a truly win-win scenario for both parties – pharma and the physician.”

Manhattan Research recently released its ePharma Physician® v3.0: The Future of Pharmaceutical e-Marketing – the latest iteration of the longest trended research and advisory service focused on the adoption of emerging technologies by an early adopter physician audience.

This research was conducted between June and July 2003 with a randomly recruited sample of 755 practicing physicians. To reduce sampling bias, the research was described as “a study regarding communication channels utilized by your practice.” To participate in the study, respondents had to be currently using (or be very interested in using) eCME, eDetailing, Rx information online, or a PDA. The final data set was then compared to known universe benchmarks including practice setting, age, gender, and region derived from Manhattan Research normative data.

Manhattan Research defines the ePharma Physician as a practicing physician seeing more than 50 patients and writing more than 50 scripts per week, currently using edetailing or using a PDA (Personal Digital Assistant) or getting at least 215 of their CME credit online. According to Manhattan Research, there are 279,000 such physicians in the U.S. and they represent 49% of the total U.S. physician population. Online activities among this segment include researching new Rx products online, online continuing medical education (CME), electronic detailing, and accessing drug reference databases via their PDA.

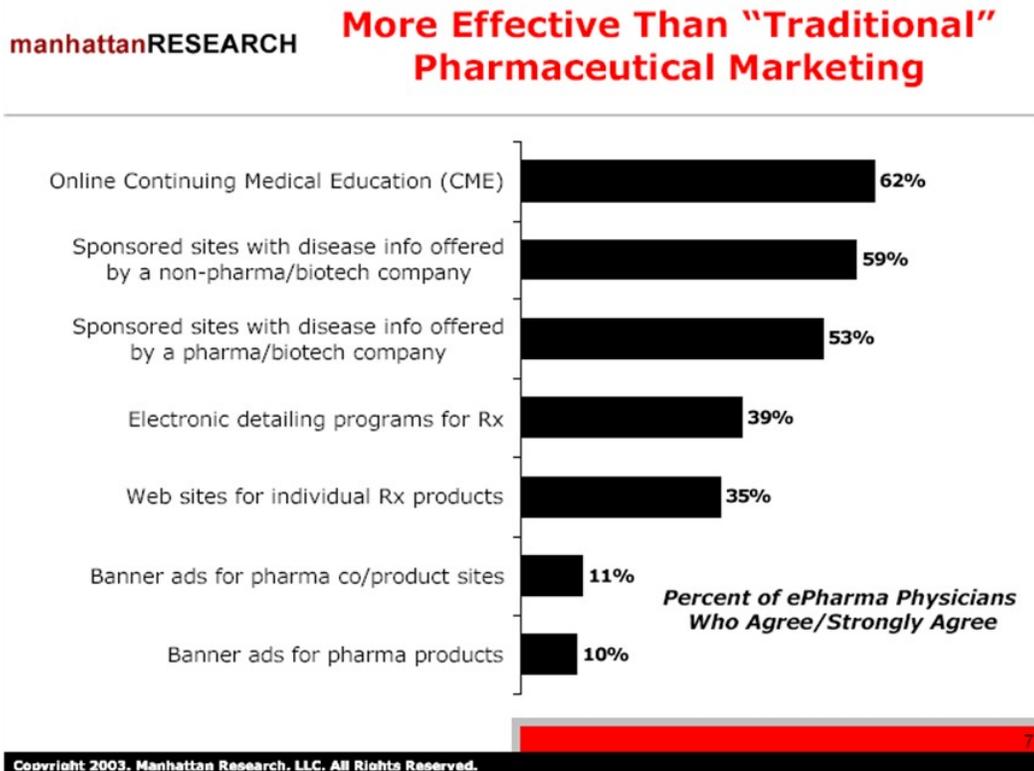
The ePharma Physician is not young – the average age is 47. Over two-thirds use the Internet daily (a large segment from home) and a majority has high speed office access. Forty-three percent (43%) of ePharma Physicians are “fully” integrated. That is, they use eCME, eDetailing, access Rx information online, and use PDAs.

continues...

Next Generation Physician

Continued from Pg. 2

Percent of ePharma Physicians that Agree/Strongly Agree that the Listed Online Activities are More Effective Than “Traditional” Pharmaceutical Marketing



Online Physician Education/Product Information – Case Study

The ePharma Physician® v3.0 study reveals a growing appetite for online professional education, CME, and product information by the next generation of physicians represented by today's technology early adopters.

One way that drug companies have provided detailed product information to physicians is via lunch-and-learn sessions or satellite symposia at major medical meetings featuring key opinion leaders and other expert guest speakers. This can be a very effective, but expensive marketing activity and one that is increasingly being scrutinized by OIG and other standards setting organizations.

continues...

CASE STUDY

Providing detailed product information and education online with the ability for physicians to interact with experts and other participants can be a cost-effective alternative to traditional programs as illustrated in the following case study provided by Online-e-vents/Maxwell Training Centers, Inc.

Live, Online, Interactive Conference with Experts to Provide Detailed Product Information to Physicians

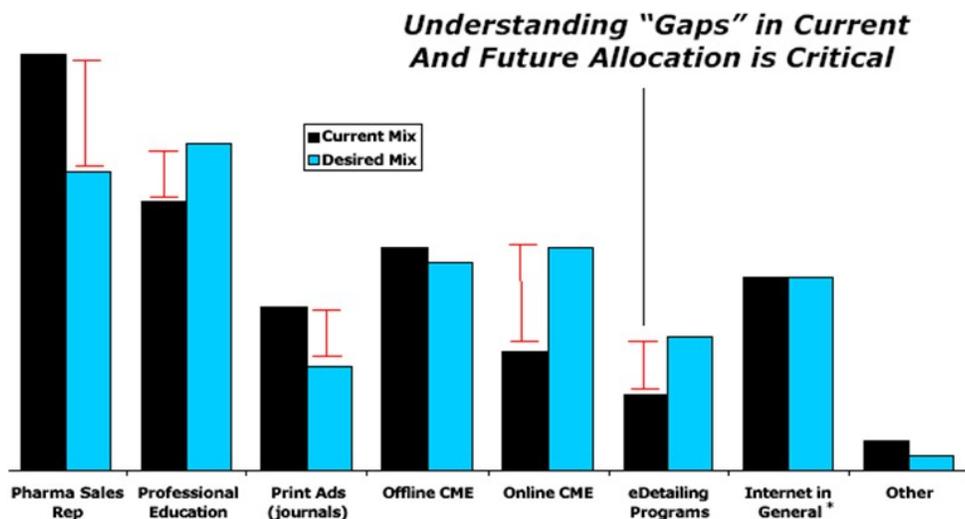
Product Name	medconference managersm
Company	Online-e-vents / Maxwell Training Centers, Inc.
URL	online-e-vents.com
Contact	Lori Spellman, (610) 292-0450 ext 1243 mailto:lori_spellman@online-e-vents.com
Client	A major US based pharmaceutical company.
Client Need	To disseminate product information to a large prescriber base, through a PhRMA guideline-friendly program that physicians could access via the Internet. It was important for the client to minimize logistics issues, eliminate travel costs, and maximize ROI for the promoted products.
Solution Product Description	Live Online Medical Education Programs—A suite of services to extend the value of web conferencing across the pharmaceutical and healthcare communities. “medconference manager sm ” uses a prominent web collaboration platform to deliver new product and product enhancement information to physicians worldwide, bringing the industry’s leading experts to the physician at the desktop of a standard PC with Internet connection. The program allows physicians to participate in live, online, interactive events from the convenience of their homes or offices.
Results	The revenues for the brands featured in the 60-minute lunch and dinner hour online live education programs increased an average of 18% in 2002 and 19% in the first quarter of 2003. The program has seen a ten-fold increase in both hosted events and attendance, ultimately resulting in more prescribers informed of product information via this unique marketing medium.
Comments	"Our customers' success is attributed to our combination of people, process and proprietary technology; creating a platform to support large-scale, profitable, and cost effective eMarketing and eLearning events." -- Bob Maiden, President of Maxwell Training/Online-e-vents

Next Generation Physician

Continued from Pg. 4

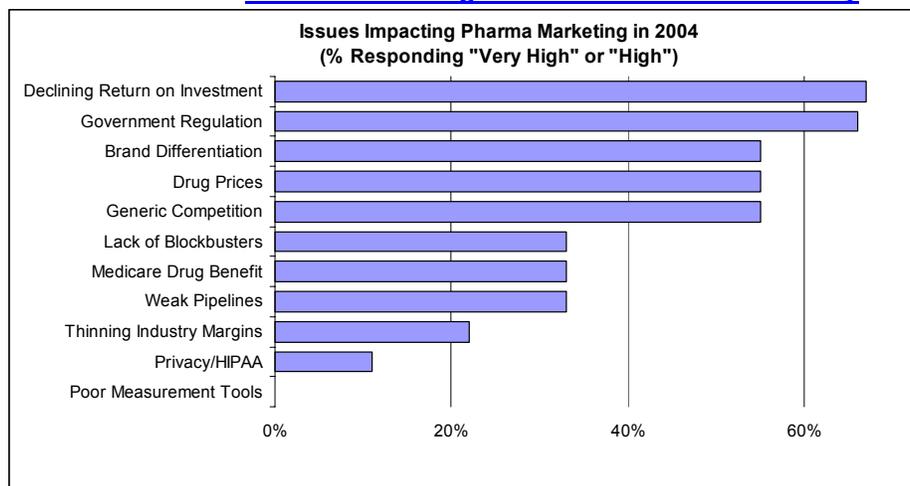
When ePharma Physicians were asked what the current and desired pharma information and channel mix should be, gaps in current and future allocation were identified (see chart). ePharma Physicians® are spending less time with pharma detail reps (compared to historical trended research), and plan to decrease interactions with detail reps even more in the future. As the number of reps continues to grow, the amount of successful “face time” with physicians per rep suffers – creating a need for innovative sales and marketing solutions.

manhattanRESEARCH **Current and Desired Pharma Information and Marketing Channel Mix**



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Results from Pharma Marketing Network "HOT ISSUE" Survey



CASE STUDY

Many physicians have not yet adopted high bandwidth Internet connections or installed “plug-ins” to view multimedia presentations. A low bandwidth solution that allows the synchronization of sound and images without special software could be an effective communications tool to reach busy, technically-challenged physicians. Such a solution is described in the following case study scenario provided by AudioNet International, LLC.

Audio with Synchronized Visuals Streaming Over Low Bandwidth Internet Connections for Physician Detailing and Other Communications Programs

Product Name	AV Mail™
Company	AudioNet International, LLC
URL	www.audionetintl2.com/pharm/
Contact	Michael Garvin, (319) 335-4540 m-garvin@audionetintl.com
Client	A small, US based pharmaceutical company.
Client Need	The client's sales reps were having a difficult time getting “face time” with many of their physicians, especially since the HIPAA Privacy Rule became effective in April, 2003. They needed a new and compelling method to deliver their product information to busy physicians without requiring special software or hardware to access.
Solution	AV Mail™ provides a creative method of presenting messages about pharmaceutical products using sound, voice, and pictures to physicians and pharmacists over the Internet. The presentation can be sent as easily as e-mail to virtually any computer in the world with no additional equipment or software program necessary for the physician to access the information, regardless of the browser or email program that is being used.
Product Description	
Results	The client's sales reps were able to record their own voice-overs for the presentation, which combined moving slides with audio, making for a more captivating and effective presentation. The AV-Mail™ presentation was accessed on demand and physicians were able to request more information simply by clicking on a hyperlink.
Comments	"We found out that a majority of physicians connect to the Internet via sub-56k connections. In order not to frustrate the physician, pharmaceutical companies need to use low band Internet communication technologies." -- Michael Garvin, COO, AudioNet International, LLC

Pharma Marketing Network's Case Study Promotional Plan

Promote your product or service through a Case Study promotional plan that includes insertion in an issue of *Pharma Marketing News*, follow-up e-mail ad to the PHARMA-MKTING list, and a listing in the Case Study InfoBase on our Web site. See <http://www.pharma-mkting.com/casestudy.html>