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Relationship Marketing Program Management for Pharmaceutical Marketers
By **John Mack**

Direct marketing differs from traditional brand marketing in that the goal of the latter is to build awareness and affect attitude, whereas the goal of direct marketing is to achieve two-way dialogue with the prospect and affect behavior.

Relationship marketing (RM) goes one step further by tailoring the dialog depending upon the behavior and the specific needs of different types or segments of customers. Relationship marketing can use various "channels" to develop, maintain, and foster the relationship with current and prospective customers in order to maximize need satisfaction.

Brand Building vs. Relationship Building

Brand	Relationship
High Disease prevalence: GERD, OA, Allergies	Targeted markets with complex messages: RA Oncology
Self-diagnosis & brand affinity	Physician dialogue & branded Rx request
Drives awareness	Drives behavior
Top of mind awareness	Immediately actionable and rewards interaction
Has mass appeal	Is more personal
Affects attitudes	Affects behavior
Product is hero	Prospect is hero

Successful relationship marketing campaigns depend heavily upon marketing databases and interactive media like the Internet. The goal is to create a one-on-one focus and communicate unique messages based on knowledge of a customer's interests and past actions. Don

Peppers and Martha Rogers, authors of the book *The One-to-One Future*, claim that one-to-one interaction with customers leads to improved lifetime value.

Relationship Marketing for Pharma
Relationship marketing should be a natural for the pharmaceutical industry. "While mass media is an effective choice to build awareness of a disease state or branded therapy, there is no better way to migrate a therapy candidate through the customer lifecycle than through the use of relationship marketing," says Paul Buta, Chief Operating Officer at Optas, Inc., a leading provider of database marketing software and services for the pharmaceutical industry (www.optas.com).

Modifying behavior, especially enhancing patient compliance and adherence, is increasingly important to DTC marketers today (see article). Relationship marketing is a critical tool in this context—it is customer retention-oriented and data-driven. RM uses customer data—especially behavior data—to determine the targeting, timing, and content of marketing messages. This is exactly the strategy needed to help patients get the full benefit of their treatment and improve a product's ROI.

How Do You Manage It All?
Needless to say, relationship marketing requires a management system to keep track of the performance of campaigns and allow changes on the fly. Just as sales force automation has improved the selling process, marketing automation promises to improve the effectiveness of marketing communications.

"The pharmaceutical industry is different than other industries," says Buta. "It has a particular product lifecycle to sell through; multiple stakeholders are involved, including patients, doctors, payers, and regulators; and its data models are different. Retrofitting generic management tools just won't work." To meet the specific needs of pharma marketers, Optas software provides web-based

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campaign management and reporting specifically designed for pharmaceutical and healthcare direct marketing.

Optas: Privacy-Safe Relationship Marketing

A challenge for relationship marketers within drug companies is how to allay the concerns of legal counsels, especially in this era of heightened privacy awareness and HIPAA privacy and security regulations. The Optas relationship marketing management solution is "privacy-safe," which means it uses an infrastructure designed to protect individually-identifiable data. What's more, it can be customized to support specific business rules of different pharma companies who often have unique interpretations of how to comply with privacy laws and regulations.

Awareness, Trial, and Usage

For Direct-to-Consumer (DTC) marketing, Optas offers features that support the three core stages of the consumer/patient lifecycle: Awareness, Trial, and Usage. At each stage, marketers gather specific intelligence and take actions to ensure effective migration of patient behavior from one stage to the next.

Standardized measurement techniques are required across all stages so that a longitudinal view of the patient can be built. Optas builds this view by combining three core types of data: responsiveness, self-reported behavior, and actual behavior. Each type reveals critical insight and allows for rapid program adjustment permitting a brand to adjust spend to match economic opportunity. The Optas platform is designed to manage all three types to build an evolving profile of your consumers and to track effectiveness of marketing operations.

Data Speaks Through Real-time Dashboard

When customer data is organized and visually displayed, it can tell a story about the dynamics of your marketing campaign. "The data is, in effect, speaking for the customer, suggesting how and when to promote to specific customers and flagging potential problems in the business."

The Optas platform enables clients to get closer to patient and physician populations by enabling real-time display and use of data as it is acquired and using those personalized interactions to motivate desired behavior.

New Features

Continuous improvement in the Optas platform enables real-time application of data as it is acquired. Recently released version 5.4, for example, includes an integrated surveying capability, which allows the automation and

personalization of patient communications as fast as the patient needs them through a web-services-enabled dialog. Web Services is an Internet language extension that enables web databases to communicate with one another.

Optas 5.4 also features a Trial Driver module, a tool set designed to move newly acquired patients through drug trial. Trial Driver addresses seven core patient behavior steps that a brand should address for effective trial management:

1. Awareness of condition
2. Gathering information and self diagnosis
3. Make and keep appointment with a physician
4. Have good symptom discussion and receive diagnosis
5. Have branded discussion on therapy preference
6. Receive and fill prescription
7. Comply well to first course of therapy for successful outcome

Through Trial Driver, the marketer can provide helpful educational and diagnostic tools that overcome specific patient barriers at each step and encourage ongoing engagement as the patient moves from initial inquiry through drug trial and beyond. This is done through dialog with a simple Get and Give approach:
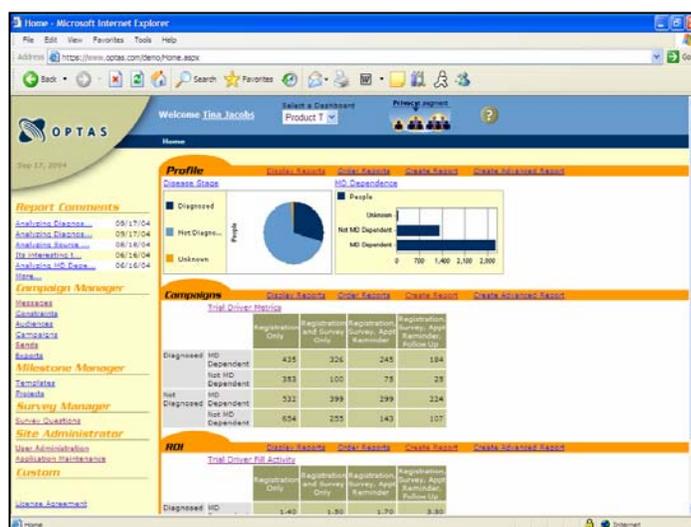
FIGURE 1: Optas Dashboard. This is basically what brand team members see when they log on to Optas. Each brand team has its own dashboard and unique access privileges. The core tools are listed on the left and the default reports are shown in the main screen section. The dashboard is designed to make it easy to see what's going on as soon as you log on and also to give power users the ability to drill down for details.

- **Get information** uncovering barriers to trial
- **Give targeted content** to overcome barriers and rewards to motivate next action in trial management

Other new features allow marketers to track and manage critical offer elements such as program expiration, redemption pace, and fraud risk. Optas 5.4 also automates more processes in program deployment such as vendor integration, speeding up event-triggered strategies and enabling automated rolling program deployment.

The Right Message Delivered at the Right Time
To influence consumers to make an appropriate therapy choice, there are multiple decision points that can make or break a brand's success. It is important that the brand deliver the proper level of education, motivation and support to properly meet the needs of each patient and each decision point. The Optas technology and leading-edge, web services-enabled communications platform provides a turn-key, customized communication plan that helps brand marketers achieve this goal and drive new prescriptions and improve compliance.

<div align="right">Pharma Marketing News</div>

O P T A S

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