

Product Review Reprint # 44-03

Beyond the eDetail: Evolving to Educate

By John Mack

eDetailing is an effective promotional tool and will be used more often by physicians in the future. A recent study by Manhattan Research, for example, indicated that eDetailed physicians expect their time spent accessing eDetailing to increase by almost 66 percent in the near future (see [Pharma Marketing News eDetailing Supplement](#)).

Evolving Incentives

Incentives are the e-tail that wags the eDetailing dog. Physicians often receive honoraria, for example, for participating in promotional programs. Honoraria can include discount coupons for medical textbooks and other items that help a physician deliver patient care. Ninety-five percent (95%) of doctors surveyed by Forrester Research in 2003 said honoraria “are the reason” or “would sway my decision” to participate in an eDetail. Forty percent (40%) agreed with the statement, “I love them [honoraria]! That’s the reason I do eDetails!” (see “Why Pharma Can’t Ignore eDetailers,” [PMN Reprint #29-01](#)).

“However, an eDetail should not be viewed as an event that begins and ends,” says Robert Bedford, VP of Marketing and Sales at Lathian Systems, a provider of innovative and customized web-based solutions for the life science industry. “It should be a start that evolves into education and a customized relationship with the physician.”

Physician Education

Physician education, including CME, which is “firewalled” from promotional education, and KOL led webcasts, may be the best incentive for building physician relationships (see “[Give Docs What They Want](#)”). When CME is attached, the firewall is absolutely imperative. The ACCME (Accreditation Council for Continuing Medical Education) 2004 Updated Standards for Commercial Support reminds CME providers and commercial supporters that the goal of CME is to enhance physicians’ ability to care for patients. Accredited providers have the responsibility for certifying that CME is independent of commercial interests.

Physicians crave knowledge and often bemoan the fact that sales reps these days simply do not have the depth of product knowledge they require or, if they do, the reps are more focused on selling than teaching. Some physicians may also be worried that the impending downsizing of the pharma sales force (see “Cost-Cutting Strategies for the Pharmaceutical Industry,” [PMN Reprint #43-06](#)) will remove the highest paid and most knowledgeable reps and leave behind the younger, less knowledgeable ones and thus exacerbate the “dumb rep” problem.

“Physicians require compelling content that fits their practice and learning style,” says Bedford. e-Learning can fit perfectly and Lathian Systems incorporates proven, advanced technologies into its programs to create rich e-learning environments. These e-learning programs are customized to meet the needs of brand teams and their key target audiences.

“The marketplace is clearly seeing a need for alternative educational approaches and web-based solutions are emerging as the preferred choice for providing this education,” says Joe DeBelle, Senior Director of Marketing at Lathian Systems.

Lathian Systems offers a broad spectrum of online solutions to help pharma companies capture the interest, gain the access, and obtain the time required to deliver effective educational programs to physicians. Lathian sees these solutions as a “Spectrum of evolving relationship marketing solutions,” which includes:

- Medical Promotion
- Medical Education
- Training
- Conferencing
- Market Research

Continued on next page...

Any Time, Any Place

Lathian provides a wide variety of interactive and Flash animation enhanced medical education programs. These programs include accredited CME programs or general educational initiatives such as promotional e-dinner meetings and e-lunch and learns. These meetings can be live or archived for 24/7 access.



recruitment and verification processes. Sessions are available via the Internet at a time that is convenient to the physicians. This flexibility enables more physicians to participate in the program.

Leverage existing content – Most pharma companies already have medical meeting plans, including a promotional slide deck of product and

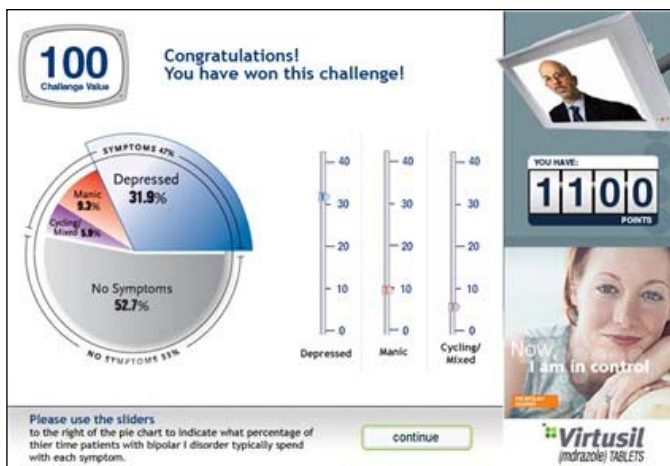


FIGURE: A Lathian Systems Demo Screens of its new interactive educational game format. A virtual “host” gives instruction, congratulations, and introduces each of the content topics to add competitiveness, drama, and interest to the activity. After interacting in this engaging format, health care professionals will know more about the clinical benefits of the product.

Health care professionals perceive the use of web based, virtual programs as very positive due to the power of on-demand, anytime-anywhere information. This ubiquitous e-learning results in many benefits – time and convenience, more data, less intrusion, and more productivity for today’s busy health care professionals.

Innovative online approaches help marketers maximize participation in a variety of educational programs in a cost effective and timely manner. More importantly, life science companies can stay in constant contact with their key target audiences, thereby establishing strong and enduring relationships.

Benefits of Lathian’s eLearning Solution

Lathian’s innovative use of graphics, animation, and the interactive educational game format maintain the attention of even the busiest physician while delivering the required educational material. The benefits of this approach are many, including:

Greater participation - Sessions usually last 6 to 8 minutes for e-Details and 20-30 minutes for educational programs with only qualified physicians participating through Lathian’s

disease information. Lathian repurposes and enhances this content to create an engaging and interactive medical education meeting that is just as informative as a live event.

Absolute control over content - The program stays on strategy and provides a consistent, high impact message to a group in a convenient, cost-effective manner. “Live events may stray into off-label territory,” says Bedford. “Online medical education works with a consistent and regulatory-approved message, which eliminates a lot of risk for the pharmaceutical company.” In addition, Lathian Systems has developed a proprietary tool to automatically generate regulatory submission packets for product-specific branded programs (e.g., eDetails). This tool allows Lathian’s Account Management team to produce and edit submission documents in as little as 24 hours, which is significantly faster than the standard manual process used by other vendors. This automated tool can also produce FDA and DDMAC compliant documents, eliminating extra steps which can delay the launch of a program.

Proper audience - By targeting only those physicians a pharma sponsor wishes to reach,

"dinner clubs" or "uninvited guests" are avoided and ROI is maximized.

Beyond enhancing traditional dinner meeting programs - This solution can also help pharma companies expand participation with content and new clinical data currently presented at teleconferences, speaker bureaus and advisory boards.

Measure, Measure, Measure

Lathian Systems' best practice is to conduct a three-phase e-learning and e-promotion program in support of the brand. The program is tiered in that physicians who are exposed to the first message or program are subsequently invited to the second session, and so on. The physician will be exposed to different content—a medical education program, followed by an eDetail, followed by an interactive session with a KOL, for example—throughout the three-wave program. The initial list consists of targeted physicians who will be invited to participate in the e-learning or eDetailing program with a remaining subset being held for control group analysis.

The objective is to determine if participation in the program has led to a positive, incremental change in prescribing behavior as well as a positive ROI. In addition, one can assess the impact of exposure to Wave 1 only vs. exposure to Waves 1 and 2, vs. Waves 1, 2 and 3, and vs. those only called on by just the sales rep. In order to meet this objective, IMS recommends a thorough impact evaluation of the program. IMS Consulting will utilize a test and control methodology to measure differences and changes in brand utilization (based on new prescriptions) linked to program targets. The test and control groups will be compared on key utilization metrics such as new prescription volume and market share for the brand.

Lathian tracks all activity of its users during a Virtual Detail session. There is a significant amount of data collected with granularity down to the physician level. Data that can be extracted includes, but is not limited to:

- Completion time (aggregate and user-specific)
- Time on scene (aggregate and user-specific)
- Session start time distribution (aggregate)
- In-detail question responses (aggregate and user-specific)
- Market survey question responses (aggregate and user-specific)
- Recruitment wave performance (aggregate)
- Segment performance (aggregate)

- Post-program requests (aggregate and user-specific)
- User history across programs (user-specific)
- Custom Reports

In addition, through a partnership with IMS, Lathian delivers a full analysis that includes a written report summarizing the key findings and conclusions for:

- Doctor Prescription Volume Reports — these reports display the number of new prescriptions and descriptive measures aggregated for test and control physicians for the brand and competitive products in the market.
- Test Results Tables for the Statistical Analysis highlighting changes from the pre-test to post-test time periods for new prescriptions of the brand, market, and overall competitors.
- Sub-group analysis by exposure to waves
- Return on investment analysis

Getting the Sales Rep in the Loop

The traditional personal sales model is a "push" model, with sales representatives coming to the target. eDetailing, on the other hand, is a "pull" model, where the audience is motivated to act independently to participate. eDetailing can enhance traditional detailing and add value to what the sales rep has to offer. In fact, according to the IMS May, 2004 report: "A Case for eDetailing & Trends in eDetailing," physicians who have participated in eDetails report that it has changed their prescribing behaviors and they have also requested rep visits and ordered samples.

This closed-loop sales process is further enhanced by the innovative marketing technology implemented by Lathian. As soon as the physician finishes a Lathian eDetail, a text message can be sent directly to the appropriate sales rep's cell phone. This alert allows the rep to follow-up immediately and close the loop with the physician.

Clearly, e-promotion and e-learning continue to evolve and these innovative approaches have become effective, inexpensive, targeted, and measurable means to gain more access and more quality time with physicians. Pharmaceutical companies can leverage these programs to improve customer relationships, enhance product education, and drive product sales.

Pharma Marketing News

See next page for important contact information...



Based in Plymouth Meeting, PA, with offices in Irvine, CA, **Lathian Systems** is a leading provider of innovative and customized web-based promotional and educational solutions for the life science industry. These solutions are found in Lathian's "Spectrum of evolving relationship marketing solutions," which includes:

- Medical Promotion
- Medical Education
- Training
- Conferencing
- Market Research

For more information, visit www.Lathian.com or contact:

Joe DeBelle
Senior Director of Marketing
jdebelle@lathian.com
610-832-2305

Pharma Marketing News

Publisher & Executive Editor

John Mack
VirSci Corporation (www.virsci.com)
215-504-4164, 215-504-5739 FAX
<mailto:editor@pharmamarketingnews.com>

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