



Reuter's Pharma Conference Key Takeaways



Contributors



Steph English
Director, Platforms



Conor Minnick
Associate Director, Search



Nick Walz
Director, Paid Social

HEALTHCARE IS CHANGING AT A PERSONAL LEVEL

Summary:

Patients are now more involved in their wellness than ever before. New tech, like Apple watches, FitBits and smart scales, have given people more control and visibility into their health.

These trends combined with the rise of digital health resources and telemedicine, largely fueled by the early days of the pandemic when in-office appointments with doctors were limited, has shown that patients and HCPs are embracing and even preferring digital or telemedicine options.

With this shift to digital, patients and HCPs want personalization. After all, we're used to platforms like Netflix and Amazon that predict what we want and make recommendations. Pharma brands are now finding ways to evolve, reimagine and shape their digital futures by focusing on patient and HCP-centric engagement.

Insights:

- Two years ago, not many people knew how to administer any sort of at-home test. But now, with rapid COVID tests, a large portion of the population understands how easy and convenient at-home testing can be. This is empowering consumers and inspiring brands to find ways for patients to own more of their wellness journey.
- Data shows that patient and HCP expectations are higher since the start of the pandemic. They research more and are more comfortable with home care and virtual appointments.
- 83% of HCPs are seeking digital sources of information due to a lack of sales rep availability.
- 80% of consumers prefer to use digital channels to communicate with their healthcare ecosystem.
- 88% of consumers feel telehealth visits are as good, or better than in-office visits.
- Biogen shared a great case study about the value of engaging patients digitally and early on in the treatment journey. Biogen partnered with Amazon to create "[Brain Guide](#)" – a starting point for exploring cognitive health.
- Kite CEO, Christi Shaw, shared information about cell therapy and how driving awareness of this treatment option early on can help patients talk to their HCP about what's next and other treatment options.

What Can Brands Do:

As patients and HCPs demand more from pharma, brands must reconsider how they are engaging with their patients.

Snackable video that HCPs can view in a few minutes of free time, resources throughout the patient journey, interactive personalized content and robust educational info to empower patients are just a few of the ways brands can tap into the evolving space that is healthcare in 2022.



HEALTHCARE IS FOR EVERYONE

Summary:

Although a widely acknowledged problem previously, the pandemic further exposed the inequities in healthcare across race, gender and condition. Various sessions at the conference offered insight into the disparities in treatment faced by different communities and the steps that pharma companies are taking to promote healthcare for everyone.

Insights:

- Over 75% of clinical trial participants are white. This creates disparities and limitations in how HCPs are treating underserved, understudied populations. Many barriers, notably a lack of trust, have led to communities not participating in clinical trials. Pharma brands are acknowledging this and trying to change it by making their boards more representative, working with local pharmacies to increase clinical trial participation and creating programs and scholarships to help build a more diverse HCP population
- Telehealth has emerged during the pandemic as a way to provide more access to populations that have previously been limited by location, access and other factors.
- Organon's Head of Research & Development, Sandra Milligan, spoke on the inequities in the Women's Healthcare space and her company's commitment to R&D for more treatment options for diseases that impact women.
- Doug Langa, EVP at Novo Nordisk, spoke about the obesity epidemic, a condition with a large patient population, but a disease state that is given little empathy and has lots of bias. To begin to drive awareness and change the conversation around obesity, Novo Nordisk worked with television—running storylines on Grey's Anatomy, New Amsterdam and The Resident— the NFL and Queen Latifah.

What Can Brands Do:

Amplifying and embedding the voices of all patient populations into treatments can help brands connect with different audiences. Understanding that research, treatments and adherence journeys vary by patient, brands must be poised to engage with all patient populations, especially those who face barriers to wellness.



HEALTHCARE IS GETTING SMART ABOUT DATA

Summary:

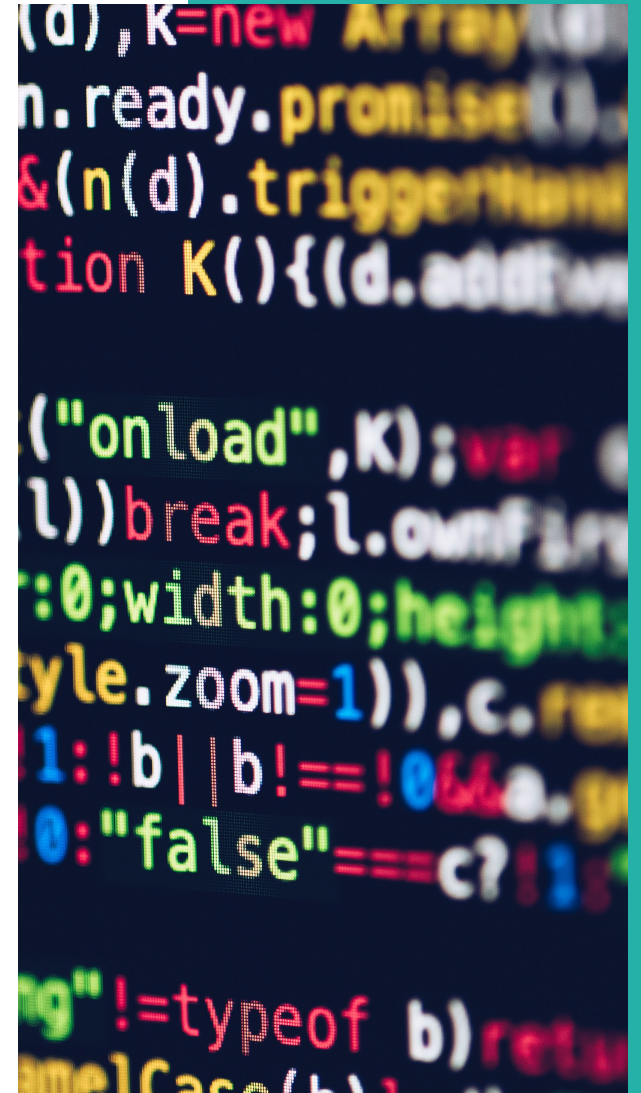
Data has long been a holy grail in pharma marketing — but it has taken the industry a long time to figure out how to use it and use it effectively. Brands and vendors are well versed in the intricacies, especially as they relate to privacy, of using data for marketing purposes. Now with personalization and agility becoming a key part of brand strategies, brands are learning how they can use data in powerful, impactful ways.

Insights Shared:

- Utilizing data to understand trends has proven very valuable for pharma brands, as it allows them to analyze treatment, condition and behavior across the full U.S. population and not just a subset. One case study showed how HCPs were able to understand COVID vaccine effectiveness by location and by comorbidity.
- The more data available, the faster brands are able to learn what works and what doesn't. Several presenters spoke about the need for Pharma to be more agile and nimble in marketing so that tests, results and updates can be made to campaigns more quickly.
- The related topic of AI as it relates to marketing came up often, specifically as it relates to PRC — which often is the reason for delayed timelines. Thinking of AI, not as human replacement, but human empowerment can help accelerate processes like med-legal review.

What Can Brands Do:

Brands must find ways to use data more insightfully and quickly. Things move quickly, and pharma often finds itself behind. Using new tools, like AI, to help streamline processes can make the difference in being first or being last.





Thank you.

FOR MORE INFORMATION CONTACT

Steph English | steph.english@publicishealthmedia.com

