Great minds don’t think alike

Fusing **Medical Communication & Digital** Expertise
A new and integrated approach

Digital has become a key component in engaging healthcare professionals

Everyone is online, and healthcare professionals (HCPs) are no exception. Findings from the 2011 Taking the Pulse® report issued by Manhattan Research show:

- **99%** of physicians are online
- **66%** use social media for professional purposes
- **40%** go online during patient consultations, with the majority using handheld devices
- **8 hrs** spent on average accessing online information on drugs and diseases each week
- **81%** own a smartphone, up from 30% in 2001

It’s no wonder digital engagement has become a key component of medical communications. Whether it’s a comprehensive disease portal, a sophisticated online classroom, or a 140-character broadcast, digital channels have become an integral part of the communications mix.

Keeping pace in this dynamic, exciting digital age isn’t easy. With constantly evolving technology, converging media and user-generated content, the opportunities to engage HCPs in new, innovative ways are endless.

But does your digital partner understand the science that drives medical communications? What are the rules of engagement? Are your digital tactics reaching your target audience?

Finding a partner who understands medical communications and has digital experience is essential to ensuring that you can harness the power of this exciting digital age.

“Physicians in high-growth economies are very resourceful when it comes to leveraging the Internet and digital sources of information to stay on top of their profession.”

Monique Levy, VP of Research at Manhattan Research
Now you can have the best of both worlds. Excerpta Medica is a full-service medical communications agency with expertise in digital engagement. High-quality content is at the heart of our integrated approach. We understand HCPs and their needs, and we have breadth of experience in key therapy areas, at all stages of the drug development life cycle, and across all channels of a global communication plan.

We offer our pharma, biotech, and medical device clients the following core digital engagement services.

- **Developing digital communication strategies**: Strategy forms the basis of all online tactics, including digital communication plans, online content planning, and development of new models for online content sourcing and implementation.

- **Extending offline medical communications**: We can help you increase the impact, reach, and return on investment of traditional offline medical communications with digital tactics such as websites, webinars, and mobile applications.

- **Creating online communities**: Working together, we can facilitate dialogue and foster relationships via web portal development, social media, and interactive content.

- **Building online classrooms**: We can build branded or unbranded environments for e-learning and e-assessment for multiple target audiences, both internal and external. We have experience with both accredited (e.g. UEMS) and non-accredited programmes.

- **Developing customized online publishing solutions**: We partner with scientific publishers and other content providers to build innovative online content solutions such as news feeds, literature reviews, congress/event reporting, and video interviews with leading HCPs.
Bringing **both worlds** together

## Our medical communication credentials

### Medical Communication Expertise
As a global, full-service medical communications agency we have breadth of experience in strategic consultancy, publication planning, medical education, and digital engagement. Our clients benefit from:

- **Strategic consultancy**
  Our broad experience allows us to offer strategic consultancy in all areas of medical communications and across all stages of the product life cycle.

- **Thorough understanding of the regulations**
  Rigorous training and our internal procedures ensure compliance with internationally recognized healthcare guidelines and regulations.

- **Excellence in execution**
  We have proven ability to effectively and efficiently manage the logistics and delivery of communication concepts across all channels.

### In-depth Understanding of Science and HCPs
Decades of experience working with clients in the healthcare industry means that we understand HCPs, their needs, and evolving market dynamics.

- **Depth of scientific and medical knowledge**
  We have extensive experience across the breadth of therapy areas — including fast-growing fields such as oncology, diabetes, and cardiology — and from blockbuster to niche products.

- **Understanding HCPs’ unmet needs**
  We understand HCPs and are experts in developing communications tailored to meet the unique needs of these diverse audiences.

- **Global reach and experience**
  We have a proven track record developing and implementing medical communication programmes that recognize cultural and geographical differences.

### Extensive Network
Through our close links with Omnicom and the Adelphi Group, we have an extensive network of strategic partners who bring depth of knowledge and experience in market access, market research, and marketing communications.
Bringing both worlds together

Our digital engagement credentials

Digital Engagement Track Record
We have a proven and extensive track record of developing digital strategies and tactics for our clients. We are able to do this with:

- **A strong team of experts**
  We’ve built our team of digital experts to meet client needs and keep pace with evolving technology. Our team combines in-depth understanding of HCPs and their digital behaviour with experience in developing high-quality medical content that has impact.

- **Demonstrated ability across a variety of digital channels**
  Over the years, we have developed many digital solutions for our clients, from mobile applications and websites to e-learning platforms and webinars.

- **In-depth experience in medical communications**
  Our 10 years’ experience working with brand teams from leading pharmaceutical, biotechnology, and medical device companies to develop digital engagement strategies has given us insights into their drivers and challenges.

Digital Expertise Complemented by Strategic Partnerships
We have built a network of strategic partners, including Omnicom sister companies.

- **Adult learning specialists**
  We work with experts in instructional design to ensure that the educational programmes we develop are in line with the learning requirements and behaviours of the target audience.

- **Experts in experience design and technology**
  We select technical partners to ensure development of the right channels and the optimal experience for users.

- **Engagement strategists**
  To maximize the impact of digital tactics, our in-house team may work with partners who help us develop plans to increase awareness and drive traffic.
Our approach to digital engagement

The process we follow for all digital engagement projects begins with extensive analysis of the brand strategy, positioning, business objectives, and target audiences. These insights form the basis of an integrated digital strategy.

**Digital Strategy**

- Extensive analysis of brand strategy, positioning, business objectives, and target audiences.
- Formation of an integrated digital strategy.

**Engagement Strategy**

- Online strategies developed to drive traffic and engage HCPs.
- Engagement on the basis of:
  - Cross-media campaigns
  - Social media and networking strategies
  - Email campaigns
  - Linking to network and society sites
  - Search-engine marketing
  - Refining strategies on the basis of metrics and key performance indicators as measurements of success

**Technical Strategy**

- Technology plays a crucial role in successful digital engagement.
- Technical strategy takes into account:
  - Development of the appropriate online platform
  - Platform support and flexibility
  - Compliance with industry guidelines
  - Search-engine optimization (SEO)
  - Web and user analytics

**Experience Design Strategy**

- Effective designs are user-centric and take the complete user experience into account.
- A successful user experience design is developed on the basis of:
  - Understanding the target audience’s online needs, preferences, and behaviour
  - Interface design appropriate for the target audience
  - Instructional design – maximizing effectiveness and efficiency of learning experiences
  - Understanding the regulatory environment

**Content Strategy**

- Content strategy is at the heart of a digital strategy. It’s about delivering the right message to the right audience in the right format.
- Content strategy is developed by addressing the following:
  - Defining the HCP audience and its educational needs
  - Understanding how HCPs use digital channels to access information or education
  - Analysing the current digital landscape for the target HCP groups
  - Identifying the optimal channels and format

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Excerpta Medica is a full-service, global medical communications agency with decades of experience of partnering with the healthcare industry. We have offices in Amsterdam, London, and Bridgewater (NJ, USA) and an extensive network of sister agencies through Omnicom and the Adelphi Group.

We develop and implement innovative scientific communication solutions across all media, with a commitment to quality that ensures smooth and timely execution.

Our services include strategic consultancy, publication planning, medical education, and digital engagement.

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