

The Digital Pharma Marketing Course

Add e to the mix to create a competitive edge in the new environment

By:

Fonny Schenck



- European thought leader on digital and customer-centric innovation in the new go-to-market model of life sciences.
- Former VP with J&J in the area of cross-channel CRM and digital marketing.
- CEO of Across Health, a consultancy specialized in eCRM.
- Highly respected for his comprehensive functional knowledge, ranging from SFE to Marketing Excellence, New Business Models, and CRM.

By attending this course, you will:

1. Learn why digital is one of the cornerstones of the **new commercial model** for pharma and how physicians, other stakeholders and your competition are leveraging the power of the Internet.
2. Be able to define a **digital strategy** for your brand, therapeutic area or company – locally and internationally.
3. Know how to tightly **integrate digital** into your overall marketing, sales and medical education strategy and **ensure “fusion”** of your online and offline efforts, while respecting legal and regulatory guidelines.
4. Learn from well-metricized **examples of successful e-tactics** for physicians, consumers/caregivers and other new stakeholders like payers, nurses and pharmacists.
5. Know how to **market your digital initiative** and how to **organize for digital success**: offline/online promotion, organization, change management and governance.
6. Be able to calculate the **ideal “share of budget” for digital** in your overall communication mix and to assess **the business impact** of your digital projects.
7. Gain insight into **emerging digital trends** and how they may impact your business.

What sets this course apart?

- The expert: Our expert-trainer, Fonny Schenck, not only has a wide international experience in digital marketing (over 100 completed projects with over 20 different pharmaceutical or medical device companies) but he has also built up a very strong reputation within the international digital community as a high-impact consultant and trainer. Throughout his career, Fonny has worked in pharmaceuticals as well as in consultancy at European and global level.
- The content: This course not only provides you with an explanation about concepts and methods. More importantly, it discusses the integration of digital in the overall business strategy and marketing plans (with practical examples) as well as the perspective of the customers and stakeholders, including several best-practice cases.

Who should attend?

This workshop is designed for innovative marketing, sales and medical education staff who want to optimize their communication mix and enhance customer-centricity through the selective adoption of digital.

Executives from professional services organizations should request approval from Fonny Schenck prior to registering to this course. Please contact Tanya Petroffa, Office Assistant, Tanya.petroffa@celforpharma.com ; tel +32(0)27092107).

Course agenda

The course starts on the first day at 09:30h with a welcome coffee and ends on the second day at 16:30h.

Day 1

- **Welcome & General Introduction**
- **Fusion marketing and the new commercial model: Why – What – How**
 - Understand what drives the need for digital in pharma: the patent cliff, consumerism, dynamics in pharma's stakeholder model, new customer needs.
 - The move from push to push/pull to pull.
 - Key digital trends for physicians, consumers and other stakeholders.
 - Key trends in other relevant industries for pharma.
 - Core concepts & terminology.

Business case: SWOT analysis for digital in pharma (exercise in teams)

- **Defining a digital strategy for your brand, therapeutic area or company**
 - What is a digital strategy and how is it linked with the overall product/TA/company strategy?
 - Define key leverage points, key target groups and desired behavioural change
 - Select & prioritize key digital tactics

To register, complete the online registration form at www.celforpharma.com

- Determine the relative importance of patient vs. physician strategy
- Design a digital roadmap

- **Effective e-tactics for pharma's key stakeholders**

- Effective tactics for *Fusion Sales, Fusion Marketing, Fusion Service* and *Fusion Medical Affairs* aimed at (target and non-target) physicians and professional associations.
- E-tactics that effectively work for consumers, caregivers, patients, pharmacists and other stakeholders
- What is the legal and regulatory framework?
- Which option to take: build it yourself or partner?

Business case: defining key leverage points and developing a digital roadmap for your brand for physicians and consumers/patients (exercise in teams)

- Define key leverage points, key target groups and desired behavioural change
- Select & prioritize key digital tactics
- Determine the relative importance of patient vs physician strategy
- Design a digital roadmap
- Aligning online with offline execution

GROUP DINNER

Day 2

- **How to allocate a share of the communication mix budget to digital**

- What are best-practice techniques for optimizing the marketing mix?
- How to prioritize key digital opportunities in the mix.
- How to assess the impact of drivers (e.g. communication objective, customer readiness, competitive and product lifecycle stage, ...) on budget allocation.

- **Assessing the business impact of digital projects**

- What kind of KPIs are important in pharma (and other industries)?
- How to measure the customer experience.
- An overview of web analytical tools and how they work.
- How to create a dashboard.

Business case: allocating budgets to digital projects and using key metrics (exercise in teams)

- Define which % of your total budget you want to allocate to digital and why
- Define key metrics and measurement techniques to assess your projects
- Create a metrics dashboard for your project

- **Moving beyond the pilot: marketing your digital project and organizing for digital success**

- How to not only get many web-visitors but also the right ones!
- How to ensure buy-in from the entire organization (change management).
- Aligning sales, marketing, medical and service to ensure effective cross-channel execution

- **Exploring emerging digital trends and how they may impact your business**
 - Be aware of not only the opportunities but also the pitfalls of social media!
 - The key uses of mobile – today & tomorrow.
 - What does “connected healthcare” mean? How may it impact your go-to-market model?
 - Exercise: which novel tactic(s) would you add? When?

- **Wrap-up and closing**

Learning methodology

Fonny Schenck is very experienced in leading interactive sessions and will actively engage participants in discussions and teamwork. In addition, a business case will be used throughout the workshop to help bring theory into practice.

Meet the expert: Fonny Schenck

Since mid 2007, Fonny Schenck has been CEO of Across Health, a fast-growing international consultancy on customer-centric innovation in life sciences.

He joined from Johnson & Johnson, where he held regional and global roles in the e-business and CRM space between 2000 and 2007. In addition, he managed the EMEA-wide Salesforce Effectiveness programme as well as the launch of the Marketing Excellence programme.

Leveraging his extensive hands-on experience, Fonny is focused on helping international clients to navigate towards a new commercial model, through the selective adoption of impactful innovative customer approaches.

Fonny likes to work at the exciting intersection of technology, commercial effectiveness, business strategy and innovation. One of his more recent strategic focus areas is the impact of connected healthcare on the business model for pharma.

Fonny has received many awards at J&J for his achievements in the CRM and e-business space, both at European and global level. In addition, he is a well-known speaker at international CRM and e-marketing events and has authored several strategic eCRM articles.

Dates, Venue & Accommodation

Please have a look at http://www.celforpharma.com/pharma-management/training/pharma-digital-marketing-course.html?linkid=minimenu_dates#dates

Registration fee

Please have a look at http://www.celforpharma.com/pharma-management/training/pharma-digital-marketing-course.html?linkid=minimenu_fee#fee

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