



C.E.L. *for pharma*  
CENTRE FOR EXECUTIVE LEADERSHIP

# The Strategic Digital Pharma Marketing Course



Learn how to design a digital marketing strategy for your brand, therapeutic area or company that integrates into the whole marketing mix – Grasp the full power and trends of all digital tactics in pharma – Learn how, and when, to select the appropriate tactics, optimise the mix and how to measure their business impact.



## Ruud Kooi & Annelien Van Boxlaer

- VPs of Across Health, Europe's leading consultancy specialised in cross-channel marketing and digital communication in life sciences.
- Ruud is a former senior marketing leader at Janssen, having worked for teams responsible for igniting regional projects, pilots and programs as well as executing at a local affiliate level.
- Annelien is VP of Innovation Strategy at Across Health having formerly worked as a marketing manager at AstraZeneca, where she was involved in developing cross-channel strategies across several therapy areas and lifecycle stages.

## By Attending This Course, You Will



- 1) Be able to define a digital strategy for your brand or therapeutic area to stay competitive.
- 2) Know how to select the digital tactics which are best suited to achieve your specific brand plan drivers and leverage points.
- 3) Decide per tactic how ambitious you want to be and what it takes to implement your preferred tactic in your preferred scope.
- 4) 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.
- 5) Learn from well-metricised examples of successful e-tactics for physicians, consumers/caregivers and other new stakeholders like payers, nurses and pharmacists.
- 6) Know whether you are focussed on the right KPIs and be able to answer ROI related questions concerning your digital tactics.
- 7) Receive Across Health's book *Delighting Pharma Customers in the Omnichannel Age* - which is described as "the missing manual for pharma marketers".

## Why You Should Attend

**The Content:** This course not only provides you with an explanation behind concepts, tactics and trends, but more importantly, it discusses the integration of digital in the overall business strategy and marketing plans. The course also examines the perspective of the customer and other stakeholders and uses multiple, real, best-practice cases to bring the theory to life.

**The Experts:** Our experts, Ruud Kooi & Annelien Van Boxlaer, not only have international experience in digital marketing but also have built up very strong reputations within the international digital community as high-impact consultants and trainers.

*The Strategic Digital Pharma Marketing Course is the only available public training course delivered by Ruud & Annelien on the topic of digital pharma marketing.*

## Who Should Attend

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

*As this course is delivered by Ruud & Annelien of Across Health - a leading pharma consultancy company, executives from other professional service agencies should request approval prior to registering for this course. Please contact Annelies Swaan, Head of Business Operations, for more information ([annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com), tel +32 (0)2 709 01 42).*

## Agenda Day 1

### 10:00 Welcome & General Introduction

### 10:30 Insight: Online Landscape Analysis

- Which key industry changes are accelerating the move to digital?
- Online behaviour and trends of physicians, patients and other stakeholders.
- Benchmarking surveys and other sources for a competitive assessment.
- Internal analysis: How to assess the e-maturity of your company?
- Technology trend analysis: Which new technologies may influence the patient-physician-pharma relationship ... and by when?

11:00 Coffee Break

### 11:15 Innovation: Defining a Digital Strategy

- Strategy is a major bottleneck in most pharma companies!
- Step 1: Determine the buying process and key leverage points
- Step 2: Select amongst the 7 generic e-strategies and prioritise e-tactics
- Step 3: Create the 3-year roadmap
- Models, case studies and insights to help you understand the complex buying journey and how you can influence it through media

### 12:00 Elbonia Simulation Game - Exercise 1

- *Exercise: define your objectives*

12:30 Lunch

### 13:30 iPad Detailing

- The (sad) realities of tablet detailing
- What is needed for success? ... Closed Loop Marketing!
- How to activate your sales force
- *Exercise: define your own detail-aid*

### 14:30 HCP Self-service Portals

- Learning from best practices in non-pharma industries
- Discussing examples of pharma portals
- The 4 different ways to make an impact
- *Exercise: define your own homepage*

15:30 Coffee Break

### 15:45 Medical Education

- Why webcasts are impactful
- Success factors
- Best practices in pharma
- The 5 key steps to influencing treatment choice through eMeetings
- *Exercise: extending the reach of a symposium*

### 16:45 Remote Detailing

- Benefits of teledetailing
- Success factors
- Best practices in pharma

17:30 Close

## Agenda Day 2

### 09:00 E-mail Marketing

- Success Factors
- *Exercise: Create an effective email*

### 10:00 Search Engine Marketing

- How consumers and HCP search for health on Google
- SEO & SEA: how it works – pros & cons - examples

### 10:15 Social Media

- The social media landscape
- Social media in life sciences
- Social objectives and appropriate social technologies in Pharma

10:30 Coffee Break

### 10:45 Mobile Marketing

- General trends & technologies
- Mobile in Healthcare

### 11:00 Elbonia Simulation Game – Exercise 2

- *Exercise: Define your channel mix*

### 11:30 • Impact: ROI and other KPIs

- Factors that determine ROI in digital marketing
- Using Google Analytics to measure Reach & Advocacy
- How to measure engagement
- How to measure conversion (e.g. Net Promoter Score)
- Issues
- *Exercise: plan your KPIs*
- *Exercise: improve a current campaign*

### 12:00 Bringing it all together: Building a Multichannel Campaign

- Using a 3 phase methodology to optimise the channel mix
- The “Multichannel Equivalent” concept
- Designing the marketing mix at the HCP level

12:30 Lunch

### 13:30 Elbonia Simulation Game – Exercise 3

- *Exercise: Define your own campaign*

### 15:30 Final Thoughts & Closing

## Learning Methodology

Ruud Kooi & Annelien Van Boxlaer are very experienced in leading interactive sessions and will actively engage participants in discussion, answering any questions that may arise. Group exercises will be used throughout the course which will help delegates learn how to apply the theory and frameworks to their own situation.

A simulation game runs through the 2 days so that participants can assimilate the course content by putting the theory into practice.

*One of the most valuable aspects of attending any C.E.L.forpharma course is not only being able to have your specific questions answered by a leading expert, but also having the opportunity to share experiences and have in-depth discussions with your international peers.*

## How To Register

- 1.) Check our website ([www.celforpharma.com](http://www.celforpharma.com)) for the most recent course dates and fees.
- 2.) Click "Register Now" & fill out the registration form with your personal and company (invoicing) details.

*If applicable please add your company's VAT number. We will include this on your invoice, which is needed for your company to reclaim VAT.*

- 3.) Choose a payment method.
  - a. If you select "Pay by credit card" we will email you a pro forma invoice and secure payment link.
  - b. If you select "Pay by bank transfer" we will email you a pro forma invoice for you to process through your company's payment system.

- 4.) Click [Confirm Registration >](#)

You will receive an automatic confirmation email shortly followed by a personal email with your pro forma invoice and further payment instructions.

## Included in the Registration Fee

- Course Material (Digital & Print Versions)
- Coffee, Tea & Refreshments During the Course
- Lunch During the Course
- A Group Dinner on the First Day
- Certificate of Attendance Signed by the Experts
- Book "Delighting Pharma Customers in the Omnichannel Age"

## Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

**email:** [annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com)

**call:** +32 (0)2 709 01 42



*An understandable, easy approach to the complex world of digital marketing. The framework that was introduced is priceless to plan my first multi-channel campaign.*

### Takeda

Janine Kopp, Project Manager Oncology  
Switzerland - May 2017



*Coming from a FMCG/retail background, this course gave me the right foundation to quickly give me a broad understanding of digital trends in the pharma sector. The case study and practical exercises were very involving and helped to quickly apply the skills learnt.*

### Nestlé Nespresso

Milind Madan, Global Marketing & CRM,  
Business Excellence  
Switzerland - May 2017



*Great course to get a grip on the MCM landscape!*

### Merck Sharp & Dohme

Sander Hemelsoet, Brand & Customer  
Manager, Oncology  
Belgium - May 2017