



Media Data & Analytics: The Keystone to Pharma Engagement Strategy

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Any seasoned marketer will tell you that the better you understand your audience, the more informed your strategies will be, resulting in better engagement. However, unlike any other industry, pharmaceutical manufacturers need to account for not just their end users (patients), but also care givers, healthcare practitioners, pharmacists and payors, while remaining HIPPA-compliant and meeting strict FDA regulations.

Pharma companies are under more scrutiny, regulatory pressure and financial pressure than ever before. Making things more complicated, each country has its own rules and regulations as it applies to media regardless of whether the local industry is government- or self-regulated. Pricing pressures come from all directions – pharmacy benefit managers, politicians and the general public. And, the competition is getting heated due to specialty drugs, biologics and biosimilars. This environment is driving the need for much stronger targeting and deeper analytics to guarantee less waste and higher returns on marketing spend.

Other industries embraced the world of analytics and deep customer long ago. Unfortunately, the pharmaceutical industry has been at a disadvantage due to strict regulations and cautious brand managers. Many of the data-points used to draw insights that inform strategies in other industries are just not available in pharma—or at least, they haven't been historically. With the advent of more sophisticated technologies and the prevalence of digital channels, the pharmaceutical industry is now beginning to utilize analytics and deep customer understanding. It is finally all achievable within HIPAA and other regulatory guidelines due to the ability to understand customer behavior anonymously whether it is HCP- or DTC-oriented marketing. In the near future, we'll see the manufacturers who are leveraging analytics in this way winning in the market.

Go Beyond Demographics

First and foremost, it is time for pharmaceutical marketers to stop thinking of their target audience as a demographic or a profession. Regardless of whether targeting a physician or a patient, they are individual people. Individual people who have adapted and evolved with technology and who have specific expectations around education and care. They want to be understood and spoken to in a way that engages them, as an individual. We all process information differently and we all have different motivators. To illustrate, let's look at two doctors: Dr. Jones and Dr. Mullens. Both doctors are more than the 8 hours a day that they put on their white coats. In a demographic physician profile, they look exactly the same. Most agencies would look at them in the same way as it relates to how they should apply media to engage with them. However, as people, they are very different. They have different likes and

dislikes, and a specific way of taking information in. In order to communicate with them effectively, you need to speak in a voice that connects to them personally.

Dr. Jones is a 48-year old cardiologist in a high-prescribing decile. He does not wake up in the morning and expect his family to call him Dr. Jones. He is Gary or dad. He is very cut and dry in how he communicates. He doesn't want unnecessary sentiment, he wants the facts. He analyzes facts and figures before any decision from how he treats his patients to where his family should go on vacation.

Dr. Mullens, however, a 52-year old cardiologist, also in a high-prescribing decile, likes to be painted a picture. He connects emotionally with people both in his personal life and in his profession. He's known for his bed-side manner and gets to know about his patients and their families while treating them. In his spare time, he loves to cook restaurant quality meals for his friends and family. He loves the creative outlet of cooking along with the connection sharing a meal provides.

Physicians are People Too

Top ranking television shows that physicians in the US watch when they're off duty:

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|-----|-----------------------------|---------|
| 1. | Abhi To Main Jawaan Hoon: | TV Asia |
| 2. | Super Dancer: | Sony |
| 3. | Cricket Highlights: | Willow |
| 4. | Bhabi Ji Ghar Par Hai: | Zee TV |
| 5. | So You Think You Can Dance: | Fox |
| 13. | Mad Money: | CNBC |

* Healix DNA Data - 3/17

Dr. Jones and Dr. Mullens treat the same diseases and patients, but need to be communicated to very differently for the message to resonate with them.

This can seem overwhelming—creating a personal experience for each person, whether doctor or patient or care giver. But, with the right data points, creative and platforms, not only can it be achieved, but it can provide exponentially better results.

The Keystone: Media Data

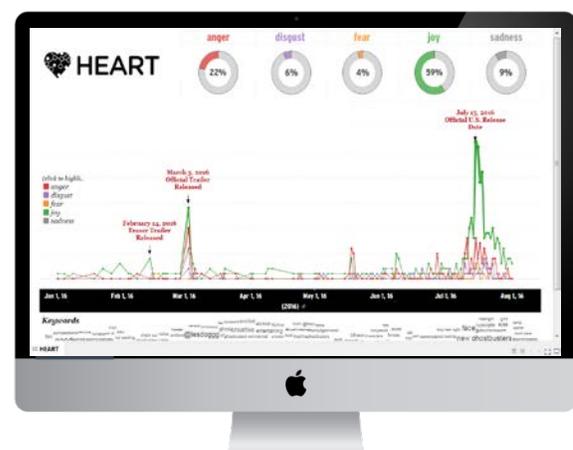
Media analytics and data need to come to the front in the creative planning process. With media changing at the rate that it is, a brand will always be better positioned against the competition if it has behavioral insights about the person it is trying to communicate with. It's important to recognize that individual media tactics do not drive change in today's pharmaceutical landscape. Individual media tactics drive actions and behaviors that lead to the use of other media channels as patients and doctors navigate through their individual journey. Each touch point is an opportunity to engage, and collectively these individual brand moments ladder up to deeper engagement and stronger customer relationships. The key is recognizing that not everyone has the same journey or the same needs, so supporting them in their unique journey rather than pushing a one size fits all communication approach provides a more customer-centric way to drive a brands business growth. The first step on the path to engagement is individual research. Physicians and consumers are, at the end of the day, all people looking for answers. Today's marketing and media ecosystem is about connecting with people, guiding them through their search for knowledge, and engaging with them meaningfully. Let's also keep in mind that everyone is mobile.

Understanding the Audience

In order to be more successful in reaching your audience, it's paramount to build a rich data stack in order to micro-target high value targets and then build upon that success through the broadening of relevant audiences to create a network effect. Tools such as DNA, developed by IPG Mediabrands' healthcare agency Healix, layer traditional qualitative marketing data with the psychology of human qualitative engagement and allow us to see not only the what, where, when and how people engage with a communication program, but also the “why” people engage the way they do. From a consumer perspective, it allows us to understand individual engagement habits and the communications voice that people respond to most effectively, all anonymously and within HIPAA guidelines. From an HCP perspective, we can understand the psychological and emotional drivers behind certain practices of medicine. Tools such as DNA allow us to understand how doctors use consumer media, how doctors notice and process physician efforts and media, and which elements are most effective in driving openness to recommendation and, ultimately scripts.

In this environment we can understand not only a stream of what people do and where they do it as individuals digitally, but we can examine what television programming that certain groups of physicians or patients watch more than others. This transforms targeting far beyond the digital landscape. We are able to understand individual media journeys dynamically to know what media channels trigger the next step in the media journey and follow individuals more effectively through their process of research and exploration. By layering broad performance data, channel performance data, target profiling, business IQ, pharma target lists and CRM data, it helps inform media decisions, provide hyper-accurate analytics and insights, apply unparalleled intelligence to programmatic digital campaigns and power advanced TV.

The innovation all of this data is providing doesn't end there. Utilizing additional tools that have been built off the back of anti-terrorist technologies, such as IPG Mediabrands' Pursway, we are able to identify and target idea influencers and thought leaders in order to broaden influencer connections. Using tools such as IPG Mediabrands' HEART which leverages the advances of behavioral psychology and computational linguistic methodologies applied to social, news, blog & television data through a combination of Natural Language Processing, Machine Learning & Artificial Intelligence, based on the IBM Watson platform, we can understand emotional valence in social media interaction. Programmatic media allows us engage in contextual and behavioral targeting based off of insights generated through online behavior, segmentation based off of hospital or physician office visitation, and retargeting and look-a-like marketing. Utilizing mobile technology, we can build geo-fencing and beacon-driven tagging so that we



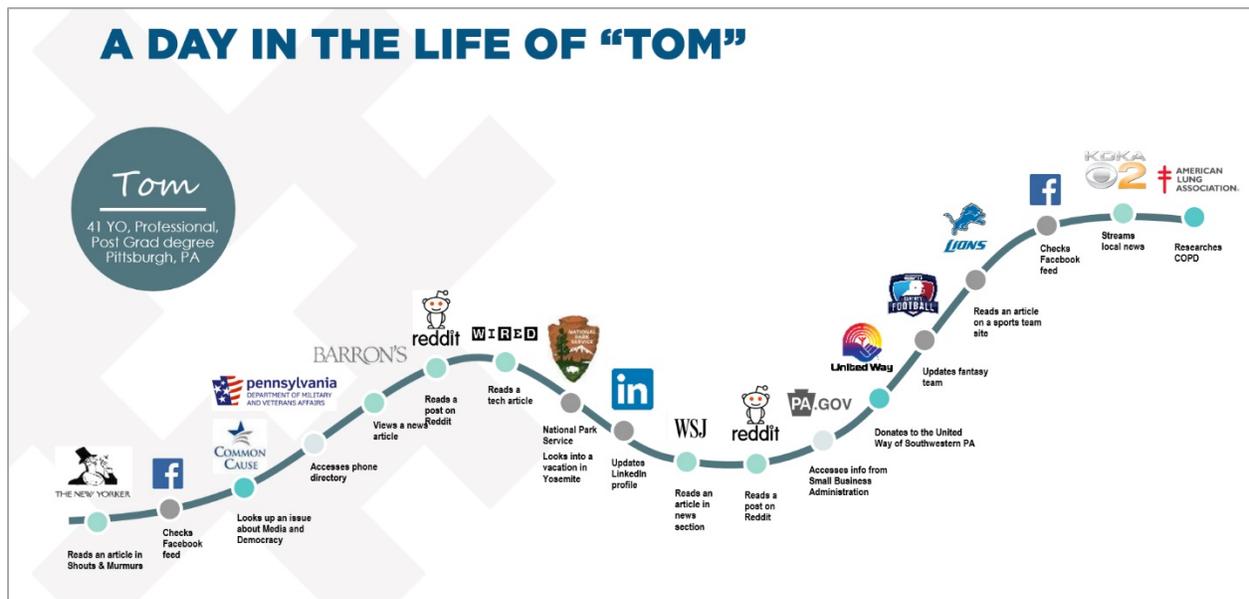
can be more effective in knowing that we are reaching the right audience based upon places that they have physically visited, even after they are back at their home or office.

Applying Media Insights to Creative

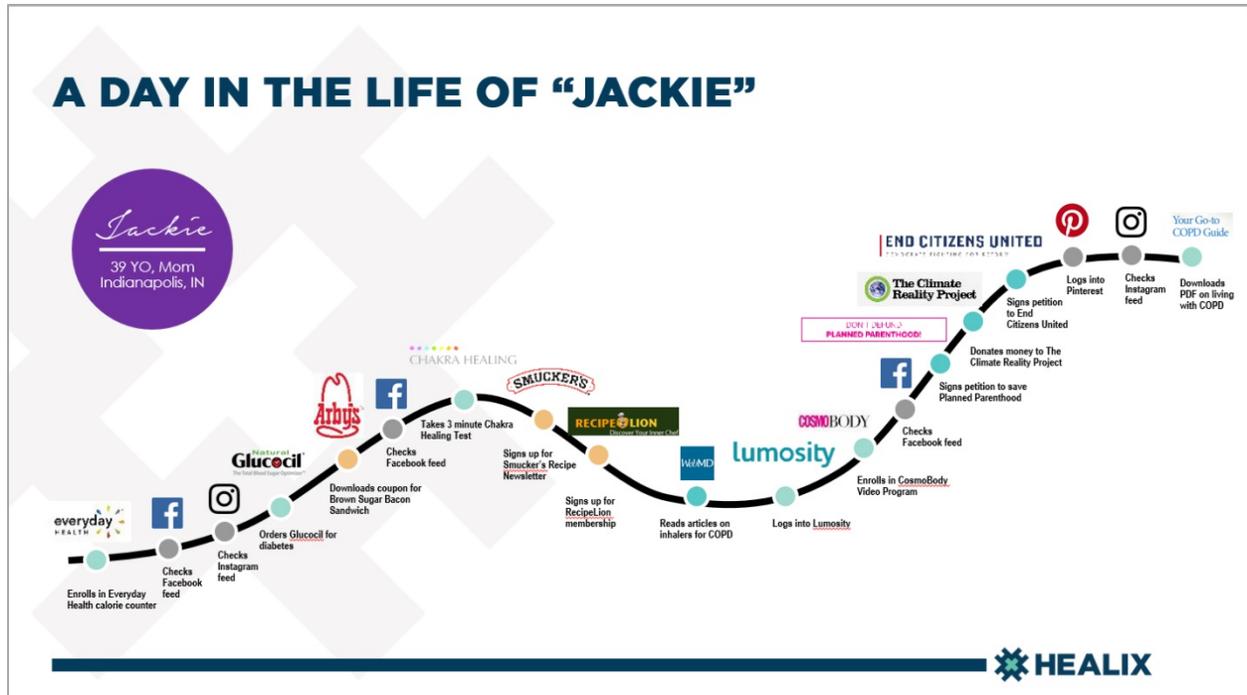
By bringing media insights to the forefront and ensuring that there is a strong working relationship between the media agency and the creative agency, we are able to identify the best kind of creative voice that will impact an audience most effectively. From a digital perspective, we can see the online habits of an anonymous individual over the course of an average day.

Once we understand the media habits, we have a perspective on the engagement priorities of an individual and are able to deliver customized creative, with the same overall message, but in a different voice, through the application of dynamic creative.

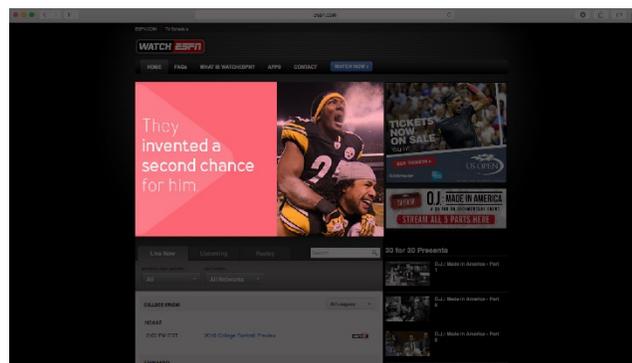
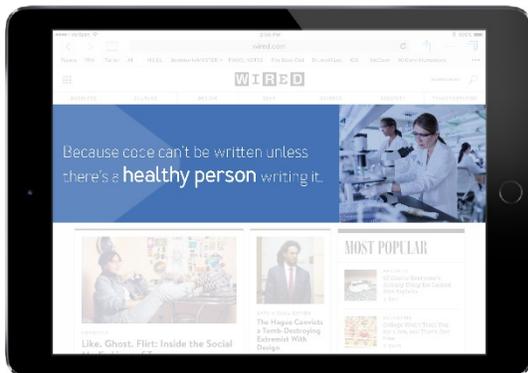
Below, we have “Tom,” a 41 year-old professional from Pittsburgh, PA. Based on his regular online activity, we know he is an avid reader of tech publications like Wired and is a football fan. He also frequently researches treatments for COPD.



“Jackie,” on the other hand, is 39 years old, living in Indianapolis, IN. She frequents sites focused on food, cooking and social engagement with her friends and family. She too regularly researches treatments for COPD.



Utilizing a creative and programmatic ad server, advertisements can be customized to deliver messages in a voice and context that will resonate with the audience. This is more than just an analytical message for someone like Tom versus an emotional message for someone like Jackie. Even within the analytical message, the creative used to deliver the message is customized for the audience. For example, targeted online ads speak in the voice of a computer programmer while “Tom” is visiting Wired, and in the voice of a football fan when he is on ESPN. By applying these insights at the earliest moment in the process of developing the strategy, the creative team is empowered to develop messaging that speaks directly to the target audience in the way and manner that they want to be spoken to within the context of the media they are consuming.



Same Message – Same Person – Different Voice

The Way Forward

Often pharmaceutical brands look at technological advances in advertising and marketing as being hurdles to overcome or avoid altogether. However, with the right perspective, we can turn technology to our advantage and allow it to work harder and more effectively for us within the boundaries of privacy and regulation. We have reached that point; the tools that have been developed for consumer brands have been modified to be particularly effective within the pharmaceutical industry. Using insights from media consumption data is key to developing creative that will hit the mark with the target audience—whether it be the patient, caregiver or HCP. Pharmaceutical brands can now take advantage of similar strategies that have worked so well in other industries not constrained by strict regulations and apply them to their business in order to be more effective and create a stronger ROI for their media dollars.

Data, analytics and machine learning have transformed the possibilities within media for the pharmaceutical industry. Media is no longer looked at as the collection of channels to place creative that is designed by strategists and creative directors. Media insights drive creative thinking and engagement strategy. Additionally, Pharmaceutical companies need to look beyond the traditional trade journal strategy of physician media engagement or even consumer engagement, look at them as the human beings they are, and engage with them as such. The use of data allows companies to not only target customers more effectively, but ensure that they are targeting within guidelines in the most effective way.

About Healix

Healix, part of the IPG Mediabrands family, is a global healthcare media agency with unparalleled buying power, preferred rates, and a proven track record for success that provides innovative media solutions targeting healthcare professionals, patients and consumers.

Focused exclusively on the healthcare space, we know that when we put our focus on our clients' goals, we achieve ours too. We don't wait for our clients to tell us what they need, as we anticipate those needs and ensure they are met. We've made a business asset out of our ability to identify, vet and integrate time- and cost-saving technologies and processes that keep our clients flexible and adaptive, ensuring positive business results.

For more information about Healix and how we address healthcare media, email info@healixglobal.com or call 646.609.9966.