

Marketing Tips & Techniques: Mobile

TRENDING NOW: As the screen shrinks and opportunities increase, experts provide tips for mastering mobile marketing.

Editors Note: This month, PharmaVOICE is launching a new department: Marketing Tips & Techniques. Each month, we will address an issue or emerging tactic in the marketing arena and ask experts to offer tips and techniques in dealing with the related challenges and offer best practices. We kick off the series with a discussion on mobile marketing, and what the industry needs to know to be effective on the small screen.

Meeting The Challenges Of Developing A Mobile Campaign



DR. NORM ROSENTHAL
Chief Scientific Officer
Janssen Scientific Affairs
@JanssenUS

We collaborated with HCPs to ensure our mobile solution was easy to use and consistent with

standard search engines.

Janssen Scientific Affairs (JSA) recently **LAUNCHED JANSSENMD**, an online scientific resource for U.S. healthcare professionals seeking instant access to current information about Janssen products marketed in the United States. The Web-based application is designed for use on desktops, tablets, and smartphones. Clinicians can easily find full prescribing information, clinical trial data, and safety information about Janssen medications. It is among the first medical information Websites to offer a self-service model that is accessible through mobile devices. Currently, scientific information is available for five pharmaceutical products with additional Janssen products to be added later. In addition to product information, JanssenMD provides access to Janssen Prescription Assistance Programs and Risk Evaluation and Mitigation tools.

Dr. Norm Rosenthal, chief scientific officer, JSA, addresses the challenges and best practices learned from Janssen's journey of gathering customer insights, bringing forth a creative solution, overcoming regulatory/legal hurdles, using customers to drive design, and measuring impact.

"The first challenge in developing JanssenMD was identifying a customer solution for healthcare delivery in a digital marketplace," Dr. Rosenthal says. "JSA gathered insights from healthcare pro-

fessionals (HCPs) who told us that they want to be able to use their tablet and smartphone devices to search and find product information at the point of patient care."

The second challenge, according to Dr. Rosenthal, was to secure legal and regulatory approval to ensure compliance with industry guidelines, which the company met by collaborating closely with its internal business partners. And the last challenge was determining the strategy for how best to convert the current scientific information into targeted and concise responses compatible with any device.

"We collaborated with HCPs to ensure that our solution was easy to use and consistent with standard search engines," Dr. Rosenthal says. "To measure the impact of this innovative resource, JSA continually monitors use metrics and we plan to stay highly connected to our customers for future enhancements."

Best Practices For Mobile Marketing For The Life Sciences Industry



TIM GARDE
Managing Partner
The Star Group/Star Life Sciences

Mobile users have different goals, needs, and behaviors than desktop users.

The critical objective is to understand the needs of audiences from healthcare professionals and family caregivers to consumers and patients at the moments they are interacting with their mobile devices. Mobile users have different goals, needs, and behaviors than desktop users. Crafting a user experience and relevant content targeted specifically to mobile device users relies on very specific information, often relative to a specific time, location, or task.

Determining the appropriate users and presenting them with prominent information will result in positive mobile user experiences. For example, a health system might offer content that includes finding a doctor, emergency room wait times, driving directions to a specific hospital, or visiting hours as prominent content for mobile users, rather than detailed reading about medical services or general information.

Trending Now...

- » U.S. mobile local advertising will grow from \$664 million in 2011 to \$5.8 billion in 2016.
- » 50% of mobile search queries have local intent, up from 40% in 2011, and 30% in 2010.
- » 25% to 30% of all paid search traffic is now mobile.
- » ROI varies significantly by mobile device; data show that paid search ROI on iOS devices is actually twice that of ROI on Androids.

Source: Search Engine Land
For more information, visit searchengineland.com.



FARD JOHNMAR
Founder and President
Enspektos

Our research indicates that 35% of the most active digital health consumers have downloaded a health app.

There are two primary things to keep in mind regarding mobile health. The first has to do with staying focused. Specifically, although the latest Pew data suggest that mobile health app adoption rates within the general population remain flat at about 10%, there are thousands of apps available and millions of people using them currently. In fact, our research indicates that 35% of the most active digital health consumers have downloaded health apps. This indicates there is a healthy interest in these products among many. We should focus on optimally serving the folks who are using health apps right now rather than debating whether the overall trend line is going up, down, or remaining flat.

A second related point has to do with working hard to develop apps that are effective — for example, they change health behavior — are usable and sustainable, and not here today, gone tomorrow. We have a golden opportunity during this period, before health apps hit the mainstream, to get it right and develop fantastic mobile products that patients and the pharma industry love.

**SHAWN O'HAGAN**

Senior Manager, Marketing Solutions,
Daiichi Sankyo

A phased approach to app deployment helps manage the solution and allows it to evolve

over time based on lessons learned.

An important best practice of mobile marketing is ensuring that the mobile platform is an integrated part of the overall marketing strategy. By considering the overall platform up front, the solution can appropriately scale with organizational needs and the desired results we want users to experience.

To assist in governing these platforms, we created a centralized mobile governance committee before developing our salesforce iPad detailing platform. The committee is responsible for approving and aligning all organizational apps and platforms. By creating and using this centralized team, we were able to develop a process that approves mobile applications based on both the overall organizational needs and the needs of our salesforce. With this approach, we avoid app clutter, minimizing duplication and maximizing outcomes.

A second best practice is adopting a phased approach to the app deployment. Phases not only help manage the solution and budget more efficiently, but also helps the solution evolve over time, based on lessons learned.

**CRAIG ROHRBAUGH**

Managing Partner
Mobicize
@mobicizeme

As the mobile market becomes more fragmented, understanding audience device types, platforms,

operating systems, and browsers helps to define capabilities and limitations.

We suggest three core considerations for developing effective mobile marketing campaigns. The first is having a solid understanding of the mobile audience, are they HCPs, patients, caregivers, or other key stakeholders. How do they use smartphones and tablets? What information are they looking for? How do they want the information presented? How frequently do they want updates or new information? Of equal importance is evaluating their mobile technology preferences.

As the mobile market becomes more fragmented, understanding audience device types, platforms, operating systems, and browsers helps to define capabilities and limitations, increasing the likelihood of delivering impactful, cost-effective solutions. Finally, it's important to have thorough and well-defined requirements for all mobile assets being built.

If the business, technical, security, and user interface requirements are not carefully and fully defined, companies run the risk of increased development costs and less effective mobile campaigns.

**JEFFREY SCHAB**

Chief Operating Officer
and Founding Partner
Synapse Medical
Communications
@SynapseMedCom

A mobile app should serve one distinct purpose — it should either inform or provide a specific function.

The best solutions are often the simplest ones. Whether translating complex science into market-shaping strategies or designing a mobile application, keeping the solution short, sweet, and to the point is critical. The first step of any mobile marketing strategy is to clearly define the problem to be solved. Next, determine if the mobile app is going to be used for education/communication purposes or as a point-of-care medical tool/device. Clearly defining both at the start will surely save time and money.

A mobile app should serve one distinct purpose — it should either inform or provide a specific function. Apps should not be portals that address multiple needs, nor should they be aggregators of several tools under one icon.

Finally, overtly promotional apps will not gain much traction; there is simply too much competition for space on mobile devices. Users must perceive immediate value to justify the real estate.

Common Mistakes in Mobile

**JON CROWLEY**

Digital Strategist
Klick

Mobile-friendly isn't good enough for today's user, and given the role smartphones now play in the doctor's office or pharmacy, it's a

significant missed opportunity.

The most common mistake that our industry is making in mobile is forgetting that a mobile app or site isn't just a marketing channel, it's a means of delivering added value, beyond the core product. A mobile device isn't the same as a desktop computer, and yet most mobile experiences in health are an attempt to cram a complete Website, including ISL, into a three- or four-inch screen. Mobile-friendly isn't good enough for today's user, and given the role smartphones now play in the doctor's office or pharmacy, it's a significant missed opportunity. It's vital to focus on the use case — offer the patients who hit the mobile site something

they can use in that moment, such as tools for adherence, treatment guides, or a doctor discussion primer, and make surfacing those features a priority when it comes to design.

**LEIGH HOUSEHOLDER**

VP, Experience Strategy and Innovation
GSW Worldwide

Our opportunity is to think mobility, not mobile.

A mistake I hear often is that "mobile users wouldn't do that." Next year, mobile phones will overtake PCs as the most common way to access the Web. Increasingly these users aren't differentiating between devices, they're moving seamlessly between them. They expect to be able to find everything they need on any device — phone, reader, tablet, laptop — they might be carrying, and augment the experience of a big screen — gaming, television, movie — with what they can find on smaller screens. Our opportunity is to think mobility, not mobile.

Additionally, the newest best practice in mobile is a simple one: start with the small screen. Mobile strategy focuses us on utility: what people can do; conversation: who they're with; and action: what we can help them accomplish. Web experiences that plan those interactions are more valuable than those that simply deliver things to read.

Add for the big screen, don't delete for the small one.

**MICHELLE VITKO**

Senior Research Analyst
Cutting Edge Information

The most vital aspect to developing successful mobile programs is to listen to the voice of the patient early in the process.

One common mistake companies make when developing mobile initiatives is undervaluing the voice of the patient. Frequently, companies wait to incorporate feedback from the end users until the program or campaign is already close to market. At this point, it is often too late, as any changes suggested by the target patient audience will either cause a delay in program launch or result in missed opportunities to strengthen the initiative. Time and time again, we have heard that the most vital aspect to developing successful mobile programs or campaigns is to listen to the voice of the patient early in the process.

Keeping the patient in mind at the beginning allows the end product to be shaped by actual — rather than perceived — need. Focus groups or patient advisory panels can provide feedback integral to the development of effective mobile initiatives. 