

In appreciation

I do not believe that Excerpta Medica has a formal “mentoring” policy. However, I have been very fortunate to have been mentored by Jean Dolan, who was a VP at the company. Jean was with EM for more than 20 years and for most of those years I reported directly to her. She was (and I am sure still is) very professional, had extremely high standards, and helped me to understand client needs, my weaknesses and my strengths, and helped me to develop those strengths and improve on my weaknesses (although I’m still working on the latter!). Jean was a guiding force in my career development and I am very grateful for her help throughout the years. I think when you have a mentor you never totally appreciate their value. It wasn’t until Jean left the company that I truly appreciated her wisdom and counsel. I lost the person I could go to for help — I don’t think I ever

ance, I've become a proud director of an enthusiastic editorial department, while learning the intricacies of sales-generated projects and other streams of revenue. I've grown to lead a team of dedicated artists, managers, writers, Web designers, and editors into the new contemporary design of our publication while keeping them challenged and focused. Plus, I have used input from all fronts to shape the future editorial voice, look, and feel of *MD net guide*. Mike has consistently supported my management, style, and knowledge of editorial production and flow and lets my decisions and suggestions steer the ship. Although he probably doesn't know it, he's been more of a mentor to me than anyone in my career. His entrepreneurial spirit has been a welcome sigh of relief from my sojourn through big business, and Intellisphere is the ultimate personification of Mike's continued dedication to his people and his vision.

John Maillard

EDITORIAL DIRECTOR
MD NET GUIDE, INTELLISPHERE LLC

Satisfaction in making a difference

Yes, I feel very strongly about mentoring. I think it is very important to share experiences and help others along. By mentoring, you help in the educational process, which can be a person of any age, in any stage of his or her career.

I have been extremely fortunate to have had several mentors early in my career who left an indelible mark and helped shape the way I conduct business. Not only have I benefited from this, but also the organizations that I have belonged to have benefited from this experience.

As a result, I have mentored quite a few people either in formal programs or informally. There is a great deal of satisfaction to know that you have made a difference. If the mentoring is a fit, it can result in a lifelong

friendship. Schering-Plough is formalizing its mentoring program.

Louise S. Kauffman

VP, CONSENT/DECREE INTEGRATION
SCHERING-PLOUGH

More reputation management Changing behavior

I agree with Alan Holmer's comments regarding the target audiences we need to reach. However, I think we need to change behavior across those stakeholders. And while reaching opinion leaders and policy makers is important, I say let's keep our focus on the American people first and foremost. Why? While Congress is a small intimate group with vast influence, and relatively easy to reach, they are not our true customers, nor are they the people that we discover medicines for. Most do not deal personally with the burden of rising healthcare costs or lack of medical coverage. And, as the movie *Dave* pointed out — they work for us! More importantly, time and time again it's been proven that changing public opinion happens at the grass-roots level.

So, let's take a look at how PhRMA's new Strategic Communications and Public Affairs division can handle this enormous challenge. It's not necessarily about new or innovative ways of communicating. It's not about channel marketing. It's about an integrated message platform that speaks to all segments of our society. If PhRMA wants to be successful then it must get out into the community. It must think outside the Beltway. It must reach out, understand, and THEN address the needs of our diverse population, and keep the dialogue going.

There are several key topics that we as com-

municators can help PhRMA address: targeting, branding, messaging, and integrated communication.

Before the industry can make "the American people aware of the tremendous life-saving contributions pharmaceutical companies make," it first needs to understand its audience. Who uses the greatest proportion of our healthcare dollars? What is their level of understanding (education)? What can they spend? Who needs help (socioeconomics)? What language do they speak? Can they read? Also, who is influencing their opinions? What role does Wall Street and the media play in determining what they think about the pharmaceutical industry?

Once we know whom we want to talk to, let's develop a brand commitment that the country can embrace. If it works for the average American, all other stakeholders will embrace it.

How we communicate with our audiences is critical. We need to boil it down to key messages that are relevant and understandable. In the past, we have either bored or confused the public by talking about economic modeling of research and development investment versus marketing, rather than focusing on the issue that matters most to them — how the industry is going to ensure that every family can get the prescription medications it needs. Also, we need to remember that paying for healthcare is an emotional issue for many Americans. If we overlook the emotional side of the issue and try to address it with purely logical arguments, we will never succeed in swaying public opinion.

Finally, leading integrated communication companies should be invited to sit at the table with PhRMA to do what we do best — create strategy, explain/educate, drive action, and sustain that action. The pharmaceutical industry has a great story to tell. From indigent-care programs to discount drug cards to compliance programs that encourage patients to continue taking the medication they need, the industry is responsible for many good deeds that are improving the health of Americans. Working with marketing and communications experts will ensure that the story is heard.

John Racik

PRESIDENT AND CEO
BLUE DIESEL,
AN INCHORD COMPANY

What's Your Opinion?

BRAND SIGHTINGS

For years, the movies have been a mainstay for product placements. We all have seen obvious examples of popular consumer good icons on the big screen — Coca-Cola, BMW, and Budweiser — to name just a few. Recently, Schering-Plough's over-the-counter allergy medication Clarinex was prominently displayed during a drugstore scene in an episode of *The Gilmore Girls*.

While regulatory issues obviously prevent marketers from using this type of innovative product placement for prescription products, PharmaVOICE wants to know what other types of nontraditional marketing vehicles are being used for brand-building initiatives? And, where was the most unusual place you saw a brand promotion?

WHAT'S YOUR OPINION?

Please e-mail your comments to feedback@pharmavoice.com.

