

LETTERS



Mobile Marketing

The May article “At the End of the Day, Mobile Marketing Is On Its Way. Are You Ready?” focused on mobile marketing to consumers. Based on our experience at Epocrates, we’d like to share some of the lessons learned by those already doing mobile messaging to physicians.

Brands marketing to consumers can learn key lessons from the established practice of mobile messaging to physicians: make it relevant — content needs to be succinct and applicable to their daily activities (e.g., cardiologists want news about beta blockers); disclose source — transparency is vital; it eliminates fear of hidden agendas and builds trust; measure results — the personal nature of mobile devices gives marketers richer data to measure ROI and personalize messaging; don’t spam — control the frequency of messages to avoid numbing your audience. We anticipate an explosion of mobile marketing over the coming years, and we applaud marketers embracing this powerful, brand-building tool.

Jeff Tangney

EXECUTIVE VP, SALES AND MARKETING
EPOCRATES INC.

Ambassadors Wanted

I read with great interest the article “The Man, The Mission, The Message” in your September issue. All of us involved in the pharma world should be positive ambassadors for the industry, and it sounds like Mr. Pucci has developed a road-map for just that! Just this past weekend a friend of mine was complaining about the cost of

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— *Jeff Tangney*, EPOCRATES INC.

drugs, then I asked her how much she spent each month on manicures and how that compared with the out-of-pocket costs of her medicines. That seemed to put things in perspective for her.

Kathleen A. Bonetti

VP, MARKETING
LEVERAGEPOINT MEDIA/RX EDGE

Editor’s Note: The supporting Whitepapers to the Michael Pucci bio from the September issue can be found at: <http://www.pharmavoices.com/whitepapers>. You can also watch a video excerpt from the interview at: http://www.pharmavoices.com/webcasts/editorstake/2008Video_PucciQT.mov.

Providing Tangible Proof

I was very impressed to learn of the magnitude and nature of Mike Pucci’s advocacy journey. There is no doubt that in Mike the industry has a powerful voice and guide to help us better understand and represent the positive face of pharma, in hopes of transforming all-too-common negative perceptions. However, by the end of the article, I found myself wondering if we shouldn’t be doing more to avoid those misconceptions about the value of our products and the changes that they can bring to people’s lives occurring in the first place.

Let us be quite clear, the reason that Mike is out there doing what he is doing is that our industry has been zealous to the point of perhaps being careless in marketing our products, especially through DTC, at the expense of public opinion. It is the “leaky bucket syndrome” on steroids: as long as we had a constant stream of new products coming to market, we could grow our businesses and meet business expectations even though patients and physicians became increasingly skeptical about our business motives and marketing practices.

Mike’s point is that there is a bigger story and I couldn’t agree more. My question is: “Why are we not doing more at the brand marketing level to support this effort?” It would be much more productive if our internal efforts were not creating such a large hurdle for Mike and his messages to combat. I believe that it is not only possible, but certainly more impactful in the long term, to develop a more positive industry perception while at the same time

increasing brand loyalty by: understanding and supporting each patient’s journey on our medications; accelerating the development of the medication profile through improved patient education and physician communication; tapping into the power of positive patient feedback.

We have seen tremendous results in physician perception, brand prescribing and patient adherence when we apply these basic principals. This is not a trivial exercise on an industry level, but we must understand that the negative perceptions out there were developed one remorseless step at a time. Likewise positive perceptions should be nurtured with the same unwavering dedication.

Mike, I think we can do better at providing you and your growing army of advocates with more tangible proof of our intent to improve lives, and if ever there was ever a time to re-think some basic marketing values I would suggest now is that time.

Michael R Ball, Ph.D.

VP, MARKETING AND PRODUCT MANAGEMENT
INFOMEDICS INC.



A Global Perspective

What’s Your Opinion?

In March 2009, PharmaVOICE will be taking on the world — so to speak. This special issue will track and address the myriad factors influencing the global life-sciences industry. We will also track global business models and explore best practices on managing on a global scale.

We want to know what’s on your global agenda and or what global forces you believe will have the greatest impact on your business in the coming years.

The deadline for submissions is Oct. 20, 2008. To submit your hot topics, please email tgrom@pharmavoices.com, subject: Global Perspective.