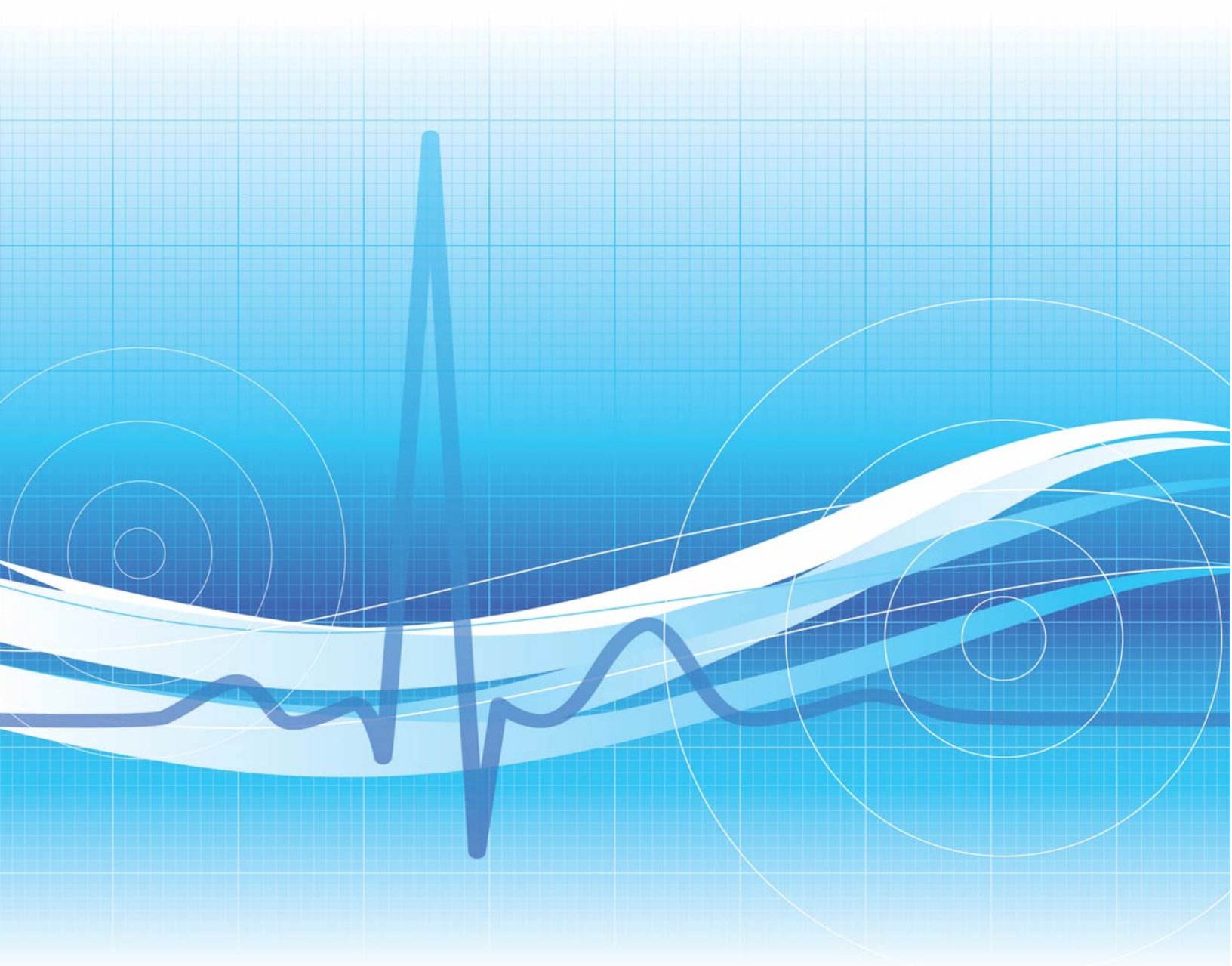

Best Practices for eDetailing: Self-Guided Interactive Video

By Accela Communications, Inc.

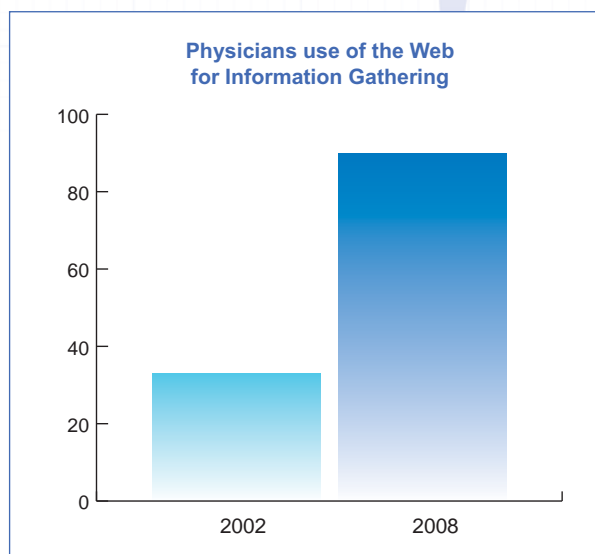


Overview

Impact of the Internet

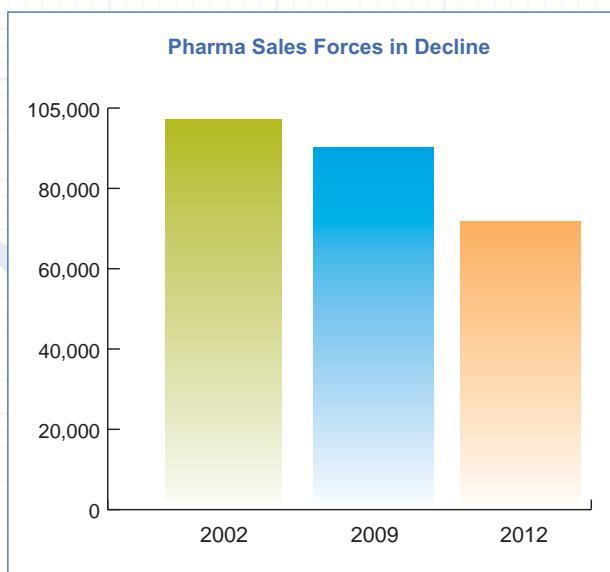
Like in many areas of Healthcare, the Internet is playing a key role in accelerating information access through the use of sophisticated, interactive delivery technologies that not only engage participants in a bilateral manner, but also bring improved measurement and tracking capabilities to prove communications effectiveness.

In 2002, Manhattan Research¹ conducted a study of U.S. Physicians and at that time they found that 1/3 of the population used the web for accessing clinical information such as drug treatment and recommendations, product detailing, and continuing medical education. At the time, they identified this group of physicians as “early adopters.” As of 2008, Manhattan Research increased their estimate of physicians accessing medical information online to 90%, clearly indicating that this group is no longer a segment, but an overwhelming majority. This rapid growth makes it clear that the Internet has introduced a new paradigm in how medical professionals acquire information, and should no longer be considered an alternative medium. In order to reach today’s physicians, delivering medical information and other promotional content online is an essential means for educating this community, and having the ability to measure the results in a meaningful way will further underscore the value in this approach.



Reduction in physician meeting opportunities

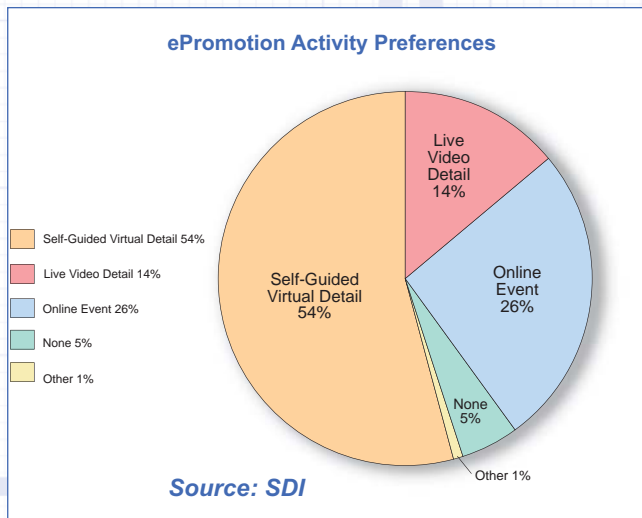
As Healthcare insurance requirements, treatment options and financial pressures increase, demands on a physician’s time have grown exponentially making it more difficult to schedule non-essential meetings. As a result, there has been a significant decline in Pharma sales force effectiveness due to reduced in person meeting opportunities. A March 2009 report published by consulting firm ZS Associates² revealed that 13% of all pharmaceutical sales calls in the United States cannot be completed because physicians are limiting the number of times they see pharmaceutical representatives. Additionally, ZS reports that the number of pharmaceutical sales reps is currently at 92,000 down from a high of 102,000 in 2007, and the count is expected to drop as low as 75,000 by 2012.



These and many other studies underscore the concern that Pharma companies are not getting an acceptable return on investment with large sales forces, suggesting that fresh approaches are required to reach physicians with updated drug information, clinical results and therapies. Pharma companies are now changing their communication strategies to adapt to interests and technologies available through the Web: they are looking for ways to understand physician behavior better, to find out what kinds of content they are interested in and are seeking ways to reach them digitally through video details, email, information portals, and discussion communities.

Alternative models for physician engagement

Against this backdrop, eDetailing has emerged as an increasingly popular means of connecting with physicians. According to SDI's 2008 ePromotion Annual Study³, 81% of physicians participated in e-promotion as well as in-person details. Self-guided virtual details were the most widely used tactic by the industry and the preferred means of receiving medical information online by more than half of the physicians surveyed. Only 14% of those surveyed preferred live 2-way video details to virtual self-guided ones. As these trends would predict, more than half (54%) of all e-promotion activities were self-guided, or conducted by the physicians themselves.



Other data from the SDI study includes:

- 73% of the physicians surveyed said Pharma's electronic promotional activities (or ePromotion) were equal or superior to traditional face-to-face encounters
- Sixty-nine percent of the physicians surveyed participated in ePromotional activities in the evening, outside of office hours.
- In 2008, the average amount of time spent by a physician in a single ePromotion activity was 18 minutes.

Another Manhattan Research⁴ study of just live video detailing reported a 10% increase in interest between 2007 and 2008. "Live video detailing has re-emerged as a viable option, prompting manufacturers to take another look at this channel to connect with physicians," said Monique Levy, Senior Director of Research at Manhattan Research and author of the analysis.

"Video detailing users are some of the industry's most valuable and tech-savvy customers. Beyond being highly adept at navigating in a multi-channel environment, live video detailing users are more likely to write a larger volume of scripts and to have a higher weekly patient load than non-users of live video detailing."

Regardless of whether the detail is delivered as live video or self-guided virtual, the appeal of either technology over traditional channels is impressive, and suggests that a blend of both formats -- self-guided, interactive video -- would be the best solution to deliver higher levels of engagement, information retention, and meet the physicians desire to be in control of the experience.

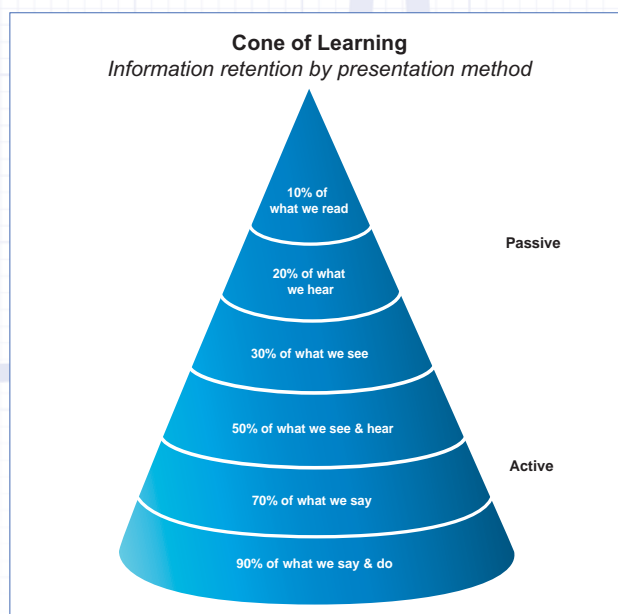
Self-guided, interactive video details support multiple goals

As media channels evolve, marketing strategies and communications must adapt to new models. Not too long ago, brand strategies were very different and often focused on communicating product or service characteristics. Now the user experience itself is an increasingly important element of building brands. When it comes to delivering eDetails, an interactive platform that supports self-guided discovery can help a physician solve a problem, find the information they need, gain some emotional benefit from the interaction, and keep them engaged – all important factors that feed into a good brand experience. In stark contrast to this, a live video detail led by someone else gives no control to the physician and forces participation from beginning to end – in other words, a potentially time-consuming and frustrating experience if the information is not meeting his or her needs or if other environmental factors are applying pressure on the physician's time and/or attention.

Alternatively, self-guided interactive video platforms have a user interface that supports a variety of navigational options allowing the physician to locate and navigate quickly to the content of most interest. This enables them to interact with program content to achieve individual learning goals with expediency. Even though the eDetail is delivered entirely on-demand, Q & A features can still allow physicians to have two-way email communications with expert presenters or brand managers. When users are empowered with interactive features to control their experience, they will be engaged. Conversely, if an eDetail platform is not easy to access or use, it could be alienating to less-technically savvy physicians.

Improve information retention and recall

Self-guided, interactive video details are designed to deliver Pharma information in a format similar to how physicians learn in the real world and can be very effective for the delivery of complex information through the use of multiple media to engage a number of senses (i.e. hearing, seeing, doing). Active learning that engages participants can increase retention levels to as high as 75%, whereas passive learning (reading, watching, listening) results in retention between 10% and 50%. Research in online learning also reveals that the retention of knowledge is greater if educational material is presented in small bites when participants are conveniently available for learning, so self-guided delivery of detailing in short segments is ideal.



Fuel data collection opportunities and ROI analysis

Self-guided, interactive video platforms not only provide better learning experiences, they can amplify the amount of data collected throughout the program to provide superior post campaign analytics. Interactive eDetail platforms facilitate data capture from multiple sources to help Pharma companies understand physician knowledge levels or current thinking through interactive features such as Q&A responses, navigation choices, and click behavior from supplemental documentation and resources. Analysis of this data can demonstrate objective improvements in results, as compared to reports submitted by a rep leading a live detail activity.

The continuing shift away from offline activities to online is driving the necessity to show or establish ROI benchmarks on marketing activities. As a result, Pharma is looking to link the results of an activity to bottom line results. If an eDetail program is not measurable, it will not provide the statistics companies need to determine the return on the program, or the information needed to guide future program content. By choosing a platform that provides advanced metrics and establishing the desired benchmarks beforehand, companies can accurately assess engagement quality and determine physician interest. Number of participants, and average viewing length are basic statistics that can be used to measure the success of an eDetail campaign. However, a platform that includes further tracking metrics will give companies deeper insight that greatly enhances ROI including: participant profile by classification, engagement time for non-registered viewers, segment view times, click and download activity, aggregate audience demographics, platform interactions, or direct polling feedback.

The user metrics that result from a campaign represent a wonderful opportunity to optimize future activities and planning, though many marketers simply don't take advantage of the data that can be gathered. Whether it's an eDetail, an email broadcast, or resource website, engagement metrics should be used to identify the most powerful influencers, and to modify and adjust content so it's most useful to the physician audience. When compared over time across campaigns, metrics offer companies the ability to be more nimble, to roll out new content and campaigns that address the interests more specifically.

eDetailing as part of an overall online experience

Approximately 60% of physicians are already using or are interested in using physician online communities and information portals, according to a recent report by Manhattan Research[®]. These physicians write an average of 24 more prescriptions per week than physicians with no interest in online communities, which suggests that this group of physicians are not only actively engaged in patient care but may also have larger practices.

With media fragmentation on the rise, it is critical to offer physicians a number of different content options and to use all online channels in an integrated way. One such way of integrating a video detail with other activities is through a topically focused information portal or resource center, which serves as a repository for multiple tactics that can be promoted in a variety of channels. Within this context, a self-guided video detail will likely attract the attention of a physician who may be early in the learning stages about a product or treatment, and may not yet be willing to sacrifice valuable time for a live detail.

In the absence of face-to-face meetings, having the right and fresh content as well as the ability to track behavior within a resource center is critical. Information portals can also be time-consuming and complex to implement, especially when it comes to the underlying infrastructure needed to support registration, tracking and reporting. The focus of many efforts is often placed on the copy and design elements, rather than the data collection systems that are essential for measuring success and guiding follow on communications. The ideal solution is to utilize a software platform that provides the infrastructure to build the pages and core data collection forms you need quickly, so you can deploy programs rapidly, measure the results and then optimize the visible elements.

By embedding interactive video details in a resource center with tracking software in place throughout, you can extend the analysis of physician behavior to multiple resources and visits to the portal throughout time to build a comprehensive profile.

Conclusion

Clearly the landscape of physician media consumption habits and preferences are shifting. Companies must find eDetail solutions that address both the physicians need for information and their time constraints, while enhancing the physician relationship with the brand. Self-guided, interactive video detailing can be an important tool to help Pharma companies reach physicians in an innovative manner and in turn build market share. The migration of eDetailing services to a self-guided, interactive format

enables physicians to get access to get the information they want, where they want, at a time that is most convenient for them, and also provide in-depth analytics to determine the success of a promotional program. The self-guided interactive detail format is a win-win format for both physicians and Pharma.

eDetail Best Practices

- Use an interactive eDetail platform that supports use of multimedia to increase information retention, and to fuel data collection opportunities for enhanced analytics.
- Although it may seem backward, think about what you want to learn about a viewer first before you develop content, so that can guide your scripting and help determine where to include interactivity for improved post-program analytics.
- Build your eDetail in a self-guided format to engage physicians at a higher level and appeal to their desire to have control over their online experiences. They want transparency from Pharma companies and they want information on their own time.
- Instead of building an eDetail program on a stand-alone basis, integrate with other content and/or activities within a resource center to expand exposure, and to appeal to different interests or information needs at different times.
- Use a platform that supports comprehensive analytics to inform future programming, identify behavior patterns, and build user profile over time.
- Establish your analytic goals ahead of time so data capture elements can be built into an eDetail program from the outset, enabling you to determine ROI.
- Consider the user experience during the eDetail activity to ensure that branding standards are not compromised and to encourage repeated visits.

Sources

1. Manhattan Research, Taking the Pulse® v8.0: Physicians and Emerging Information Technologies, Q1 2008.
2. ZS Associates, "Drivers of Change to Pharmaceutical Commercial Models" Also quoted in MM&M, <http://www.mmm-online.com/Number-of-reps-down-10-since-2007-says-study/article/129270/>
3. SDI 2008 ePromotion Annual Study: <http://www.sdihealth.com/market-research-audit/epromotion-audit.aspx>
4. Manhattan Research, The Evolving Market for Video Detailing: Adoption, Market Potential, and Strategic Implementation. March 2009.
5. Edgar Dale, "Audio Visual Methods in Teaching," Holt Rinehart, and Winston.
6. Manhattan Research, "Physician Online Communities: Physician Social Networking and the New Online Opinion Leaders" January 2009.



About CommGeniX

ACommGeniX is a full service medical communications agency serving a wide spectrum of healthcare-related interests, to include pharmaceutical, biotech, medical device and other associated markets. With decades of collective experience, our team focuses on targeted solutions that yield measurable results. For more information, visit www.commgenix.com.

For more information, please contact:

Emily Timmerman
Director, Program Management
CommGeniX, LLC
401 S Florida Ave, Suite 300,
Tampa, FL 33602
Phone: 813.969.1722 x118
Email: etimmerman@commgenix.com



About Accela Communications

Accela Communications creates opportunities for market and audience engagement with the AccelaCast™ rich-media platform and the AccelaWorks™ data acquisition, measurement, and delivery system. The company generates actionable results through our Healthcare Solutions Group for the top twenty pharmaceutical companies, as well as for customers like HP, Philips, EMC, SAP, Thermo Fisher Scientific and others. For more information, visit www.accelacommunications.com.