



HEALTHCARE MARKETING GUIDE

The Importance of a Connected Audience:




6 Ways to Maximize Omnichannel
Marketing in Healthcare



The Move to Omnichannel for More Connected Engagement

Marketing concepts and practices have been evolving over the past decade relative to channel integration and relevance in new marketing strategy. We've very clearly now moved from the multichannel marketing era from years ago to the era of omnichannel. Yet significant opportunity remains for organizations and brands, within pharma in particular, to gain and apply a clearer understanding of the key differences between multichannel marketing and omnichannel marketing, and to effectively leverage the full power behind omnichannel enablement and impact.

The key distinctions between multichannel and omnichannel marketing are:

	Multichannel was channel-centric whereas omnichannel is customer-centric.
	Multichannel marketing was focused simply on reaching customers via multiple channels. Omnichannel has a more advanced strategic focus—reaching the right customers in the right channels with the right message, at the most relevant points in time throughout the customer experience.
	Unlike multichannel, omnichannel pushes marketers further—to sharpen the way they use data and insights to target customers in a sophisticated and efficient way, to continuously measure impact, and optimize programs.

Pharma has embraced omnichannel over the past few years and has made real progress in building data warehouses and tech stakes. In addition, pharma is elevating the ability to integrate and act upon descriptive, prescriptive, and predictive data. But the industry has stopped short of capitalizing on one of the biggest untapped potentials that omnichannel marketing has opened the door to—**connected engagement with an actual connected audience.**

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● Engage Your New Consumer: ● The Connected Audience

By definition in the consumer space, a customer is the actual consumer—a decider that is the buyer and/or user of a particular product. When consumer retail marketers look to define and prioritize their target audience to grow their customer base, they look for the highest potential consumer segments.

In pharma where the path to purchase is more complex, there are multiple types of customers. The consumer customer is the patient, or sometimes a care partner. But given the patient can't purchase product without a prescription, the patient is not a sole decider. Prescribing HCPs—physicians, nurse practitioners, physicians' assistants and sometimes now pharmacists—are primary decision-making customers who don't buy/consume the product. There also exists a broader customer group comprised of a holistic healthcare team—nurses, pharmacists, and other HCP office staff—that serve as important consumer customer influencers.

So how can pharma marketers best influence behavior across such a vast consumer, decider, and influencer-based connected customer audience? They must market to the connected customer audience as a connected customer and with a purposefully integrated approach.

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● Serve the Connected Audience at the Point of Care

As omnichannel has grown and evolved, so has the Point of Care. Point of Care historically has been defined within the walls of a doctor's office.

But where is Point of Care today?

Point of Care is within the doctor's office of course, but it does go beyond that. As defined by the Point of Care Marketing Association (POCMA), Point of Care is the moment a patient receives care via an interaction with a healthcare professional in a healthcare setting. A healthcare setting includes doctor offices, hospitals, pharmacies, infusion centers, clinics, other health facilities, and virtual care environments.

Point of Care is the main venue where the connected audience comes together—where the pharma customer segments intercept—and so the potential to make impact here is considerable. What better way could marketers reach and synchronize efforts for a connected audience when this sphere of consumers, deciders, and influencers is quite literally joined at instrumental moments within the continuum of giving and receiving care?

Point of Care enables a wide spectrum of activation opportunities across touchpoints throughout different healthcare settings, allowing marketers to saturate within each setting. For example, brands can focus on "owning the office" via digital, video and print content in the waiting room, exam rooms, break rooms, within the floor or building, etc. They can do something similar within pharmacies and other healthcare settings. When a marketer leverages a range of omnichannel touchpoints within Point of Care and integrates with the broader omnichannel opportunities (digital, social, mobile, TV, streaming, etc.), more impact can be realized.



While Point of Care used to be considered one channel in the marketing mix, it now serves both as its own omnichannel ecosystem AND as part of a broader omnichannel ecosystem.

Maximize Your Omnichannel Impact: 6 Ways to Market to a Connected Audience

Marketing to a connected audience within your omnichannel effort may seem a bit daunting. Here are some key principles to help you pave a strong path forward.

1

Know your audience segments at a deeper level. Consider:

- Where do they seek information?
- What are their behaviors, communication preferences, and motivators?
- How are my audience segments alike and how are they different?
- Are the HCPs serving a more diverse patient population in terms of geographies, income level, race/ethnicity, gender, etc? What patient co-morbidities and insurance coverage scenarios are they working with?
- Where do my audience segments digest health information? Where do they spend time?
- Where do they shop? Where do they pick up medications and other healthcare-related items?

Deep Intent saw 35% higher total script lift with integrated media exposure across HCP and DTC in a recent study¹

2

Engage the connected audience simultaneously and thoroughly. Consider:

- Are you reaching the patient and each relevant HCP or HCP support staff member serving as an influencer? Each Point of Care environment provides opportunity to reach multiple connected audience segments.
- Plan multiple high-impact tactics for each audience segment. Think about the connected experience throughout a Point of Care environment. Question whether you are covering the entire office for example, vs. just the TV in the waiting room or the EHR. What are you doing in the exam room or in the break room?
- Go beyond the office. The patient will continue to receive care in multiple venues, physical and digital, throughout the care continuum. Which pharmacy does the patient visit before, after, and in between doctor appointments, for example? What role does the pharmacist play with the patient (while the patient is there) and with the prescribing HCP that may have facilitated the pharmacy visit?

3

Reach your connected audience with connected messaging. Consider:

- Connected messaging is more than just cadence or sequence. It's about finding common ground and relevance across audience segments at key moments in the customer journeys. How do you bridge the gap between consumer and HCP campaigns and message platforms? How do you facilitate more meaningful patient-HCP dialogue? What messaging synergies can you create?
- What opportunities exist to simultaneously influence multiple audiences at one time in a meaningful way (video content along with with condition guides, brochures, demonstration kits, and visual artifacts, for example)?

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4

Do not ignore the significance of the pharmacy. Consider:

- Foot traffic at major retail pharmacies increased by 6 to 17% in recent months.² How can you reach your specific consumer audience segment in their specific pharmacies?
- The role of the pharmacist has grown significantly. Pharmacists are now able to provide wellness screenings, administer vaccines, discuss diseases, and medication management, and prescribe some types of medications. How are you ensuring meaningful engagements with pharmacists as influencers and deciders? And how are you enhancing their communication with patients and other HCPs?
- Pharmacies have also gone digital in numerous ways, providing marketers new tactical opportunities with digital screens, pharmacist system workflow advertising, and more.
- Pharmacies are often serving as healthcare clinics. How are you taking that into account?
- When consumers are visiting pharmacies, they are actively considering their health throughout that shopping experience. How are you maximizing the opportunity to intercept?

5

Leverage connections earlier and throughout the journey. Consider:

- How can you reach a patient prior to diagnosis? There are ways!
- How can you help a patient reach the right provider sooner?
- How can you connect patients to their providers, and to your brand, all along their healthcare path?
- What meaningful engagement can help keep momentum and drive further customer action in between the connected audience engagements? The connected audience remains connected beyond the doctor's office.

6

Plan and execute connected measurement. Consider:

- Measurement that takes into account a holistic 360 degree view of each customer segment AND the combined ecosystem across customer segments.
- Confidence in the accuracy of your measurement is key to ensuring you make the right optimization moves for each connected audience segment.
- It's important to understand the measurement sum of your parts but also the specific impact of each tactic for each connected audience segment.

More specific measurement of connected engagements enable more impactful, real-time optimization of omnichannel activities.

Conclusion

In this era of omnichannel, where opportunity is ample but planning has the potential to fall flat without a full understanding of omnichannel power and its future, pharma marketers should strive to stay ahead of the curve. **Driving connected engagement with an actual connected audience** is key to accomplishing that.

1. Case Study: DeepIntent Outcomes (10-35% Higher Script Lift), 2021.
2. Gravy Analytics: Post-Pandemic Pharmacy Foot Traffic Trends, January 3, 2023.



inStep Health.

InStep Health is the most advanced healthcare communications network, delivering vital information at key moments of the healthcare journey to patients and providers everywhere. We offer pharmaceutical, OTC, and other healthcare marketers a fully integrated messaging platform that combines the power of tactile and digital media activation with access to over 250k HCPs, working in over 177k offices, and exclusive programs in 35k+ pharmacy locations nationwide.

To learn more about InStep Health, visit www.instephealth.com.

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insights and information on how to
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