ENGAGE WITH HCPs AT RELEVANT TOUCH-POINTS IN THEIR DIGITAL DAY

Healthcare professionals (HCPs) use the internet every day for a variety of professional purposes from keeping up to date with news, accessing their email and engaging in online communities to completing ongoing CPD courses, or viewing vital clinical resources via their NHS intranets.

When deciding which digital channels to use, most pharma companies tend to compare them on the basis of reach, without understanding that to generate real engagement and resonance they need a tailored and consistent presence at all the key touch-points that HCPs visit on their daily digital journey.

This approach, which applies to any multi-channel media campaign and is used more widely outside the healthcare industry, should be employed at every stage of the sales funnel from initial awareness and interest through to desire or action (AIDA) – it is all about understanding how to make messages relevant at each stage and consistent across all relevant environments.

As well as aligning messages to a particular stage of the sales funnel, pharma companies should tailor them to the communication channels they are using and ensure they are relevant to members of the multi-disciplinary teams.

By sharing information, research and other messages with customers across the multi-channel mix in this way, pharma can enhance and reinforce face-to-face relationships developed by the salesforce, which might struggle to cover the breadth of customer groups and relationships now required in the NHS.

NHS intranets are a key touch-point on an HCP’s digital journey since they are the primary internal online channel for NHS Trusts and other NHS bodies; a place where staff are carrying out their professional duties and accessing resources throughout the...
day. For example, many clinicians routinely access clinical information, such as x-rays, blood results and pathology results, via their intranet.

Until recently, it has not been possible for pharma to reach inside these NHS online platforms in order to engage with staff, such as payors and other HCPs, let alone procurement teams and senior management. However, this has all changed, thanks to the creation of a unique online network of NHS websites, which can be used as advertising and messaging platforms.

Exclusively owned and run by Fendix Media, the NHS network allows organisations to inform and educate HCPs, the public and patients via NHS intranets and NHS public websites respectively. They can also integrate these important customer channels into their campaign plans in order to provide a joined up experience for these audiences and align with sales force activities nationally and regionally.

The network already has a reach of over 250,000 HCPs via their intranets and more than 1m unique users via NHS public websites. This generates 35m page impressions per month on intranets and 6m page impressions per month on public websites. The NHS benefits financially since Fendix Media shares the profits 50/50 with its NHS partners.

Currently there are two messaging formats – display banners and expandable rich-media bars. Display banners may seem old hat digitally, but they perform way above industry average click-through rates on NHS intranets. Expandable rich media bars enable pharma to engage in a variety of activities from linking doctors to KOL videos and presentations to linking them to external educational resources, or other online campaigns. They can also capture data for market research or requests for follow-ups. By driving traffic to pharma’s external websites, we can provide valuable measurement in terms of downloads of PDF documents and resources, the number of times a video has been played and the number of click-throughs. Research can also be integrated to measure pre-and post-awareness or changes in audience knowledge.

In conclusion, to achieve effective, digital engagement, pharma companies should establish a tailored and consistent presence within and across the many different channels that its audience uses in their professional roles daily. NHS intranets are one key touch-point in an HCP’s daily digital journey and can help pharma establish a tailored presence alongside the NHS brand, adding real value to the multi-channel mix.

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