

How can pharma engage directly with HCPs inside the NHS?

With so many different online resources to choose from, the internet is becoming an increasingly competitive space in which to engage with healthcare professionals

While pharma has put much emphasis on developing its own brand.com or educational websites, experience shows it is easier and more cost-effective to engage with HCPs via well established, professional channels that they regularly use and trust.

NHS intranets are one such channel. However, historically, it has been impossible for pharma to engage directly with staff, such as payors and other HCPs, let alone procurement teams and senior management, in this way.

However, a unique network, owned by Fendix Media and the NHS, now allows pharma and other organisations to inform and educate HCPs, the public and patients via NHS intranets and NHS public websites respectively.

NHS intranets are a primary internal online channel for NHS Trusts and other NHS bodies; a place where staff are carrying out their professional duties and accessing resources all day. Indeed NHS intranets hold such a wealth of information that they are used every day by all staff from the CEO downwards with individuals spending between six to nine minutes per visit each day and making multiple visits every day.

With such a frequent and captive audience, NHS intranets give advertisers a valuable channel that generates click through rates that are four to five times the industry average – due to the contextual and uncluttered nature of the work intranet environment.

NHS public websites are an obvious port of call for patients and the public, who are looking for local health



BY SIMON GRIME,
COMMERCIAL DIRECTOR, FENDIX MEDIA

information, and NHS organisations are working hard to drive more traffic to their sites.

The Fendix Media network, which currently comprises 40 NHS Trusts and health boards covering 152 hospitals in England and Scotland, is growing rapidly with an on-target plan to have 70 NHS organisations on board by the end of 2014 – representing approximately 25% of the NHS Trusts and health boards in the UK.

The network already has a reach of 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.

There are two messaging formats available – display banners and interactive rich-media bars. The media bars can play videos, such as KOL presentations and link to social media, online campaigns or capture data for market research or requests for follow-ups. Both formats can be used to drive traffic to pharma's websites too.

Pharma can target multi-disciplinary teams so that, for example, advertisements or messages can be targeted to the oncologist, the oncology specialist nurse and the pharmacists. This is unique inside and alongside the NHS brand. Campaigns can also be targeted by all 40 regions. Furthermore, we will soon launch an innovative technique to measure hover-time over messages in advertisements.

In addition to being simple to set up and implement, programmes can be easily measured using volumes of impressions served to the relevant audience as well as click-throughs, and the NHS channel can be integrated within the multi-channel mix. ■

For more information on Fendix Media:
www.fendixmedia.co.uk - email Simon Grime,
Commercial Director, simon.grime@fendixmedia.co.uk,
or call +44 (0) 1636 614020.

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