

This article comes from Agnitio's 'Digital Academy' - an information series that aims to create debate and communicate best practice in digital sales communication. To sign up for more, simply join our mailing list.

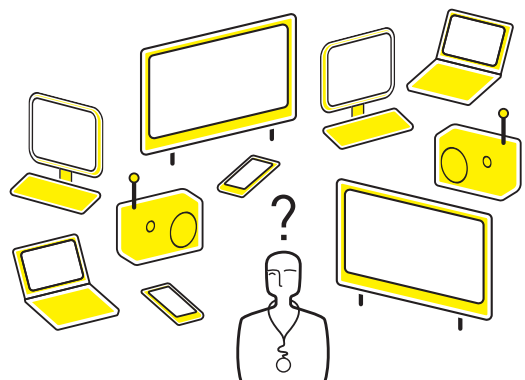
Agnitio: The Digital Academy

How to connect customers to new digital channels

Since the early days of the internet, we've been busy creating websites and other digital channels. It's not an exaggeration to say that most life science companies already have hundreds of websites and still more are coming. And now everybody is building apps.

There's a lot of activity here and in many ways that is a good thing; these digital channels have the potential to reach a lot of people. That's why they are assumed to be the future of pharmaceutical marketing - the expectation being that we'll move our customers to these more efficient channels of communication.

Yet there is a problem: how are we planning to get the medical professionals to connect to them?



Ever growing numbers of channels seem less relevant and less personal

Build it and they will come?

It's pretty obvious that most of these initiatives don't attract the numbers of people that we were hoping for. By why not? After all there are some lovely designed websites out there and they are often a terrific source of information. Some of these sites are brilliant. So why the poor return on investment?

From a healthcare professionals point of view, the switch from rep contacts to digital channels is like moving from saying, "Here's what we want you to know," to suddenly saying, "Over there is something that we want you to know. Go take a look."

It might seem efficient to the industry but from a doctor's point of view, it's less personal and consequently less relevant.

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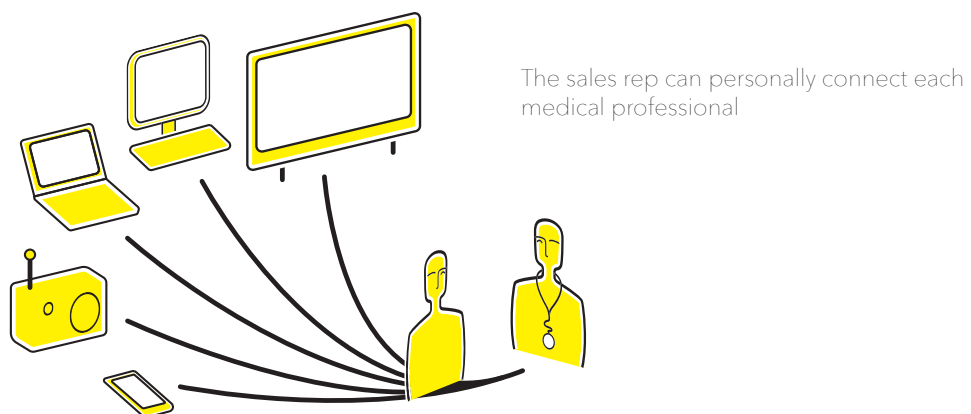
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Asking people to make an effort - whether it's going to work, seeing a movie, or visiting a website - will only happen if you believe that the benefit outweighs the effort required. In other words, if the content that you're asking your customers to invest energy in looking up isn't both highly valuable and accessible with a minimum of effort, then they just aren't going to go.

Only you know what's valuable to you

For new channels to work, the content has to be both easily accessible and - most importantly - relevant to the individual. Add to this the fact that what's valuable for one person may be totally irrelevant and the scale of the challenge becomes apparent.

Simply putting information "out there" in a nicely designed website or other digital channel is unlikely to get much traction - particularly as healthcare professionals have constant demands on their time and multiple sources of information to choose from. So what to do?



The rep as pull-channel tailor

The good news is that we already have the best pull agent we can imagine: our sales force. Empowered with technology, our reps can not only personally connect healthcare professionals with new channels but also make them relevant to each individual. In effect, each customer can now have his or her own tailor-made channel.

So rather than saying, "There's a library over there with everything a healthcare professional needs to know on this topic," we can now say, "Here's the precise knowledge you're seeking - presented in a way that's just for you." Which would you choose?

About Agnitio

Agnitio helps life science companies generate effective relationships with medical professionals. The provider of the leading pull marketing software platform for the pharmaceutical and medical device industries, Agnitio's system is already implemented in more than 45 countries and 25 languages - and used by major pharmaceutical and medical device companies including: AMGEN, Allergan, Grünenthal, Roche, and Bayer.

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