



EVALUATING YOUR DIGITAL TRANSFORMATION

NEW STUDY FRAMEWORK OPTIMIZES MULTI-CHANNEL MARKETING STRATEGIES

THE CHALLENGE

A leading global pharmaceutical company conducting business in the area of breast cancer wanted to evaluate its multi-channel marketing strategy, as well as the strategies of its competitors. The company had invested in digital innovation over the last several years to foster better interaction with healthcare professionals in multiple healthcare market segments.

The company sought to assess the effectiveness of its channels and initiatives, the digital profile of its clients based on their behavior and needs, and the effectiveness of its competitors' multi-channel marketing initiatives.

The company engaged Kantar Health, a global leader in digital innovation and oncology market research that's providing robust data, unique insight and real-world answers to some of the healthcare industry's toughest questions.

THE KANTAR HEALTH DIFFERENCE

Kantar Health implemented a three stage research project:

1. We collected information about the multi-channel initiatives being conducted by our client, our client's competitors and stakeholders with interest in breast cancer including patient advocacy groups, patients and caregivers. At this first stage, we identified and mapped all available breast cancer digital solutions, such as web sites, forums, blogs and apps. The aim was to generate a list of all resources found and assess them

across objective metrics to measure their impact, such as number of visits, downloads and last updated date of activities.

2. We conducted primary market research targeted at oncologists. A quantitative survey was performed with the objective to evaluate the digital maturity level of oncologists as well as their needs around digital channels. These included the activities in which they participated, the type of content that generated more interest, their awareness and level of use of existing digital solutions, and their evaluation of each solution. In all, we conducted 80 online interviews using a 30-minute questionnaire.
3. The third stage was qualitative research comprising four focus groups with oncologists to gain an in-depth understanding of the reasons why some initiatives received positive ratings. We also explored ways to optimize our client's initiatives in terms of channels used and content.

Based on the success of the project and the positive feedback we received from our client, we continued promoting our multi-channel offering to other clients and have been able to identify similar needs across other therapeutic areas. We also developed a study framework that aims to help clients optimize their multi-channel marketing strategies by evaluating their current campaigns and those of their competitors.

To date, we've conducted 15 other multi-channel projects since we concluded this initial groundbreaking research.

AT A GLANCE

In the age of digital innovation, it's a must to have a multi-channel marketing strategy.

However, the true measure of success is to know precisely how effective each channel and activity are and how your strategy stacks up against the multi-channel marketing strategies of your competitors.

FOR MORE INFORMATION, PLEASE CONTACT
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WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.