

# MOOD:

THE ROLL OUT OF TECHNOLOGY HAS REALLY JUST BEGUN, AND BOTH HEALTHCARE PROFESSIONALS AND PATIENTS ARE JUST BEGINNING TO SEE THE POTENTIAL BENEFITS.

## DEVELOPING MARKETING OBJECTIVES IN THE HEALTHCARE INDUSTRY

The healthcare industry has seen dramatic changes over the last few years. Analysts say we should brace ourselves, because some of the most significant changes will be seen in the next couple of years, particularly in the areas of marketing and customer/patient service.

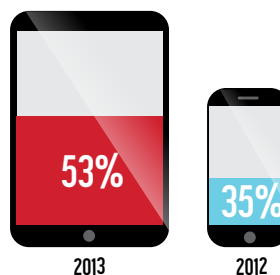
Healthcare industry experts suggest that marketing by drug and device providers is going to refocus on healthcare professionals like doctors, physician assistants and advanced practice nurses. This is not to say that there will be less direct-to-consumer (DTC) advertising by these companies, but rather that their DTC marketing efforts will be more targeted, and with the explicit goal of getting consumers to discuss the medication with their doctor.

Information technology, in particular sophisticated electronic databases and software, has revolutionized patient record keeping and patient service in the healthcare industry. The roll out of technology has really just begun, though, and both healthcare professionals and patients are just beginning to see the potential benefits.

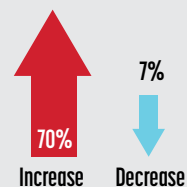
### Percent of Marketers that Budget for Digital Sales Materials



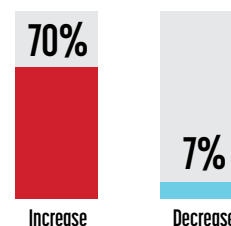
### Mobile/Tablet Apps Budget 2012 vs 2013



### Reported Increase



### Increase/Decrease of Social Media Budget Spending



### Social Media Investment Increase 2012 vs. 2013





## CREATING HEALTHCARE MARKETING OBJECTIVES

Given healthcare is an industry undergoing a rapid transition, marketers have to be forward-thinking. But forward-thinking means more than just making sure your website is up and running and monitoring social media channels. It means understanding how developments in IT and the practice of medicine itself are driving changes in consumer beliefs and behaviors. It means understanding consumer/patient expectations today and anticipating what their expectations will be tomorrow.

At Mood Media, we believe to remain ahead of your competition, it's imperative to see patients as consumers, too. For they are expecting multimedia content in all forms: on their phones, in their homes, at the mall, and where they seek their healthcare. Our experts at Mood can help you develop custom content to meet these unique healthcare marketing objectives - from in-office music to digital signage - to provide a patient experience that truly considers all touch-points.

## DIGITAL/SOCIAL MEDIA MARKETING TRENDING UP

In a recent study, healthcare marketers reported a 35% increase in their digital ad spend, 31% reported spending more on social media, and 29% were upping their website marketing budget.<sup>1</sup>

Steven Walker, director of cross-franchise initiatives and marketing strategy at MedImmune, says he's not surprised at the increased focus on digital and social media channels by healthcare marketers today. "Digital channels are emerging channels," according to Walker. "Traditionally they have either

been underfunded or not funded at all. There's a heightened realization that these are emerging ways in which we need to engage our customers, whether that's physicians or patients, and the investment is worth it."

Among the healthcare professional audience, here are some rather revealing stats:

- + 60% of all marketers reported a budget for digital sales materials compared to just 49% a year earlier
- + 53% reported a mobile/tablet apps budget compared to just 35% in 2012
- + 50% saw an investment in social media versus 37% in 2012
- + Among those with mobile/tablet apps budgets, 72% reported an increase this year, with a mere 5% noting a decrease
- + And, finally, among firms with social media budgets, 70% reported increases, and only 7% saw spending decline.

"You're seeing more reps with tablets in their hands," points out Mike Luby, founder, president and CEO at BioPharma Alliance, "so there's some movement around what's been a pretty static model."

1 June 2013 MM&M/Ogilvy CommonHealth Healthcare Marketers Trends Report

### CONTACT

To find out more on how Mood Solutions can help you develop marketing objectives, contact us at:

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