



# Mastering HCP Digital Marketing

Strategies for 2024 and Beyond



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# Introduction

In an era where digital transformation has permeated every industry, healthcare marketing is undergoing a significant metamorphosis. As healthcare professionals (HCPs) evolve in their digital interactions, the strategies to engage them must also advance. This ebook delves into the nuanced world of HCP digital marketing, offering a roadmap for success in 2024 and beyond.





## Introduction

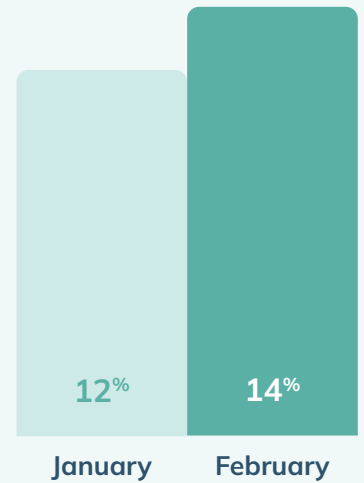
# Pharma Marketing Spending Isn't Lacking

Pharma has overtaken tech to become the second-largest industry for ad spending in 2023.<sup>1</sup>

The amount pharmaceutical companies spend on marketing varies widely by company, product lifecycle stages, and market conditions, however, industry reports suggest that pharmaceutical companies often allocate significant budgets to marketing efforts.

Digital marketing within the healthcare sector has transitioned from a novel approach to a critical strategy.

The Pharmaceutical Industry's Share of Total Advertising Spending (2023)<sup>2</sup>



**Today, HCPs rely on digital platforms for information and as a primary means of communication with peers, pharmaceutical companies, and patients.**

### In 2021

The healthcare and pharmaceutical industry in the United States spent **nearly 14 billion U.S. dollars** on digital advertising.<sup>2</sup>

### By the end of 2024

According to recent projections, the sector's digital ad spend will grow further and reach **19.66 billion dollars**.<sup>2</sup>



## Who Is The Typical HCP?

The majority of primary care providers in the United States are now women.<sup>3</sup> The workforce is also getting younger and will continue to do so. Nearly half of older physicians in the United States intend to stop seeing patients in the near future.<sup>4</sup>

The majority of healthcare professionals in the US in practice today are younger than what we've all traditionally thought of, meaning they have grown up with a phone in their hand. Today's HCPs have high expectations for digital experiences.

# HCP Demographics Are Changing

Today's HCPs are:

Predominantly women

Younger

Digitally savvy





## Introduction

# Navigating The Pharma Landscape With Digital Strategies



A recent survey by the Medical Marketing & Media (MM&M) highlighted that

72%

of HCPs prefer digital channels for pharmaceutical information<sup>5</sup>

**Martech in pharma is central to engaging this digital-savvy audience effectively.**

## What Is Martech In Pharma?

Martech in pharma refers to **the integration of technology into marketing strategies** to enhance engagement, optimize campaigns, and improve outcomes in the pharmaceutical industry. It encompasses a range of tools, including

- **Customer Relationship Management (CRM) systems** for managing interactions with healthcare professionals and patients
- **Data analytics** for insights into behaviors and trends
- **Content management systems** for digital content creation
- **Digital advertising platforms** for targeted campaigns
- **Email marketing and automation platforms** for personalized communication
- **Compliance tools** to ensure regulatory adherence

These technologies streamline marketing efforts, personalize engagement, and ensure efficient communication within the highly regulated pharmaceutical sector.



Section 1

# Digital is today and digital is certainly tomorrow

Digital-first HCPs and strategies





**Digital is today  
and digital  
is certainly  
tomorrow**

## What Are Digital Channels In Pharma?

Digital channels in pharma refer to the online platforms and technologies used by pharmaceutical companies to engage with healthcare professionals (HCPs), patients, and other stakeholders. These channels include websites, mobile apps, social media platforms, email marketing, search engines, and digital content platforms like webinars and podcasts. They offer a means for disseminating information about drugs, treatments, research findings, and educational content. Additionally, digital channels support direct engagement and personalized communication, allowing for targeted advertising, feedback collection, and the delivery of tailored content based on the audience's needs and preferences.

**Digital channels such as webinars, online forums, and professional networks have become mainstays in HCP engagement strategies.**

## How The Pandemic Accelerated The Digital-First Approach Among HCPs.

The pandemic has undeniably accelerated the shift towards a digital-first mindset among HCPs. This shift is not a temporary adjustment but a permanent transformation in how HCPs consume information and interact with pharmaceutical companies.

96%



**of HCPs** said they would benefit from attending more conferences, meetings and continuing medical education events virtually<sup>6</sup>



**Digital is today  
and digital  
is certainly  
tomorrow**

## How Does Digital Marketing Affect The Pharmaceutical Industry?

Digital marketing significantly impacts the pharmaceutical industry by enhancing the reach and efficiency of communication and engagement efforts. It allows for precise targeting and personalization of marketing messages, improving the ability to educate and influence healthcare professionals and patients about treatments and drug usage.

Digital marketing also facilitates direct interaction with audiences, offering insights into their preferences and behaviors that can inform future marketing strategies. Moreover, it supports compliance with regulatory requirements through traceable and controlled messaging.

The shift towards digital marketing reflects changing information consumption habits and the increasing importance of digital platforms in decision-making processes within healthcare.

### 5 Principles

## To Remember When Applying Digital-First Strategies

In the pursuit of digital excellence within the pharmaceutical industry, a nuanced approach to HCP engagement is imperative.

### **Innovative Engagement:**

1

Harness digital tools to engage HCPs through interactive e-detailing, webinars, and AI-powered chatbots for instant information.

### **Data-Driven Insights:**

2

Utilize data and analytics to gain insights into HCP behaviors, preferences, and needs to tailor digital content and interactions.

### **Partnership first Mentality:**

3

Focus on supporting HCPs, as they prefer a support-oriented platform approach as opposed to a promotional one.



Digital is today  
and digital  
is certainly  
tomorrow

#### Innovative Engagement:

4

Harness digital tools to engage HCPs through interactive e-detailing, webinars, and AI-powered chatbots for instant information.

#### Personalized Content Delivery:

5

Develop targeted marketing campaigns and educational material to provide personalized experiences to HCPs.

## Why Does Digital First Matter?

The shift to a digital-first approach is crucial in the pharmaceutical industry for several reasons. It aligns with the evolving preferences and expectations of modern HCPs who are increasingly seeking digital solutions for ease, speed, and accessibility in their professional activities. Digital-first strategies can **enhance the efficiency of communication, allowing for quicker updates about new drugs, regulatory changes, and clinical data.** It improves operational efficiency through automation and better data management, leading to faster and more informed decision-making processes. Digital tools enhance research and development (R&D) efforts, enabling more precise clinical trials and patient monitoring. For marketing, digitalization allows for more effective targeting, engagement, and education of HCPs and patients.

A digital-first strategy ensures greater reach and scalability of marketing and educational efforts, overcoming geographical and logistical barriers that traditional methods often face. This approach also facilitates a more robust analysis of marketing and educational campaign impacts through real-time data, allowing for agile adjustments and optimized resource allocation.

Digital health solutions, including telemedicine and mobile health apps, are transforming patient care, making treatments more accessible and personalized. Digitalization not only supports business objectives but also contributes to better health outcomes and patient experiences.



Section 2

# Mobile & Social Advertising Channels for HCPs

Leveraging these channels for targeted outreach





## Mobile & Social Advertising Channels for HCPs

With the omnipresence of mobile devices in professional settings, mobile and in-app advertising present unmatched opportunities to reach HCPs.

>85%

Of HCPs and medical students use a smartphone<sup>7</sup>

30–50%

Use medical apps for learning and collecting information<sup>7</sup>

73 minutes

Is the average time an HCP spends daily engaging with non-brand affiliated digital and social healthcare channels<sup>8</sup>

Effective mobile advertising goes beyond mere visibility, offering value through educational content, drug updates, and patient management tools, thereby embedding pharmaceutical brands into the HCP workflow. The advent of advanced analytics in mobile advertising also allows for real-time feedback and campaign adjustment, ensuring optimal engagement with the targeted HCPs.



## Mobile & Social Advertising Channels for HCPs

# Best Practices For Mobile And In-App Advertising

Best practices for mobile and in-app advertising, particularly when targeting healthcare professionals (HCPs) or within the pharmaceutical industry, require a strategic blend of precision, relevance, and user-centricity. Here's a concise overview:

### 1 Understand Your Audience:

Deeply understanding HCP behaviors, preferences, and needs is crucial. Use data analytics to gain insights into when and how they use mobile and in-app platforms, tailoring your content accordingly.

### 2 Ensure Content Relevance:

Focus on educational material, the latest research findings, or information about new treatments and drugs that can aid their practice.

### 3 Optimize for Mobile Devices:

Given the smaller screen sizes, mobile and in-app ads must be designed for readability and easy interaction. This means clear, concise messaging, responsive design, and easy-to-tap call-to-action (CTA) buttons.

### 4 Comply with Regulations:

Especially important in the healthcare sector, your advertising must adhere to all legal and ethical standards, including patient confidentiality and data protection regulations.

### 5 Test and Optimize:

Implement A/B testing for different elements of your ads (such as headlines, images, and CTAs) to see what resonates best with your audience. Use these insights to optimize future campaigns for better performance.

### 6 Measure and Analyze Performance:

Continuously monitor the performance of your mobile and in-app advertising campaigns using metrics like click-through rates (CTR), conversion rates, and engagement levels.

Following these best practices can significantly improve the effectiveness of mobile and in-app advertising campaigns aimed at engaging healthcare professionals, ultimately leading to more meaningful interactions and better outcomes.



Section 3

# Data, data, and even more data.

The rise of data-driven marketing





**Data, data,  
and even  
more data.**

Understanding and leveraging data is paramount in the era of personalized healthcare marketing. The adoption of data-driven strategies enables marketers to dissect HCP behaviors, preferences and needs with precision. The conversion rate for targeted content rises more than twofold, **from 2.8% to 6.8%**.<sup>9</sup> This segmentation, coupled with NPI targeting, ensures that the marketing efforts are not just broad strokes but tailored messages reaching the right subset of healthcare professionals.

## Plug Data Gaps To Connect The Cx Journey

Identifying and addressing data gaps is critical in creating a seamless customer experience. In pharmaceutical marketing, this means integrating data from various sources—clinical studies, HCP feedback, patient engagement platforms, and market research—to form a comprehensive view. By closing these gaps, marketers can ensure a consistent and continuous narrative across all touchpoints of the healthcare journey, from awareness and education through to treatment adherence and patient support. This seamless integration helps in predicting and addressing the needs of HCPs and patients more effectively.

By leveraging NPI data, pharmaceutical marketers can pinpoint specific HCPs based on their specialties, practice locations, and other identifiable information. This precision enables highly targeted and personalized marketing campaigns, ensuring that promotional materials and communications are directed to the most relevant and potentially responsive HCPs, thereby optimizing marketing resources and increasing the chances of a successful engagement.



**Data, data,  
and even  
more data.**

## Know Your Customer

Deep customer knowledge is foundational in any marketing strategy, more so in the pharmaceutical sector where both the emotional stakes and the regulatory stakes are high. Data analytics enable a deeper understanding of key demographics, such as HCP specialization, patient disease states, behavioral patterns, and preferences. For example, advanced analytics can reveal which communication channels are preferred by different HCPs, or which patient groups are most likely to benefit from a particular medication based on their health data profiles. This insight allows for more personalized and thus more impactful marketing efforts.



**of HCPs** change segments within **six months** while target lists are typically refreshed every 12 to 36 months<sup>10</sup>

This segmentation allows pharmaceutical companies to tailor their marketing messages and campaigns more precisely, addressing the specific interests and needs of each segment. For example, the information needs of a cardiologist will differ significantly from those of a pediatrician, making segmentation crucial for ensuring the relevance and effectiveness of marketing efforts. Through this personalized approach, pharma companies can enhance engagement, improve the user experience for HCPs, and achieve better marketing outcomes.



**Data, data,  
and even  
more data.**

## What Is HCP Targeting Strategy?

An HCP targeting strategy in digital marketing refers to the approach used by pharmaceutical companies and healthcare marketers to identify, reach, and engage healthcare professionals (HCPs) through tailored messages and content. This strategy leverages various data sources and digital channels to understand the specific needs, preferences, and behaviors of HCPs, enabling marketers to deliver relevant information about medical products, treatments, and research findings.

**By using targeted advertising, email marketing, social media, and professional networks, the strategy aims to increase brand awareness, educate HCPs about new developments, and ultimately influence their prescribing behaviors in favor of the marketer's products or services.**



Section 4

## Omnichannel or die trying

Orchestrating an experience for HCPs with the next frontier in pharma marketing

While digital strategies are at the forefront, integrating them with traditional methods enriches the marketing mix, creating a more cohesive HCP experience. Omnichannel marketing, which merges digital and traditional tactics, is critical in building a seamless HCP journey.





Omnichannel  
or die trying



## Omnichannel

MARKETING

### What Is Omnichannel Marketing?

Omnichannel marketing is a strategy that provides a seamless and integrated customer experience across all channels and touchpoints, both online and offline. It focuses on creating a cohesive brand presence that allows customers to move fluidly between platforms while maintaining a continuous and personalized journey.

The goal is to ensure that every interaction builds upon the last, offering a unified and customized experience tailored to the individual's preferences and history with the brand.



## Multichannel

MARKETING

### What Is Multichannel Marketing?

Multichannel marketing refers to the use of multiple channels to reach and engage customers, without necessarily integrating these channels. It involves communicating with customers through various platforms like social media, email, websites, and print ads, but each channel operates independently.

The primary aim is to maximize the reach by being present on as many platforms as possible, allowing customers to choose their preferred method of interaction with the brand. Unlike omnichannel marketing, multichannel marketing does not focus on providing a seamless or interconnected experience across different channels.



**Omnichannel  
or die trying**

## The Role Of Omnichannel Marketing In Reaching HCPs.

Omnichannel marketing is crucial for engaging healthcare professionals (HCPs) by delivering a cohesive experience across all channels and touchpoints. This strategy ensures consistent messaging across digital and traditional platforms, including email, social media, and direct mail, enhancing brand recognition and trust among HCPs. By tailoring content and interactions to the HCP's journey—from research to decision-making—pharmaceutical companies can provide value at every stage, improving engagement.

For example, a blend of in-person events, direct mail, and digital ads can cater to diverse preferences, ensuring broader reach and engagement.

**Marketers who use an omnichannel approach have an engagement rate up to 250% higher than those who use single-channel marketing<sup>11</sup>**

In today's digital landscape, an effective omnichannel marketing strategy is vital for pharmaceutical companies aiming to differentiate themselves and successfully communicate their products' value to the healthcare community, ultimately influencing prescribing behaviors.



Section 5

# Our AI future

The role of AI in HCP marketing





## Our AI future

### What Is The Future Of HCP Engagement?

The future of HCP engagement is poised for transformation, driven by advancements in technology and a deeper understanding of HCP needs and preferences. Engagement strategies are increasingly becoming more data-driven, personalized, and interactive, leveraging digital platforms to meet HCPs where they are most active. The integration of artificial intelligence (AI) and machine learning technologies offers unprecedented opportunities for tailored communications, predictive analytics, and enhanced educational resources, making interactions more relevant and impactful.

**AI applications can potentially create between**

**\$350B ~ \$410B**

**in annual value for pharmaceutical companies by 2025<sup>12</sup>**

AI and machine learning are set to profoundly impact the future of healthcare, promising significant advances in personalized medicine, patient care, and operational efficiencies. For HCP engagement, these technologies will enable more nuanced and effective strategies, facilitating better communication, education, and support for healthcare professionals. By harnessing the power of AI and machine learning, the pharmaceutical industry can look forward to fostering stronger, more productive relationships with HCPs, ultimately contributing to improved healthcare outcomes.



**Data, data,  
and even  
more data.**

## How Can I Use AI To Improve My HCP Engagement?

Improving HCP engagement can be achieved by focusing on personalization and convenience. Utilizing AI to analyze behavior and preferences allows for the delivery of customized content and resources that match each HCP's interests and needs. Incorporating omnichannel marketing strategies ensures a seamless experience across digital and traditional touchpoints. Additionally, providing value through educational and informative content, rather than purely promotional messages, fosters trust and encourages deeper engagement.

## How Is Artificial Intelligence Used In Pharma?

Artificial intelligence in pharma is revolutionizing various aspects of the industry, from drug discovery and development to patient care and marketing. In HCP engagement, AI is used for analyzing data to understand HCP behaviors and preferences, enabling targeted marketing efforts, personalized content delivery, and efficient communication. Machine learning algorithms refine these processes over time, improving the accuracy and relevance of engagement strategies.

## What Is Gen AI In Pharma Industry?

Gen AI, or General Artificial Intelligence, in the pharma industry, refers to the theoretical concept of an AI system with the ability to understand, learn, and apply its intelligence across a wide range of tasks, mimicking human cognitive abilities. While still in the realm of future possibilities, Gen AI could potentially transform all aspects of pharma, including dramatically improving the efficiency and effectiveness of HCP engagement through advanced personalization, decision support systems, and even virtual HCP assistants.

# Conclusion

As digital strategies become increasingly integral to the pharmaceutical industry, understanding and leveraging these tools is crucial for success. This eBook has charted a path through the evolving digital terrain, emphasizing the importance of data-driven insights, personalized content delivery, and innovative engagement through advanced technologies such as AI and machine learning.

The shift towards digital-first strategies aligns perfectly with the current needs and expectations of HCPs who are younger, predominantly women, and digitally savvy. With the healthcare sector poised to spend billions on digital advertising, it is imperative to adopt and refine these strategies has never been more pressing. From mobile and social media advertising to the sophisticated use of CRM and data analytics, the book outlines essential tactics and strategies that promise to elevate the effectiveness of HCP engagements.

Moreover, the embrace of omnichannel marketing approaches ensures that every touchpoint is an opportunity to reinforce brand messages and deepen HCP relationships. As we look to the future, the integration of AI and other technological innovations will continue to push the boundaries of what is possible in digital marketing.

For pharmaceutical companies aiming to remain competitive and effective in their HCP engagement efforts, embracing these digital strategies is not just advisable—it is indispensable. By staying ahead of technological advancements and continuously adapting to the digital preferences of healthcare professionals, companies can expect to not only meet but exceed the demands of a rapidly evolving marketplace. This eBook serves as an essential guide to navigating this journey, providing the insights and tools necessary to thrive in the digital age of healthcare marketing.

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