

DIGITAL IS HEAR. *Are you listening?*



properly organized and probed, can enable a deeper level of customer understanding.

FIVE WAYS TO UTILIZE DIGITAL DATA FOR BETTER LISTENING

1. BECOME A STUDENT OF ONLINE BEHAVIOR

What your target audiences actually do online is knowable and addressable. The fact that someone living with Chronic Myeloid Leukemia (CML) follows 32 of the most influential hematologists online, tweets about clinical data coming out of ASH (American Society of Hematology), and posts weekly video diaries to their YouTube channel provides insight into the hearts and minds of both the CML patient and the community of 10K people following her every month.

By becoming a student of online behavior, you gain a more strategic understanding of your audience. When this is coupled with “mono data” output, you have “surround-sound” insights that can direct your commercial efforts with greater efficiency and effectiveness.

2. MINIATURIZE BIG DATA TO LEVERAGE IT

As you start to scratch the surface of online engagement around your brand, you quickly realize it's full of noise and irrelevance, but you just need to focus to find the value. Consider using the “1-9-90” model. Here's how it works. Online content around a brand is created by 1% of the total audience. Once published, 9% comment, like, or share – thereby eventually funneling it to the 90% who are just lurking and learning.

The key is to know with precision who makes up the 1% and understand the behavior of the 9% so that you can more efficiently reach the 90%. Focus your lens on the relevant and influential bits, don't try to bear-hug the beast.

3. READY YOUR ORGANIZATION

Many healthcare organizations are already leveraging listening, but it's often disconnected and dispersed. Taking a step back to develop an organizational listening strategy can streamline and accelerate adoption.

Start with the annual brand planning process, which normally includes a research phase. Integrate listening here so that it becomes part of your DNA in a sustained way. Look downstream at congresses, data announcements, and campaigns. These all have significant online engagement and provide great listening opportunities.

BY COLIN FOSTER

The healthcare industry has changed significantly in the last few years – greatly driven by digitally empowered patients, caregivers, and healthcare professionals engaging each other online in ever-increasing frequency and numbers.

With the U.S. healthcare and pharma industries expecting to spend close to \$3 billion on just digital advertising by 2020*, it's clear that manufacturers, hospitals, and payors are all shifting significant resources and budgets to digital and social media programming.

If you're looking to spend *on* digital, you need to know what works *in* digital – and the best way to get started is by *listening*.

LISTENING IS NO LONGER A LUXURY

Digital data, the essential ingredient in listening, can be placed in two main categories. The first – let's call it “mono data” – is a more structured layer that is typically sourced directly by your company. Think CRM, market research, website analytics, etc. The second – “stereo data” – is less structured and usually exists outside your business environment. Think online search, social media, online influence, etc. “Stereo data” remains an untapped opportunity that, when

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Diane and her Sun Valley Coach Ryan Bradley.

A COMMUNITY AFFAIR

As with any team sport, parental bonding is one of the benefits as well. Hair and makeup is done by moms who are gelling and sewing in buns at 5:00 a.m., along with organizing and driving carpools to and from the rink. As you can guess, getting 20

teenagers on time and to the same location can be a challenge and EVERYTHING in skating is timed to the minute. When competitions keep us on the road for a few days, you can always find a parent who has some wine to share with you or an emergency pair of tights for your skater.

Summertime allows skaters to hone their skills with camps and traveling that enables them to work with different coaches. Whenever possible, we try and combine Diane's skating camp with our own family vacation. This past summer we went to Sun Valley, Idaho, which is a summer destination spot for professional skaters to train and watch Olympic medalists and world-class figure skaters. Diane worked on her jumps with 2011 U.S. National Champion Ryan Bradley. She worked on her ice dancing with two-time U.S. National Bronze Medalist Kim Navarro. Sun Valley also hosts their annual ice show every Saturday at sundown. The coaches the skaters have worked with all week provide an all-star lineup of impressive routines from guest skaters who have included Mirai Nagasu, Bradie Tennell, and Adam Rippon.

A wonderful thing about Sun Valley is that one of the training rinks is outside. After spending so many hours inside a cold rink, there is nothing quite like a warm breeze, the fresh scent of flowers, and the mountain backdrop for both the skaters and their parents. During Diane's free time, we visited the hot springs, hiked in the Sawtooth Mountains, rode horses, and enjoyed a day trip to Redfish Lake.

Being a Skate Mom (or Dad) can be exhausting. However, when I think back to the start of it almost 10 years ago, I realize how much my shaky little girl has grown up to be a hardworking, poised, and confident teen. This makes it worth every minute. Now it's time to start planning for Wichita, Kansas, and the Mid-Pac Sectionals in January 2020!



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Living in the Digital World

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Ultimately, your company needs to customize its listening approach to your unique needs and roll it out at a pace that matches your organization's ability to absorb change. Sometimes it's worth slowing down so you can speed up.

4. RETOOL YOUR ENGAGEMENT ENGINE

Ultimately, it's what you do with the data and insights that counts. Data and insights are meaningless unless they are translated into action. Develop your listening chops based on learnings gained from listening into your programming.

Key Opinion Leaders (KOLs) are a great example of where you can translate digital listening into valuable action. Most organizations have developed long-standing relationships with influential physicians who drive the scientific story around a disease area with emphasis on their offline footprint.

Digital listening enables visibility to an online ecosystem of influencers who are just as relevant to your brand. These Key Online Influencers (KOIs) – that can include patients, researchers, and advocates – require a new approach to engagement that puts pressure on your organization to rethink roles.

5. MEASURE WHAT MATTERS

Utilize digital and other tools to determine not only impressions and reach, but actual changes in knowledge, attitudes, and behaviors. Start at the top by benchmarking your brand's share of overall conversation. Understand the natural language of your audience so you can adjust your brand messaging to better connect. Listen at a cadence that allows you to bridge learnings into actions – annually to inform brand planning, monthly to feed tactical activation, daily to create nimble content.

Weave findings into your communications strategies. Build them into your channels, both offline and online. With practice, you will learn to inject insights into your engagement engine so you can compete and differentiate on a whole new level.



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