

Come Across: The Newsletter

Across Health opens office in the U.S. - Across Health has opened its North American office. The debut of the new office solidifies our goal to develop transatlantic opportunities ... [Read more >>](#)

The time to make a change is now - With the increasing short and long-term pressures on pharma and the strategic focus on new business models, one would expect that ... [Read more >>](#)

Web 2.0 is the talk of the pharमतown - In April, Across Health ran two highly appreciated workshops at the eyeforpharma eMarketing summit. During our workshops ... [Read more >>](#)

Brave New World: patients, caregivers & the internet - Most of us are familiar with digital marketing and terms like "Web 2.0" and "Social Networking". However, very few ... [Read more >>](#)

Bottlenecks for eBusiness in pharma - According to our eMarketing survey, the most important bottlenecks when executing eBusiness strategies are ... [Read more >>](#)

Emarketing survey in EMEA - Are you longing for answers to hot questions like: How do life sciences companies take advantage of the new digital trends today? ... [Read more >>](#)

The Groundswell (Forrester) - The groundswell is a spontaneous movement of people using online tools to connect, take charge of their own experience and get ... [Read more >>](#)

The Ultimate Question (Fred Reichheld) - Although many organizations claim to be customer focused as they invest in CRM systems and run frequently ... [Read more >>](#)

In this Issue

- [Across Health opens U.S. office](#)
- [The time to make a change is now](#)
- [Web 2.0 is the talk of the pharमतown](#)
- [Brave new world innovation seminar](#)
- [Bottlenecks for eBusiness in pharma](#)
- [Emarketing survey by Across Health](#)
- [The Groundswell \(Forrester\)](#)
- [The Ultimate Question \(Fred Reichheld\)](#)

MicroPoll

How have you adjusted your emarketing plan to account for the recent economic downturn?

- All emarketing plans/projects are put on hold
- Spending is strongly reduced
- Spending is reduced slightly
- Spending remains constant
- Spending is upped slightly
- Spending is increased significantly

[Vote](#)

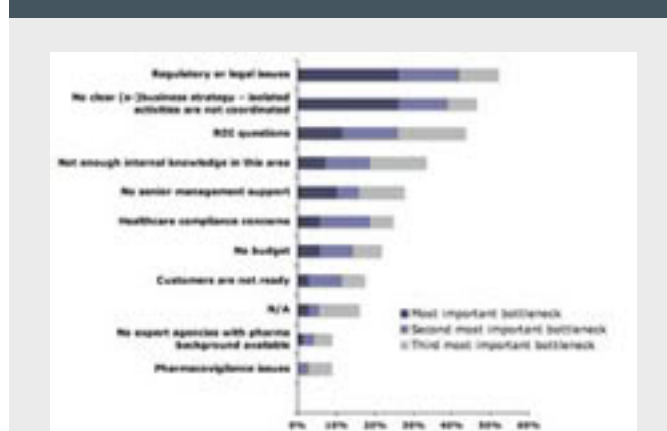
Total Votes : 3

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Across Health Channel



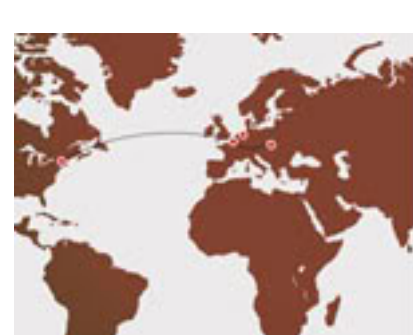
Chart of the Month



Contact us



Across Health opens office in U.S.



Across Health has opened its North American office. The debut of the new office solidifies our goal to develop transatlantic opportunities and establish a unique global footprint for the company in the process.

The new office is managed by Craig A. Parnell, Managing Director, Across Health North America. [You can read Craig's short bio here.](#)

The time to make a change is now



With the increasing short- and long-term pressures on pharma and the strategic focus on new business models, one would expect that new channels would be at least one of the key new tactics.

This would certainly be the case in the US, as this market has been one of the original leaders in the Internet space, and has arguably been hit harder than the European pharma companies in the recent downturn. [Read Fonny Schenck's full blogpost here.](#)

Web 2.0 is the talk of the pharमतown



In April, Across Health ran two highly appreciated workshops at the eyeforpharma eMarketing summit. During our workshops and the breaks between the sessions we've learned one major lesson: a lot of pharma eMarketers are tempted by recently booming social technologies like Twitter or Facebook, but when we asked them a simple question like "How's your email marketing doing?", they looked back with big brown eyes.

There's nothing wrong with big brown eyes, Facebook or Twitter. Absolutely not, but it's quite surprising that new emerging technologies are having this amount of attention, whereas more mature (and relatively simple) tactics like email and search engine marketing are more than often left in the shadow. Moreover, since they have a proven track record in terms of ROI.

Another interesting fact is that quite a lot of brand managers are looking at colleagues to jump over the chasm of internet technologies. Still some are jumping already: [Amgen eyes the internet and modest sales force to launch Denosumab.](#) The company wants to avoid the carpet-bombing approach that would require a sales force up to 1500 to market the drug in Europe.

Are you going to await the results of Amgen's Denosumab or are you prepared to set an example yourself by optimizing your current online efforts and mixing it seamlessly into your other activities? We're happy to share our thoughts. That's another fact!

Brave New World: patients, caregivers & the internet



Most of us are familiar with digital marketing and terms like "Web 2.0" and "Social Networking". However, very few companies truly understand and integrate these trends profitably into their customer-facing strategy and tactics.

Needless to say that connecting with physicians can be quite cumbersome. Therefore, let's start with patients to find out how blending the online and offline world can yield superior results.

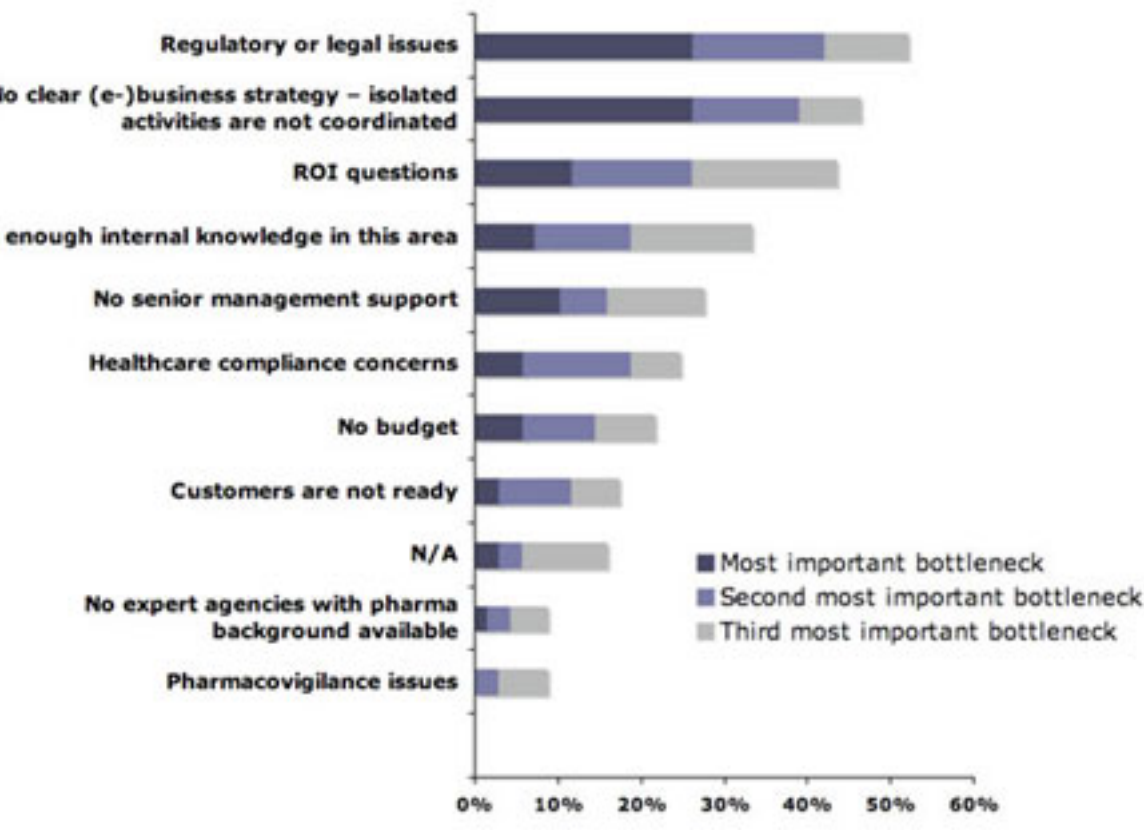
The seminar takes place in Belgium (June 2) and The Netherlands (June 17). For more information, [please follow this link.](#)

In the meantime you can watch Ruud Kooi's video on [changing the marketing mix in pharma.](#)

Bottlenecks for eBusiness in pharma

According to our eMarketing survey, the most important bottlenecks when executing eBusiness strategies are:

- Lack of clarity around regulatory and legal topics/concerns
- Lack of a clear business strategy
- Poor understanding of the return an eBusiness project can generate



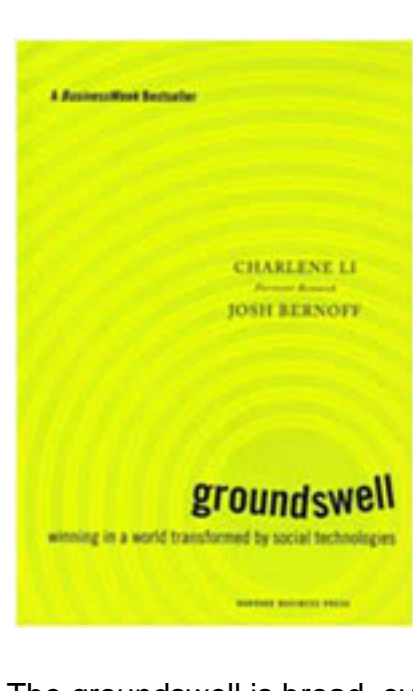
Emarketing survey in EMEA



Are you longing for answers to hot questions like: How do life sciences companies take advantage of the new digital trends today? What are their key priorities for tomorrow? How are companies organizing for sustained digital success?

[At the Brave New World seminar,](#) the results of our latest eMarketing survey in EMEA will be presented. Moreover, Across Health is currently preparing a report that will cover the key findings of this survey.

The Groundswell (Forrester)



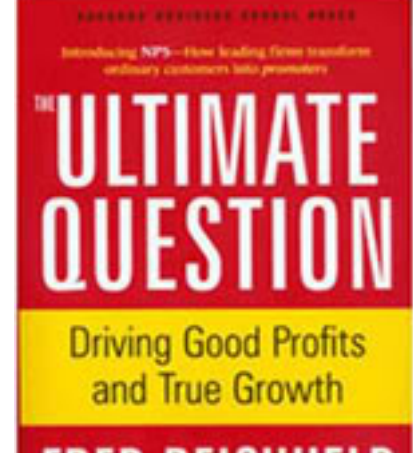
The groundswell is a spontaneous movement of people using online tools to connect, take charge of their own experience and get what they need - information, support, ideas, products and opinions - from each other. Think blogs, wiki's, Facebook, podcasts, MSN, MySpace, forums, ratings, reviews, tags, RSS etc.

The groundswell is broad, ever shifting and ever growing. It cannot be stopped nor controlled by companies. It affects every industry, including pharma. However, the groundswell is not about technology, it is about relations.

Pharma companies are increasingly confronted by the groundswell. For example they see patients discuss their treatments on social platforms, criticize their medications, flag perceived side effects, they open support group sites and communicate without any control by the manufacturing company. They will be harsh, direct, outspoken, they will most likely not have a medical education to support their opinions and they will certainly not always be correct or medically balanced.

The book takes you step by step through the principles of the social media groundswell; what it is, what to do about it and how it can help your company benefit from it. It will provide strategic recommendations and teach how to handle this new way of communication.

The Ultimate Question (Fred Reichheld)



Although many organizations claim to be customer focused as they invest in CRM systems and run frequently large satisfaction surveys, according to Fred Reichheld, being customer focused means a lot more.

By measuring and understanding the behavior of promoters, passives and neutrals, organizations are in the possibility to unlock the power of positive word of mouth. This book gives some great examples how organizations have moved from bad profit to good profit business models.

When engage people, not market research, take ownership of the Net Promoter metric and engage directly with its promoters, it starts to make this loyalty metric operational and enables organizations to take appropriate actions for maximizing the potential of positive word of mouth which lead to more sales.

In his book "The ultimate question" Fred Reichheld describes how some leading firms have turned their organizations into highly profitable fast growing companies by focusing on the quality of its customer relationships.

A must read for business people who want to make a difference!