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Across Health Channel

Chart of the Month

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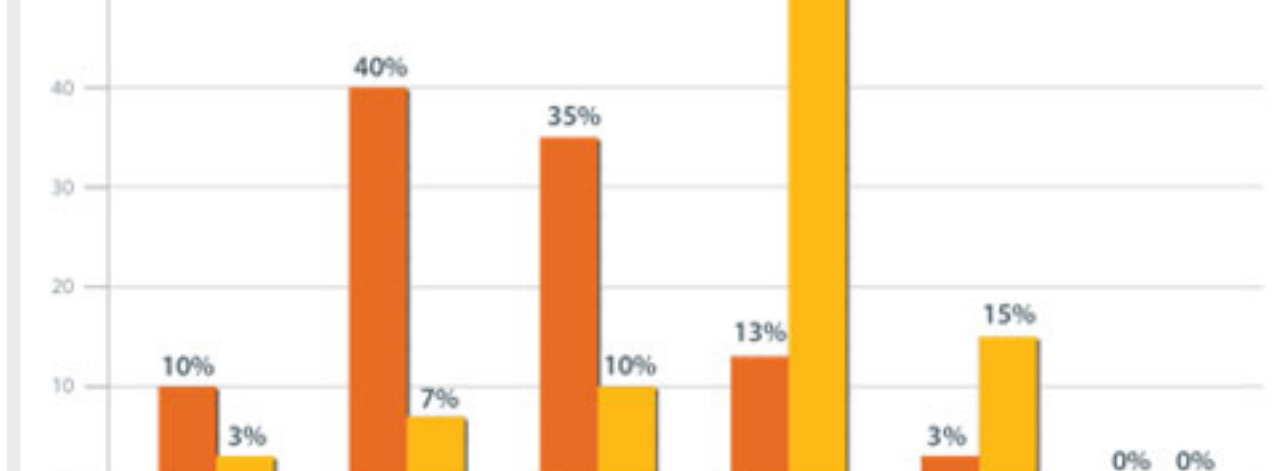
US-en EMEA-spend trends in ebiz: Brave new world in digital marketing?



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 should 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. So I was really interested to learn more about the hard e-numbers for the US market, which were published in Medical Marketing & Media's "Pharma report 2009"

The good news? Well, online spending has increased in 2008 vs 2007... only 2 of the top 20 are decreasing their digital marketing spending. The bad news? Even most of advanced company spends only about 6% of its total promotional budget on ebusiness, and the average is only 2%



Of course, these data do not capture everything. The reported numbers may not take into account the investment in internal resources, which is increasing everywhere, and may not fully capture all spending across different platforms - websites, SEM, affiliate marketing, social media, email marketing, e-adherence programs etc.

In a recent emarketing survey run by Across Health in Europe, similar patterns appear: 80% of the marketers are increasing their ebiz spend (although the 1-20% increase is distinctly lower than in the US), while traditional marketing spend is mostly kept constant or is reduced. However, as in the US, this increase is added to a low base: on average, current e-spend is only 5% of the total marketing budget (i.e., excluding sales force).



Summing it up, for an industry which needs to adapt swiftly to the fast-paced external changes and whose rapidly expanding stakeholder portfolio is quickly moving online, it seems that big pharma is continuing to move slowly - too slowly.

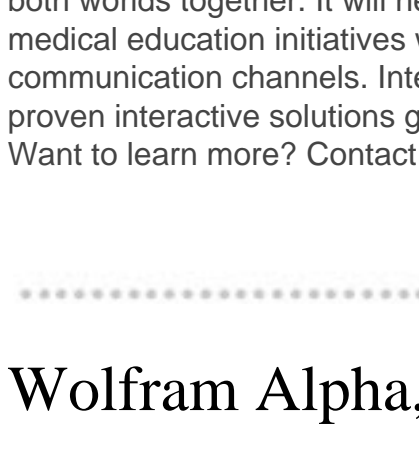
At any rate, they can learn from other industries like FMCG, where about 10% is spent online (and most observers say that even that is way too low vs the potential of the medium).

So, what's the bottom line? NOW is the time to make a transformational change in the marketing mix in favour of digital. Companies who wait until everybody else makes the move will be too late. Lead in this space and you will prevail. Your customers and shareholders will applaud it!

PS if you want to receive a copy of the emarketing survey in EMEA, please send an email to Liesbeth.Ghequiere@across.com.

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Answering the ultimate question

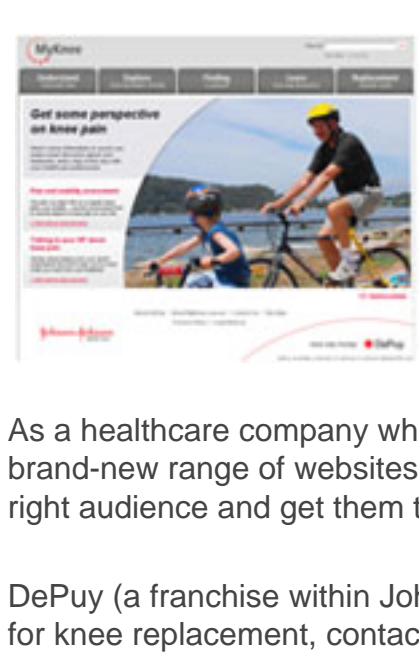


Fred Reichheld's 2006 bestseller, The Ultimate Question, challenged the conventional wisdom of customer satisfaction programs and pointed to a faster, much more accurate way of gauging customers' real loyalty to a company and how that translated into superior profitability, introducing a quantitative measure (NPS, or the Net Promoter Score).

Richard Owen and Laura Brooks, the authors of the sequel, Answering the Ultimate Question, are co-developers, along with Reichheld, of the NPS methodology. In this book, Owen and Brooks tell how to actually embed Net Promoter discipline in organizations of all types based on a variety of real case studies. I would recommend Answering to any company intending to implement NPS widely in their organization, as it provides lots of practical tips and "How Tos". At the same time, this is also its main weakness, as the book does not go beyond the often quite trivial "tips & tricks/checklist"-level recommendations. For anyone who wants to get truly exposed to and thrilled by the power of NPS, I strongly recommend the Question, rather than the Answer book. Perhaps I get more excited by a challenging Question and prefer formulating the Answer myself!

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Fusion Medical Education



The pharma environment is changing from the 'push' towards a more sophisticated mixture with emphasis on 'pull' in a 24/7 world. New initiatives are explored in the area of medical education to cope with the new perspective of the pharma landscape.

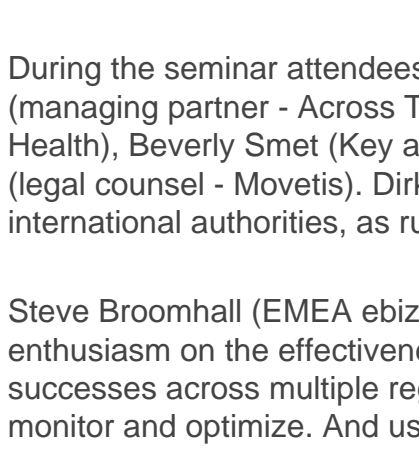
Where are you?

- Is your company ahead of the curve in this fast-changing pharma environment? E.g. Is it investing and innovating in medical education initiatives and are these initiatives integrated in an overall TA/compound and KOL strategy?
- Have you designed a blended 24/7 strategy to communicate your medical education messages? Are new e-channel possibilities explored to reach out to key customers 24/7?

To FUSE the traditional channels and new customer approaches as a key component of the new commercial model might help you to speed up this process and bring the best of both worlds together. It will help you to further build customer excellence through integrated medical education initiatives with your KOLs and create new possibilities using modern communication channels. Integrated medical education initiatives using innovative but proven interactive solutions generate more "bang for the buck" than offline programs alone. Want to learn more? Contact Across Health.

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Wolfram Alpha, Bing and health searches



The past few weeks have been quite interesting in search engine land. No fewer than three tools were introduced: [Wolfram|Alpha](#), [Microsoft Bing](#), and [Google Squared](#). All of which are new search engines or rather search services.

[Wolfram|Alpha](#) for instance isn't a search engine according to their own FAQ: It's a computational knowledge engine: it generates output by doing computations from its own internal knowledge base, instead of searching the web and returning links. The knowledge engine nurtured by real humans tries to answer any factual question posed to it.

[Bing](#) is Microsoft's new search engine and replaces Live.com. Microsoft's research identified shopping, travel, local business and information, and health-related research as areas in which people wanted more assistance in making key decisions. Bing has a few refinements as opposed to Live.com and competitors but they're all in the space of improved usability. Signs of improved relevancy or returned results don't jump in your eyes.

[Google Squared](#) has the ability to construct a table of facts from two search terms, similar in result to a spreadsheet. On one axis you can put a general search term and across the other axis add headings that describe the facts you want to know about the search term. In contrast with Wolfram|Alpha the facts in Google Squared are collected from the web.

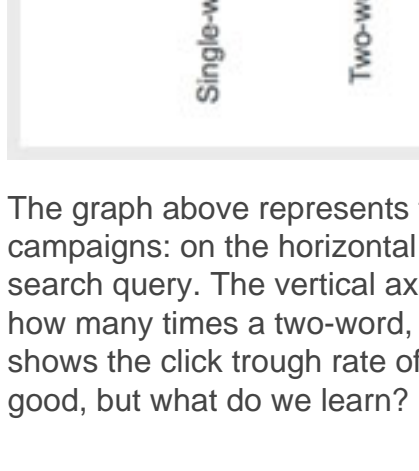
How do they stack up to each other in terms of returned results? The three corresponding links of the same searches are listed below.

Liver cancer: [Wolfram|Alpha - Bing -- Google Squared](#)
 Depression: [Wolfram|Alpha - Bing -- Google Squared](#)
 Is my child hyperactive?: [Wolfram | Alpha - Bing -- Google Squared](#)

It's clear that each service has its particular strengths: Bing returns results, nothing more nothing less. Google Squared provides you instantly with multiple angles to proceed with your search. Wolfram|Alpha returns facts, though your search phrases must be really concise in order to get a result. But, the latter has another - yet smaller- asset: humour. Try typing in "Hello" and look for the answer!

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Depuy EMEA case



Attracting the right website visitors and raising awareness through Search Engine Marketing. Over 157 million patients in Europe have accessed health information online in the last year, 76% of those use search engines to help them find the right information.

As a healthcare company which has just spent a lot of time, money and effort on building a brand-new range of websites for patients globally, how do you ensure that you reach the right audience and get them the right information?

DePuy (a franchise within Johnson & Johnson Medical), whose products include devices for knee replacement, contacted Across Health with this very question. We were able to show them how Search Engine Marketing via Google (AdWords) can drive large volumes of active and targeted patients to a website within days of its launch.

After careful planning and in-depth discussions about marketing objectives and KPIs, we launched a highly structured Google AdWords campaign in Australia, which contained thousands of relevant search phrases and dozens of ad texts, each tailored to the need of every key web page, and its core target audience. Within days we noticed significant increases (up to 500%) in high-quality web traffic. More importantly, these 'paid' visitors not only spent a fair amount of time on site, while visiting many web pages, about 35% of them also completed intensive quizzes, specifically designed to give them better insight into their knee pain and to give them the incentive to talk to their doctor about possible knee surgery.

By leveraging our success strategy throughout several other DePuy campaigns in a variety of countries spread across Europe, each in their own native language, we were able to show the same amazing results time and time again within days after launch.

In short, if you want to attract the right visitors to your site, and raise awareness about a specific disease area, there is no better, quicker and easier solution than launching a Search Engine Advertising campaign, set up and monitored by experienced professionals.

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Brave New World: patient and caregiver communication on the internet: do's and don't's

In June Across Health organized a seminar on patient and caregiver communication in both Belgium and the Netherlands. What at first seemed to be a rather narrow subject that wouldn't catch the attention of too many people, turned out to be an overwhelming success, with more than 85 attendees.

In the mindset of Brave New World, the biggest risk marketers can take, is not taking one. Best practices and case studies showed that blending online and offline tools are an asset in sales & marketing strategies. Companies should therefore embrace Web 2.0 possibilities, rather than mistrust them.

During the seminar attendees got interesting views of speakers such as Peter Hinssen (managing partner - Across Technology), Fonny Schenck (Managing Partner - Across Health), Beverly Smet (Key account director - Across Health) and Dirk Van Broekhoven (legal counsel - Movetis). Dirk talked about how to better communicate with local and international authorities, as rules are forever changing.

Steve Broomhall (EMEA ebiz director - Johnson & Johnson MD&D) talked with great enthusiasm on the effectiveness of patient focused projects online. His mission: leverage successes across multiple regions but accommodate local marketing strategies as well, monitor and optimize. And using SEM to great effect. His credo: Dare to try something new!

Johan De Waal (marketing director Lifescan Benelux) pointed out the effectiveness of interactive online tools and the power of positive synergy with patient organizations.

Magali Geens (Health leader - Insites) emphasized on the importance of patient segmentation and leveraging the differences of a specific target audience in an integrated strategy.

Bart Vannieuwenhuysse (Executive Director CRM Center of Excellence - Janssen-Cilag) discussed the possibilities of preventing patient attrition, using online disease management tools. The importance of trust in this regard could not be stressed enough.

Encouraged by the positive reactions of the participants, Across Health will certainly consider a third edition of this annual Innovation Seminar. We will keep you posted!

Were you not able to attend, but interested to know more on this year's subject? Feel free to contact us at any time!

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Customer Impact Tracker (CIT)

How many times have you been asked to participate in a survey to improve the site upon visiting the website for the first time? How many times did you actually answer the survey? Across has developed a new way of surveying that we call the CIT or Customer Impact Tracker, which drastically increases the response rate and quality of the responses.

The CIT is designed to show the survey only to the visitors who have actually experienced your site, matched one of your criteria or completed a certain goal. Via advanced path tracking and page view counting, you can survey the visitors who have visited for example 4 pages in a very specific section of your site, show the survey only to visitors who followed a very specific path or, if you want to question your highly active visitors, question only the users who have visited more than 10 pages. Just to name a few applications.

Additionally, if you leave the survey on your site for a longer period of time, our backend system allows you to compare the results month by month, allowing you to measure and compare visitor satisfaction over time.

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Chart of the month: long-tail searches

Over the past few years a marketing concept called "The Long Tail" has been working its way through the online marketing community. Essentially, the long tail refers to the hundreds to thousands of keywords and key phrases that can generate visitors, yet remain rarely noticed or exploited.

Keyword buying (search engine advertising) is the method par excellence to fully leverage the potential of keyword long tails simply because you can buy as many keywords and keyword combinations as you want.

The graph above represents the keywords of one of our clients' Google AdWords campaigns: on the horizontal axis you can see the number of ad impressions, indicating how many times a two-word, three-word... query is entered. The vertical axis on the right shows the click through rate of the respective number of keywords in a query. So far, so good, but what do we learn?

Leveraging the keyword long tail is clearly not only about attracting more visitors with an extended tail. It's also about creating relevance in the eye of the searcher. The longer the search phrase, the higher the click through rate of the appearing ads. Keep in mind that these relevant visitors will cost you far less than those attracted by highly competitive search phrases. Another interesting fact is that three-word phrases seem the ideal ones to target if you're looking for an optimal mixture of click through rate and volume generated by those clicks.

Of course click through rate is not only determined by the number of keywords in the search phrase, but also - and quite heavily - by the ad text.

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