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New partnership expands and coordinates multichannel engagement with physicians and patients



Two of the most recognized digital and print channels in the healthcare industry, Aptus Health and Frontline Medical Communications, recently teamed up to form a partnership that will significantly expand the relevance and reach of multichannel marketing campaigns that life science companies use to communicate with their audiences.

As face-to-face visits to physicians and other healthcare professionals have become more restrictive in recent years, the reach of digital platforms offering clinical content that supports physicians' patients and practices has grown exponentially in scope and size.

Combined, the digital content of Aptus and Frontline is expected to reach more than 1 million U.S. physicians, nurse practitioners and physician assistants. But it's not just about reach; the data and analytics shared by the two will provide richer information about audience preferences and behaviors that inform how a campaign is delivered across a range of synchronized channels. This includes the channels that comprise Aptus Health's Affinity Network—such as Univadis, the world's largest provider of curated, clinically essential news relied on by healthcare professionals—as well as the dozens of medical specialty publications owned by Frontline.

Using 'big data' techniques

“Together, we now have the ability to work with clients and how they move from the traditional role of sales representatives to engaging with physicians, payers and patients in a synchronized way,” said Richard J. Morello, President of US Life Sciences for Aptus. “We're applying big data techniques to determine the right context for engaging with a particular audience, and who might respond.”

Knowing the needs, preferences, and behaviors of their audiences, and tailoring and delivering a message that is engaging while also an effective use of their time, is a key element for success. By tracking the interactions healthcare professionals have experienced across various digital channels, Aptus developed the Aptus Propensity Index™, which generates individual statistical models that can predict how a physician will react to educational and promotional messages when they are presented as part of an integrated program.

“It’s about making value from big data a reality,” said Doug Grose, President of Digital and CFO for Frontline. “We’re using technology to better meet user and client needs. That’s why we’re tying our data together and using the Aptus propensity model.”

Engaging within the healthcare ecosystem

Of course, this data helps determine not only the right channels, but also the right message through which to engage audiences. Both Morello and Grose believe mobile channels will continue to grow in importance and that dynamic content targeted to the right individual or audience at the right time will continue to evolve.

“It’s one thing if I can market and reach a given healthcare professional,” Morello said. “But if I know he or she works within a particular healthcare system that has its own clinical guidelines and practices, I need to understand and act on that, and you can only do that through better data and interpretation.”

“There’s also a greater need for content series, long-form, storytelling, and the like,” Grose added. “The focus must be on the impact on the whole ecosystem, from the HCP, the patient, their families, government policy, and more. By taking that approach we’ve been getting the highest engagement numbers we’ve ever had.”