

Многоканальный маркетинг в нелегкой судьбе маркетолога

Кейсы из жизни

Сергей Бородкин

Маркетинг в эпоху диджитал



Традиционные каналы коммуникации в Rx

Индивидуальные визиты МП

Мед пресса

КОЛ

Презентации

Семинары/Конференции

Семплинг (там, где разрешен)

Многоканальный маркетинг



Сегментация



Сегментация и таргетинг

ЦА	Ресторан	Дистрибьютор алкоголя
Ж, 18-25, Киев, любят готовить, пьют вино		
Ж, 18-25, Киев, любят готовить, пьют мартини		
Ж, 18-25, Киев, НЕ любят готовить, пьют вино		
Ж, 18-25, Киев, НЕ любят готовить, пьют мартини		

**Каждому сегменту
своё сообщение**



HOUSE OF BOLS
THE COCKTAIL AND GENEVER EXPERIENCE

Сегментация и таргетинг



Paint Monster Pain

Сегментация и месседжинг



	Search by <ul style="list-style-type: none">- Brand Name- INN- Forms/dosages/packages (with packs view)
	Product availability (packs) Price (UAH) Distance to pharmacy (km)
	Pharmacy mapping and geolocation Routs to pharmacy by walk/car Pharmacy's contacts (phone)
	Basket (Recipe) option – to add to the search list
	Options to sort by: <ul style="list-style-type: none">- Pharmacy proximity- Price- Packs quantities available
	Web/iOS/Android apps
	Links to Compendium - #1 medicines reference book in Ukraine and vice versa

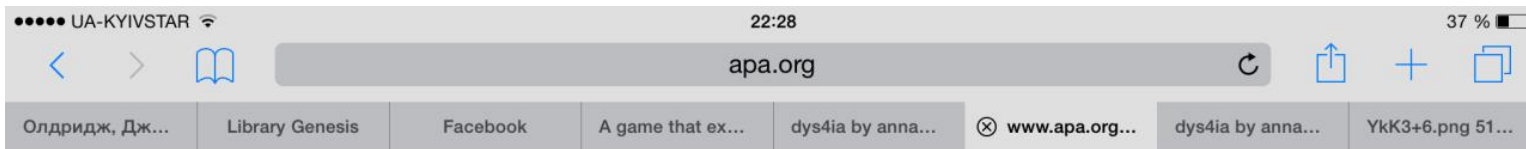
Вовлечение



Вовлечение – Forget-Me-Knot



Геймификация



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Video Games in Health Care: Closing the Gap

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Although a great deal of media attention has been given to the negative effects of playing video games, relatively less attention has been paid to the positive effects of engaging in this activity. Video games in health care provide ample examples of innovative ways to use existing commercial games for health improvement or surgical training. Tailor-made games help patients be more adherent to treatment regimens and train doctors how to manage patients in different clinical situations. In this review, examples in the scientific literature of commercially available and tailor-made games used for education and training with patients and medical students and doctors are summarized. There is a history of using video games with patients from the early days of gaming in the 1980s, and this has evolved into a focus on making tailor-made games for different disease groups, which have been evaluated in scientific trials more recently. Commercial video games have been of interest regarding their impact on surgical skill. More recently, some basic computer games have been developed and evaluated that train doctors in clinical skills. The studies presented in this article represent a body of work outlining positive effects of playing video games in the area of health care.

Keywords: video games, interventions, technology, health

Despite the existence of effective medicines, advanced medical technology, and hospitals staffed by highly trained and educated health care professionals, human beings do not always behave in ways that take advantage of what health care has to offer. A majority of patients do not comply with the treatment regimens that

Bradlyn, & Pollock, 2008). It is interesting that examples of video game applications in health care consist not only of serious games that are designed specifically training and education purposes, but also of commercially available off-the-shelf games that are repurposed to meet certain behavioral goals in health care.

Построение рынка

Google & Novartis are developing smart contact lens for non-invasive glucose monitoring – tracking glucose level from tears, and transmitting results to smartphone.



Pfizer is working with Akili Interactive Labs on a video game app designed to diagnose Alzheimer's. If successful, the game could become a biomarker/endpoint in future trials



Каналы коммуникации – эффективность инвестиций

Channel of communication	USD per contact	Contacts/recolls ratio	USD per recoll
Participation in confs	30	15%	200
Company conference	60	80%	75
Company conference with VIP speaker	75	80%	94
TV conference with VIP speaker	60	80%	75
Direct mailing	1	40%	2,4
Academia (CME)	0,13	5%	2,6
Rep call	10	33%	30

To reach 20 kRecolls by MR's visits we should spend 600 kUSD, while mix of TV conferences and direct mailing allows us to spend 190 kUSD

Результаты

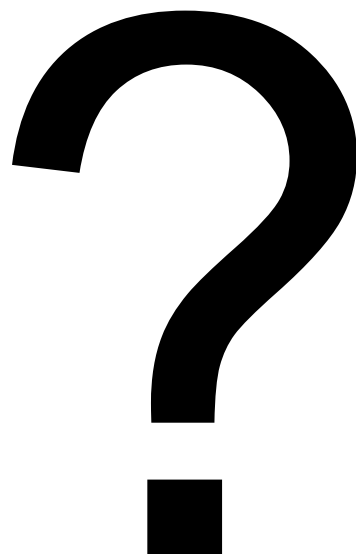
Воспоминания врачей, YTD Май 2012*

Бренд	Итого	Директ мейлинг	Маркет активности	Промоции МП
БРЕНД 1	33 379	7 862	2 361	23 156
САМЫЙ ЛУЧШИЙ В МИРЕ БРЕНД	30 012	9 769	6 941	13 302

Рынок Rx J01, Sale out, YTD Май 2012*

Бренд	YTD Продажи, k\$	YTD GR%	YTD EI	YTD MS%
Итого	56 451	7,7%	100	100,0%
БРЕНД 1	5 474	-5,2%	88	9,7%
БРЕНД 2	4 517	-10,0%	84	8,0%
САМЫЙ ЛУЧШИЙ В МИРЕ БРЕНД	3 924	21,5%	113	7,0%

Позиционирование



Благодарю за внимание!

"YOUR HIGH BLOOD
PRESSURE SEEMS
TO HAVE RETURNED."



Сергей Бородкин,
Тева Украина