

# How to reach customers and cut through the noise

**Choosing the right marketing solutions to support your brand**

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Sr. Director, Brand, Specialty & Consumer Marketing

**Sheila Rizzo**

Director, Brand and Specialty Rx Marketing

# Introduction to today's speakers



**Amy Illig**

Sr. Director, Brand, Specialty  
& Consumer Marketing



**Sheila Rizzo**

Director, Brand and  
Specialty Rx Marketing

# Agenda

1. Industry adjustments
2. Engaging with customers through the right channels
3. Customizing your ability to connect with decision makers
4. Q & A



# Industry adjustments



# A shift in digital communications

**83%**

of Health Care Providers (HCPs) say the content they're getting from pharma companies is more relevant now than it was before COVID-19, and they likely have more time to read it.<sup>1</sup>

**87%**

of executives believe customers have been rewired to be digital-first.<sup>2</sup>

<sup>1</sup> Accenture. The New Rules of Healthcare Provider Engagement. <https://www.accenture.com/us-en/insights/life-sciences/new-rules-healthcare-provider-engagement>

<sup>2</sup> Adobe 2022 Digital Trends Experience Index . <https://business.adobe.com/resources/digital-trends-report.html>

# A shift in shopping habits



## Preference for email

Consumers prefer electronic communications to direct mail by a **3:1 margin**<sup>1</sup>



## Pandemic

**45%** of consumers shifted to digital because of pandemic related issues<sup>2</sup>



## Convenience

**43%** shifted because of greater convenience and availability of digital channels

<sup>1</sup> Smart Communications (March 2021). Smart Communications Study Reveals Accelerated Need to Shift to Digital Conversations in APAC due to COVID-19. [www.globenewswire.com/news-release/2021/03/16/2194149/0/en/Smart-Communications-Study-Reveals-Accelerated-Need-to-Shift-to-Digital-Conversations-in-APAC-due-to-COVID-19.html](https://www.globenewswire.com/news-release/2021/03/16/2194149/0/en/Smart-Communications-Study-Reveals-Accelerated-Need-to-Shift-to-Digital-Conversations-in-APAC-due-to-COVID-19.html)

<sup>2</sup> McKinsey Digital (May 2021). What's next for digital consumer. [www.mckinsey.com/business-functions/mckinsey-digital/our-insights/whats-next-for-digital-consumers](https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/whats-next-for-digital-consumers)

# A shift in healthcare

Healthcare providers are the ultimate influencer

- **79%** of patients trust pharmacists as a reliable source of general healthcare information, even beyond general medication questions<sup>1</sup>
- **53%** of people want their medical needs managed by a combination of health care professionals in-person and online<sup>2</sup>

<sup>1</sup> Express Scripts Pharmacy and Columbia University. The prescription of trust. Pharmacists transforming patient care.

<sup>2</sup> Nelson Kakulla, B. (January 2020), Older Adults Keep Pace on Tech Usage, AARP.com. <https://www.aarp.org/research/topics/technology/info-2019/2020-technology-trends-older-americans.html>



# A shift in marketing budgets

Pharma marketing budgets are dedicated to digital, so, where's the spend?

**\$9.5B**

Estimated digital media spend in the U.S. for the healthcare and pharma industry in 2020<sup>1</sup>

**18%**

increase in digital ad spend leading to an estimated \$11.3 billion in 2021<sup>1</sup>

“The pandemic has accelerated the mandate for businesses to digitally transform.”

Anil Chakravarthy, President, Digital Experience, Adobe<sup>2</sup>

<sup>1</sup> Coey, S. (October 2020). Pharma and healthcare digital advertising jumps during pandemic: report. [www.fiercepharma.com/marketing/pharma-and-healthcare-spending-more-digital-advertising](http://www.fiercepharma.com/marketing/pharma-and-healthcare-spending-more-digital-advertising)

<sup>2</sup> Adobe. (Producer). (2022). *2022 Digital Trends Revealed [Video]*. <https://business.adobe.com/resources/webinars/digital-trends-webinars-on-demand.html>



Engaging with  
customers through  
the right channels

# Integrate your messaging into the customer workflow

Maximize your brand's visibility with **CustomConnect**<sup>®</sup>



- **CustomConnect** marketing programs leverage the reach of the AmerisourceBergen customer network
- **Highly targeted** marketing delivery tools reach the right audience at the right time
- **Tailored messages** integrate seamlessly into customers workflow where they are engaged and ready to act
- **Multi-channel vehicles** deliver your brand messaging across multiple classes of trade

# Work your way into the customer journey

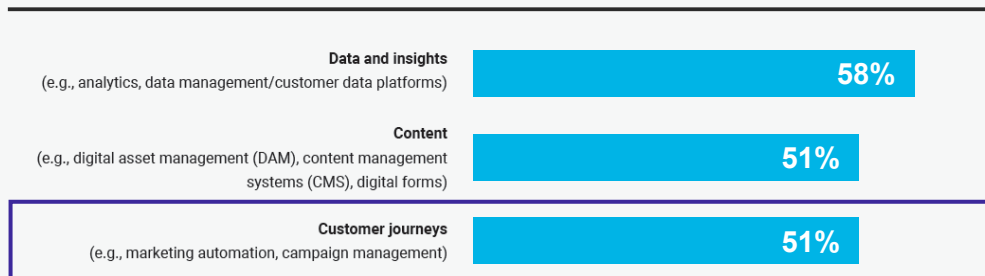
“Organizations need to put the customer experience at the center and build the operating model around it.”

Jim Clark, Research Director,  
Econsultancy<sup>1</sup>

51% of senior executives' key technological priorities for 2022 include a focus on customer journeys<sup>2</sup>

## Senior executives' key technological priorities for 2022

Percent ranking as a 'top-three' priority for 2022



Base: Senior executives (1,476)

Source: Adobe/Econsultancy Digital Trends Survey, Q4 2021

<sup>1</sup> Adobe. (Producer). (2022). *2022 Digital Trends Revealed [Video]*. <https://business.adobe.com/resources/webinars/digital-trends-webinars-on-demand.html>

<sup>2</sup> Adobe 2022 Digital Trends Experience Index

# Maximize your brand's visibility

CustomConnect®

## Digital marketing & advertising

- Banner advertising
- Point-of-order messaging on customer ordering platform
- Email marketing
- Surveys

## Print marketing

- Direct mail
- Invoice messaging
- Magazines and product catalogs
- Package/tote stuffers



## Strategy, measurement & optimization

- Segment by target audience
- Measure and analyze results
- Campaign metrics and data insights measure impact and inform next steps
- Optimize results with agile marketing

## Call campaigns

- Telemarketing
- Surveys
- Lead generation

# Customizing your ability to connect with decision makers



## Precise targeting

- Hyper targeted, customized messaging maximizes customer engagement

## Multi-prong approach

- Multiple channels reach customers where and when they are ready to act

## Agile and versatile options

- Flexible options and data insights enable easy strategy adjustments

# Staying agile and flexible



## Highly targeted approach

- Precise targeting helps ensure relevant messaging reaches the right audience and builds trust
- Engage customers where they already are with customized content
- Create brief, impactful messaging that drives audience engagement



## Nimble and flexible solutions

- Choose multichannel programs that support diverse marketing goals
- Consider a surround sound approach with multi-prong tactics
- Request feedback on campaign performance to help inform next steps and adjust your approach as needed

**Only 31% of marketers rated their organization an 8 or higher out of 10 in “responding to opportunities and disruptions”<sup>1</sup>**

<sup>1</sup> Adobe 2022 Digital Trends Experience Index

# Measuring success



## Data is key

- Track and measure marketing campaign engagement results
- Analyze sales before, during, and after marketing programs
- Look at connection between campaign engagement and product sales to measure conversions
- Continually monitor effectiveness

## Plan early and often

- Touch customers in different ways through multiple marketing channels
- Coordinate activities strategically to reinforce messaging
- Plan early to secure schedules and support a strategic approach

## Solicit feedback

- Review campaign results and compare against benchmark metrics
- Solicit feedback to better understand performance, adjust strategy accordingly, and help drive success
- Consider follow-up customer activity to measure campaign effectiveness (i.e., survey)

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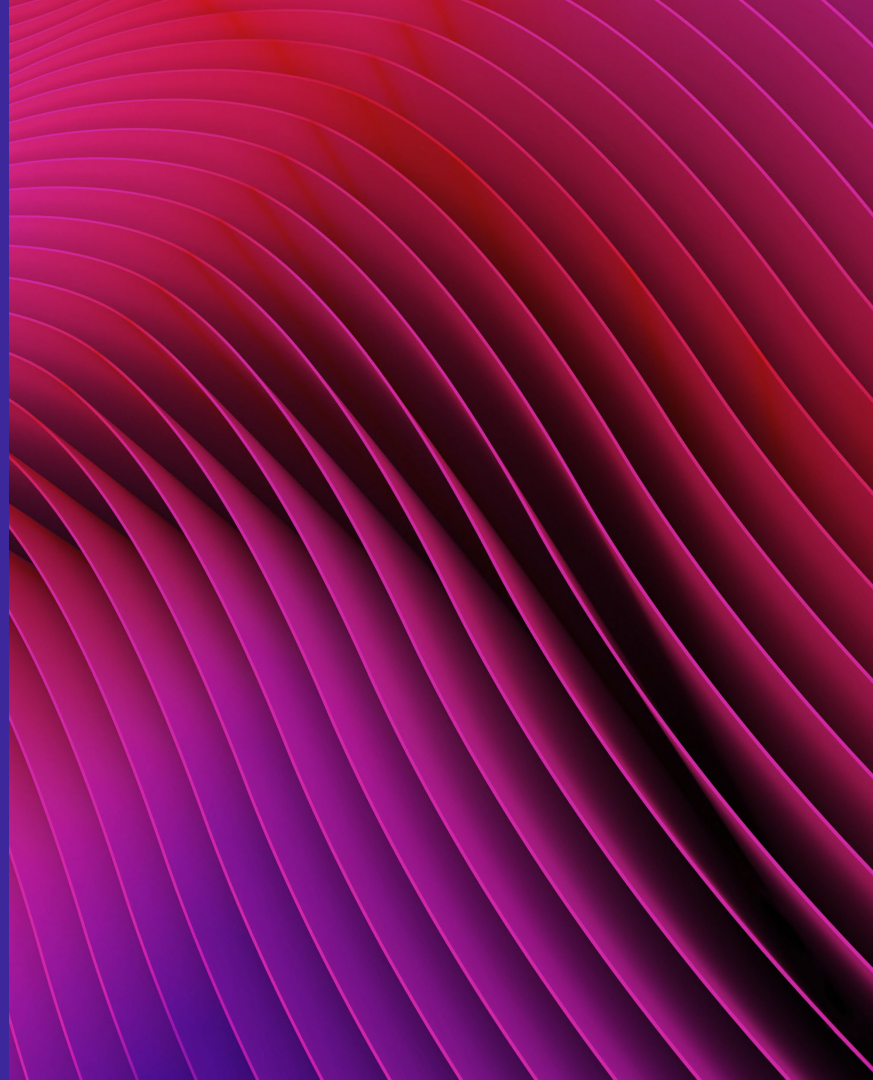
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Thank you