

CONTENTS

Preface	(vii)
Acknowledgements	(ix)
List of Abbreviations	(xvii)

CHAPTER 1

Reimagine Everything – Reimagine Every Element of Pharmaceutical Marketing Mix **1-142**

Why Reimagining, Reimagine the Pharmaceutical Market, Reimagine the Pharmaceutical Product, Reimagine the Pharmaceutical Price, Reimagine Everything, Reimagine the Patient, Reimagine the Pharmaceutical Sales Representative, Customer Experience

Cases:

1. Amazon's Foray into Health Care: Too Big to Fail! **15**
2. Walmart Health's Disruptive Moves! **25**
3. CVS Health: Not Just Rebranding, but Reimagining! **27**
4. Walgreens Healthcare Reimagines Retail Healthcare! **32**
5. Ping An Good Doctor Launches the World's First AI-Powered, Un-staffed Clinic in China! **35**
6. Bayer's *Gateway* to Success! **44**
7. Mark Cuban's Disruptive Move To Make Generic Drugs Affordable! **54**
8. The Orchestrator Rep: Imagine the Possibilities! **82**
9. CVS Health, Uber Collaboration Identifies a Moment of Truth and Addresses Patients' Pain Point! **118**
10. Uber Ties Up with Cerner EHR System for US Providers to Schedule Non-Emergency Transportation for Patients, Caregivers, and Staff! **120**

(xii) | Contents

11. Pfizer's Customer Experience Strategy! **129**
 12. Teva's Customer Experience Strategy! **131**
 13. UCB's Customer Experience Strategy! **133**
 14. Customer Experience Strategy at Takeda! **135**
 15. AstraZeneca's Customer Experience Strategy! **137**
 16. Five Customer Experience Lessons from
Pharma Giant, Eli Lilly & Co! **139**
-

CHAPTER 2

Reimagine the Technology— How Pharma Can Harness the Power of New and Emerging Technologies **143-328**

Artificial Intelligence (AI) and Machine Learning (ML), Augmented Reality (AR) and Virtual Reality (VR), The Internet of Things (IoT), Chatbots, Digital Voice Assistants, Electronic Health Record (EHR), Telehealth, Digital Therapeutics (DTx), 3D Printing, Agile Marketing in Pharma, Big Data and Analytics, and Real-World Data and Evidence (RWE) Blockchain in Pharma, Design Thinking, Scenario Planning, Cloud Computing and Pharma Marketing

Cases:

17. Digital Pharma: Genzyme's Augmented Reality Heart! **167**
18. GSK's Migraine Simulator for Excedrin Wins Creative and Consumer Praise! **170**
19. Salix's New Virtual Reality Film Gives Doctors an *Insider* Tour of the Human Gut! **174**
20. UCB Launches a Wellness Program with *Garmin* for Rheumatoid Arthritis Patients! **185**
21. The Generics Major, Teva Launches *Braltusbot* to Improve HCP Engagement! **194**
22. Norgine Launches *Ava* Chatbot to Provide Patient Support! **195**
23. Lupin Launches India's First Chatbot for Patients! **196**
24. *Sugarpod* Wins Alexa Diabetes Challenge! **207**

25. Geisinger and AstraZeneca Create New Asthma App Suite! **218**
26. Time for an Asthma Check, Doc?! **220**
27. Livongo Health Achieves Successful Reimbursement with Many Insurers! **251**
28. Teladoc and Livongo's \$18.5 Billion Merger Creates A Digital Health Giant Valued at a Whopping \$37 Billion! **256**
29. The *Digital Pill!* **257**
30. FabRx and the Promise of Point-of-Care Drug Making! **263**
31. AstraZeneca's *Patient Profiler* Touch Table! **266**
32. Launch Situation Room Breaks Communication Silos! **279**
33. Agile Practices at MSD (Merck Sharp & Dohme), UK! **289**
34. Agile Practices at Novartis, UK! **290**
35. Pfizer Uses Real-World Evidence to Support Effectiveness of First-line IBRANCE® (Palbociclib)! **303**
36. Monash Watch Reduces Hospitalization With Design Thinking! **318**
37. The Case of a Twice Yearly Infusion, An Innovation that Was Slow on Its Diffusion Curve! **319**
38. UCB, An Early Adopter of Design Thinking! **320**

CHAPTER 3

Reimagine Stakeholder Engagement—Winning with New Rules of Engagement

329-630

Tablet Detailing, Virtual Engagement, Webinars, Website Engagement, Search Engine Marketing, E-Mail Engagement, Display Advertising, Mobile Engagement, Gamification, Closed Loop Marketing, Social Media Marketing, Multi and Omni Channel Engagement, Content Marketing, e-MSL (Medical Sales Liaison), DOL (Digital Opinion Leader) Engagement, Phygital: The Future of Engagement

Cases:

39. Dr. Reddy's Laboratories' Unbranded Russian Website on Pain Management! **358**
40. Galderma's *Mom Genes* Campaign! **360**

(xiv) | Contents

41. *Your Cancer Game Plan* by Merck! **363**
42. Sanofi Launches Highs & Lows Diabetes Awareness Campaign! **367**
43. Merck's *Everybody Versed* Campaign for Gardasil! **369**
44. Novartis Launches *24 Life Hacks in 24 Hours!* **373**
45. Salix Launches *Let's Talk 2 IBS* Awareness Campaign! **376**
46. UCB Creates a New Destination for the Parkinson's Community with its *More Than Motion* Website! **378**
47. *This Bike has MS!* **381**
48. Tylenol's *Smile it Forward* Campaign! **389**
49. Allergan's Female Empowerment Campaign: *#She Can!* **392**
50. Allergan Teams with Star Paratriathlete to Boost its IBS-D Med *Viberzi!* **397**
51. Synergy Pharmaceuticals' *Poop Troop* Take Poop Emojis to a Whole New Level! **399**
52. *1 Mission, 1 Million!* Getting to the Heart of Stroke! **401**
53. I'm Me in EndoMEtriosis! **403**
54. Astellas' *Transplant 360!* **405**
55. AbbVie's *Uncover Your Confidence* Campaign Empowers People Living With Psoriasis! **407**
56. *a:care:* Abbott's Digital Initiative to Improve Patient's Health in India! **409**
57. Alkem's Initiative into Digital Marketing with *DonApp* is Successful! **442**
58. Mobile App Success Story: How *One Drop* Did It! **445**
59. Tylenol's Mobile Campaign Drives 3,000 App Downloads! **449**
60. GlaxoSmithKline Rides Piggyback on the *FluTracker App* of the Weather Channel! **454**
61. Pfizer Israel: *Public Restroom iPhone App* Rated Top 25! **456**
62. Sanofi has Got Game! **461**
63. *Packy and Marlon!* **463**
64. Bronkie, The Bronchiasaurus Raises Asthma Awareness! **466**
65. How Kim Kardashian's Instagram Post Got Drug Firm that Makes *Diclegis* into Trouble with the FDA?! **476**
66. Facebook-Share Function Gets a Warning from the FDA! **478**
67. Suprenza's False Claims Ring an Alarm! **479**
68. Abbott's Established Products Division Launches the First Digital-Only Campaign in Pharma! **487**

69. Pfizer's *can You Feel My Pain* Social Media Campaign! **490**
70. Got Ladyballs? Ovarian Cancer Campaign is a Bit too ballsy for some! **508**
71. Dr. Reddy's Launches a Spate of New Campaigns to Revive the OTC Brands it Acquired from Novartis! **512**
72. Gaming Tackles Back Pain: Pfizer's *Back-in-Play*! **514**
73. Novartis Launches *See Me to Know* Campaign for Cosentyx! **517**
74. Lundbeck's Multichannel Depression Awareness Campaign – *Lean on Me!* **519**
75. Allergan's *EyePowerment* Campaign! **523**
76. Takeda, Lundbeck Plan US Test for Depression App in their Latest Beyond-the-Pill Foray! **527**
77. GSK's Prevacid OTC Gets a New Spokes Character— A Fireball! **530**
78. Bristol-Myers Squibb Sponsors *Thriver Thursdays*, a New Docuseries by TV Host, Robin Roberts! **532**
79. Canesten's *Code Word!* **534**
80. *Who Pneu?* Pfizer Joins the American Lung Association in a Disease Awareness Campaign! **536**
81. *Drive4COPD*: Take Action Today, Breathe Better Tomorrow! **538**
82. Breast Cancer Campaign Using Lemons goes Viral! **544**
83. Novo Nordisk Partners with Charles Kimball for its *Race with Insulin!* **549**
84. A Feisty Social Media Campaign by Novartis: *Hey, MS, Take This!* **554**
85. Flonase's *#FallOffFame* Among the AdWeek's Top Ten Healthcare Brand Geniuses! **558**
86. Show Stopper Exposes Taboo in Astellas' *A Matter of Urgency* Campaign! **562**
87. GSK Launches *What's Your Why?* Campaign to Encourage Quit Smoking! **565**
88. What a Dragon can Teach us about ADHD! **570**
89. Pfizer takes Counterfeit Medications Head-on with its *Get Real, Get Prescription* Campaign! **573**
90. Pfizer's Get Old Campaign Gets Youthful! **579**
91. Janssen's *Psoriasis 360!* **585**
92. Salix Pharmaceuticals Hooks up with Lifetime Channel to Talk IBS-D! **589**

CHAPTER 4

The Future of Pharma—

A Look into the Crystal Ball

631-692

Digital Transformation, The Future of Health, The Future of Pharma,
The Future of Pharma Marketing, Winners Checklist

Cases:

- 93. Four Tips from Pfizer on Going with Digital Pharma Marketing! **643**
- 94. UCB's Erik Janssen shows the Way to Take Your Company to the next level With Digital Transformation! **645**
- 95. Takeda Accelerates Digital Transformation! **648**
- 96. Astellas Utilizes the Digital Transformation to Maximize Value for Patients! **650**
- 97. Digital Transformation at Pfizer! **652**
- 98. Johnson & Johnson's Digital Transformation! **656**
- 99. Dr. Reddy's Gears Up for a Digital Transformation! **659**
- 100. UCB's Digital Transformation of R&D! **663**
- 101. Cipla's Learning Transformation Journey! **665**
- 102. Cipla's Digital Transformation! **668**

Epilogue

You're Gonna Need a Bigger Boat!

693-698

References

699-750

Index

751-763

About the Author

765