

Study Examines Smart Pharma Strategies for Effective Messaging around New Products and the Medical Conditions they Treat

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CHAPEL HILL, NC, Oct. 28, 2012 /PRNewswire/ -- According to recent research, [more than 50% of leading pharma companies](#) [1] expect social networking, online video, and other types of Digital Marketing to grow in use as critical tools for communicating disease state and product information.

New pharmaceutical products - particularly those that are first-in-class - require not only external disease state communication but also internal communication to win support in the marketplace.

Now, a critical Best Practices, LLC benchmarking report, "[Raising Disease State Awareness: Best Practices in Internal Brand Messaging for New Products](#) [1]," examines how companies communicate at the brand and disease state levels in order to educate employees internally and create a consistent, credible external message surrounding new products.

The study spells out 10 key best practices culled from in-depth interviews with benchmark participants, who were involved in pre-launch, internal communication for Viagra, Gardasil, Prozac and many other successful brands.

Comprising in-depth surveys and interviews with 32 top biopharma companies, this report enables marketing and brand team leaders to implement the type of well-timed and well-targeted internal communications strategies essential for cementing both the medical and commercial framework for a new product's market entry and supporting its overall success as a brand.

Key topic areas analyzed in this study include:

- Effective communication channels & use of new communication technologies
 - Timing of communication activities by product development phase
 - Advantages & disadvantages of employee message segmentation
 - Tracking internal message effectiveness
 - Preventing sensitive-information leaks
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Links:

[1] <http://www.best-in-class.com/rr1183.htm>