

A Comprehensive Guide to Creating  
Meaningful Customer Connections  
in the Pharmaceutical Industry



IMPIRICUS

# SELF CURATED ENGAGEMENT

A photograph of a person wearing a white lab coat over a blue shirt and a striped tie. They are holding a silver tablet computer with both hands, looking at the screen. The background is a plain, light grey.

**The Power of Personalization:**  
Revolutionizing Pharma Marketing  
Through Self Curated Engagement

***“The tasks required of physicians, PA's, and NP's are increasingly time consuming and complex. At the same, there is so much innovation in pharma, and our need for up to date knowledge of the innovations grows. This creates an opportunity for a system which can deliver the information at the point of care in a frictionless manner with actionable steps.”***



**-Ashish C. Bhatia, MD, FAAD**

Associate Professor of Clinical Dermatology

Northwestern University – Feinberg School of Medicine, Chicago, IL USA

# The New Concept That Aligns With Pharma's Customer-Centric Approach

"Self Curated Content" is a concept that aligns well with the customer-centric approach. It recognizes that customers have unique needs and preferences, and it empowers them to engage with content that best addresses their specific concerns and interests. This approach will enable pharmaceutical companies to create more meaningful connections with their customers and deliver truly personalized experiences.



# The New Concept That Aligns With Pharma's Customer-Centric Approach

To effectively implement a "Self Curated Engagement" strategy, pharmaceutical marketers should consider the following key components:

- **Diverse content library:** To ensure customers can find the information they're seeking, pharma marketers must develop a comprehensive content library, covering a wide range of topics, formats, and depth. This library should include educational materials, product information, case studies, testimonials, and more.
- **Interactive content:** To create a more engaging and dynamic experience, marketers should incorporate interactive content elements, such as quizzes, polls, and assessments. These tools not only capture customer preferences and interests but also encourage further exploration and learning.
- **Responsive journey design:** The customer's actions and engagement with the content should inform and shape their journey. By using data-driven insights and analytics, marketers can adapt the content and experiences presented to the customer based on their interactions and preferences.
- **Integrated calls-to-action:** Throughout the content journey, marketers should provide clear calls-to-action that enable customers to easily request additional information, engage with a representative, or access relevant resources. This seamless integration of actions and content ensures customers can act on their interests and needs in real-time.
- **Continuous optimization:** As customers engage with the self-curated content, pharma marketers should leverage data analytics to identify trends, preferences, and areas for improvement. This ongoing analysis will ensure the content library stays relevant, engaging, and effective in meeting customer needs.

**By adopting a "Self Curated Engagement" approach, pharmaceutical companies can not only cater to the evolving needs of their customers but also differentiate themselves from competitors who still rely on traditional, one-size-fits-all marketing strategies.**

# Introduction to Self Curated Engagement

## Focus On Customer's Unique Needs

In the traditional pharmaceutical marketing landscape, customers were often limited to one-way, rigid marketing communications, with little control over the information they received. This outdated model forced customers to consume content designed by marketers without considering their unique needs, preferences, and desired level of engagement. As customer expectations have evolved, driven by technological advancements and a shift towards personalized experiences in other industries, it has become clear that the pharmaceutical sector must adapt and innovate to meet these new demands.

## Customer At The Center Of The Journey

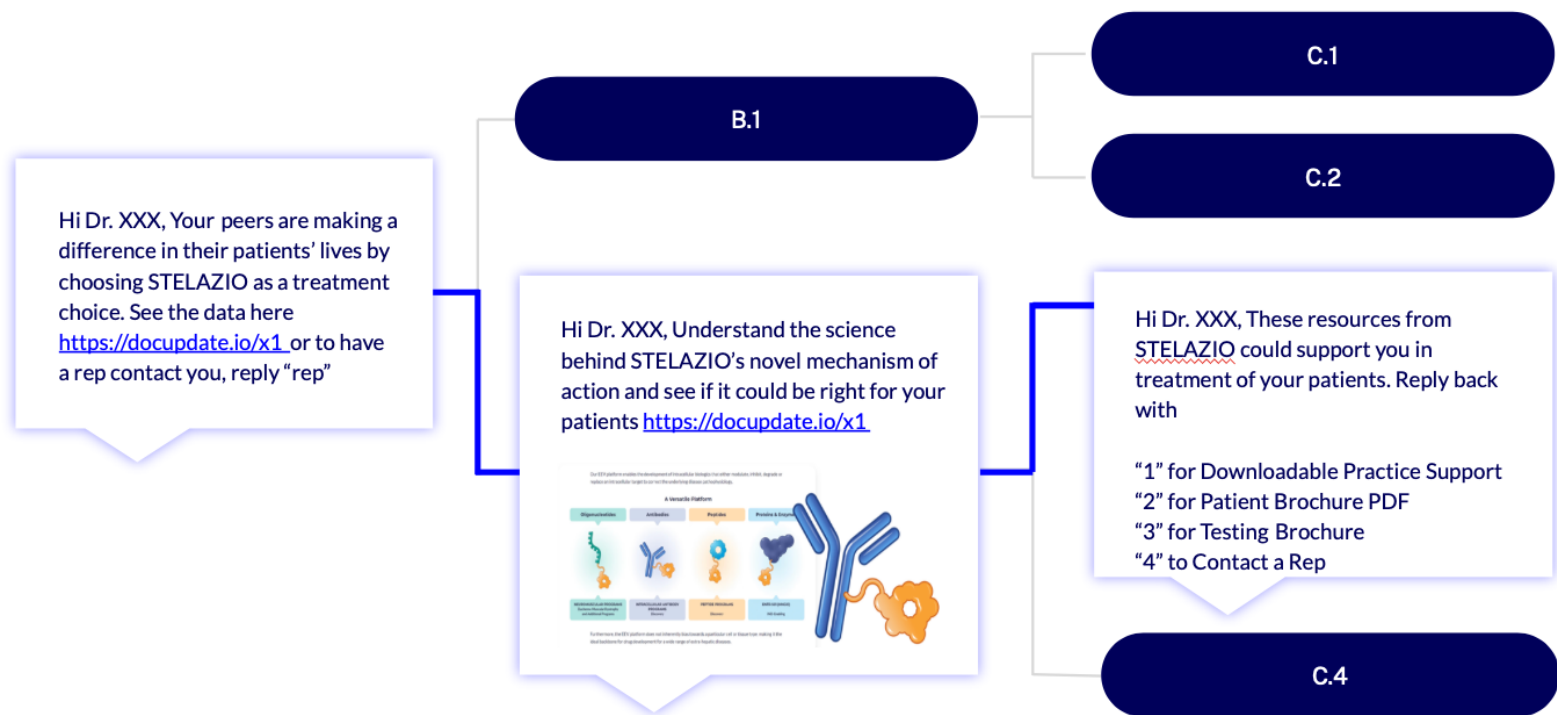
Enter the concept of "Self Curated Content" - an approach that reimagines pharmaceutical marketing by placing the customer at the center of their information journey. This modern, customer-centric strategy acknowledges the need for valuable, interactive, and easily consumable content that enables customers to actively engage with the information they find most relevant. By providing real-time, self-curated engagement opportunities, pharmaceutical companies can empower customers to make more informed decisions, foster meaningful connections, and ultimately, improve health outcomes.

## Focus On Customer's Unique Needs

The "Self Curated Content" approach represents a paradigm shift in pharmaceutical marketing, moving away from the outdated one-way 'Push' communication model and embracing the modern consumer's desire for personalization, interactivity, and control. By leveraging diverse content libraries, interactive elements, responsive journey design, integrated calls-to-action, and continuous optimization, pharmaceutical companies can revolutionize their marketing strategies and deliver experiences that truly resonate with customers in today's dynamic healthcare landscape.

# SCE: How It Works

As you dive into the concept of Self Curated Engagement, it's crucial to understand the distinct steps involved in this innovative approach. In the following graphic, we will walk you through three key stages of the Self Curated Engagement process. At each step, customers are presented with opportunities to take specific actions, enabling them to continue their engagement, enhance their learning, and extract additional value from their interactions.



## Can this work for your Brand?

Yes.

Contact Impiricus today to learn how to bring Self Curated Engagement to your brand and, most importantly, customers.

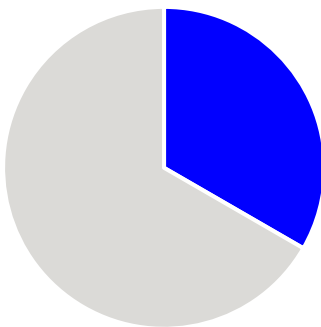
# SCE: How Marketing Demonstrates Customer Centricity

In an ever-evolving healthcare landscape, biotech leaders must adapt their expectations and redefine what constitutes a great marketing plan. The days of playing it safe and relying on outdated methods that may have worked in the past are long gone. Instead, forward-thinking executives should challenge their marketing teams and agencies to embrace innovative strategies, such as Self Curated Engagement, which cater to modern consumer expectations and capitalize on technological advancements to create meaningful customer experiences.

# 76%

Of Pharmaceutical Executives consider "Customer Centricity" a Top Priority\*

\*Deloitte



# 1/3

Of HCPs Feel a big void in their ability to stay informed of product updates<sup>2</sup>

To drive this transformation, biotech leaders should reevaluate their criteria for marketing success and encourage their teams to prioritize personalization, interactivity, and data-driven decision-making. Rather than merely assessing a plan based on traditional performance metrics, leaders ought to emphasize the importance of customer-centricity, responsiveness, and adaptability. A great marketing plan in today's environment should integrate diverse content libraries, interactive elements, and real-time optimization to ensure customers can actively shape their own information journeys and derive maximum value from their engagements.

By setting high expectations and fostering a culture of innovation, biotech leaders can empower their marketing teams and agencies to break free from the constraints of conventional wisdom and adopt cutting-edge methodologies. Embracing the Self Curated Engagement approach requires a mindset shift, as well as the willingness to experiment, learn, and iterate. By championing this progressive way of thinking, biotech executives can cultivate more effective marketing strategies, enhance customer satisfaction, and ultimately, drive better health outcomes in a fiercely competitive industry.

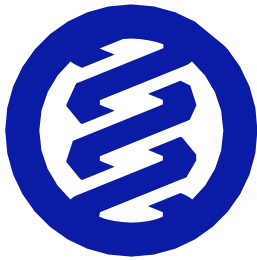
## Empowering the Modern Biotech Marketing Plan

### *Self-Curated Engagement Checklist*

- Customer-Centricity:** Ensure the marketing plan revolves around the customer, addressing their unique needs and preferences at every stage of their journey.
- Personalization:** Leverage data and insights to create tailored content that resonates with individual customers and enhances their experience.
- Interactivity:** Incorporate interactive elements that encourage customers to actively engage with the content and shape their own information journey.
- Responsiveness:** Develop marketing strategies that can quickly adapt to real-time customer feedback, and optimize the customer experience accordingly.
- Diverse Content Libraries:** Create an extensive collection of content assets in various formats, ensuring customers have access to a wealth of relevant information.
- Data-Driven Decision-Making:** Use data and analytics to inform marketing strategies, allowing for more targeted and effective customer engagements.
- Adaptability:** Foster a culture of continuous learning and iteration, refining the marketing plan based on evolving customer preferences and market dynamics.
- Real-Time Optimization:** Implement tools and processes that allow for the timely adjustment of marketing strategies in response to customer behavior and feedback.
- Innovation:** Encourage the marketing team and agency partners to explore and experiment with new methods, technologies, and approaches in crafting the marketing plan.
- Outcome-Focused Metrics:** Track and measure the success of the marketing plan using customer-centric metrics, such as satisfaction scores and customer effort scores, alongside traditional performance indicators.



# Learn More About The HCP Preferred Platform



## IMPIRICUS

We help Brand Leaders  
Unlock HCP Engagement

Schedule a call to learn how  
Impiricus help you achieve  
Self-curated Engagement

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“Our mission is to connect healthcare professionals to the resources that give their patients the best access to care”

**Dr. Osama Hashmi**  
Impiricus Co-founder