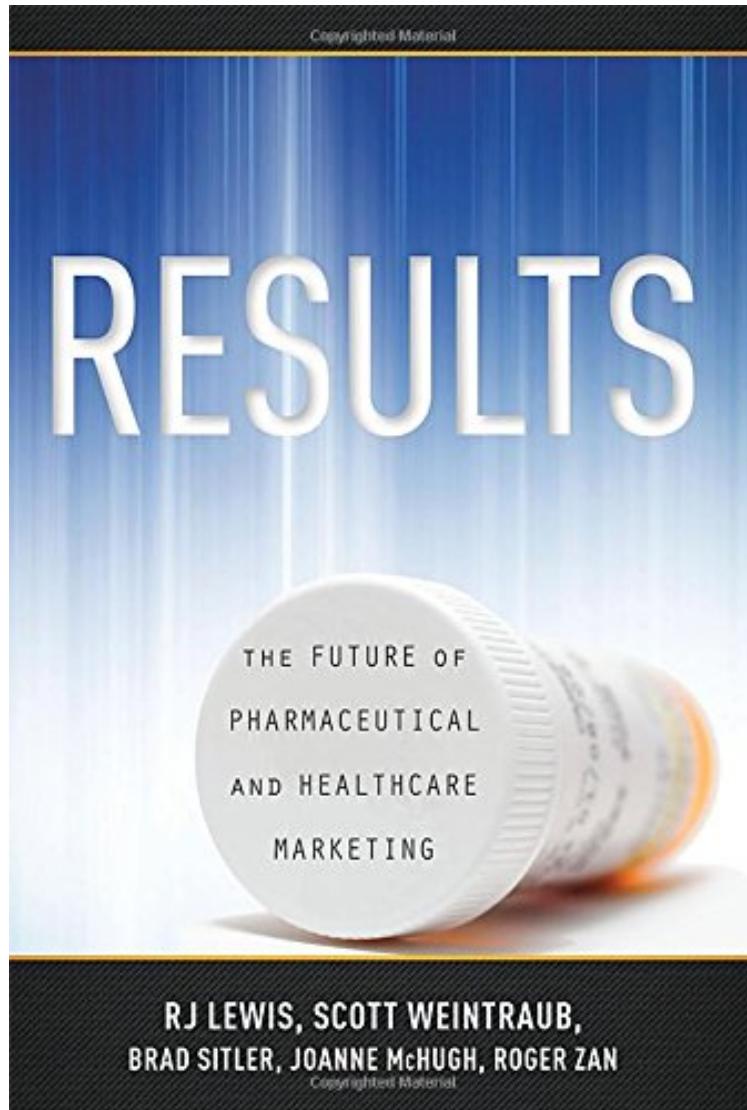


# RESULTS: The Future Of Pharmaceutical And Healthcare Marketing

*Scott Weintraub, R.J. Lewis, Roger Zan, Brad Sitler*  
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**Scott Weintraub, R.J. Lewis, Roger Zan, Brad Sitler : RESULTS: The Future Of Pharmaceutical And Healthcare Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised RESULTS: The Future Of Pharmaceutical And Healthcare Marketing:

1 of 1 people found the following review helpful. Required Reading for Pharma MarketersBy CustomerResults is an important book for pharma and healthcare marketers. RJ Lewis and his fellow authors deliver thought provoking

content in an easy to read manner. I was especially impressed with RJ's chapter on digital marketing. The world is going digital and pharma and healthcare marketers need to keep up. RJ is right on when he says, "The competitive advantage in the digital age lies in adapting and evolving." His comparison to the disruption caused by online banking is a great and transferable example of how pharma and healthcare marketing can adapt and evolve. Finally, RJ's conclusion is correct, "Pharma companies need to show that they can deliver results better than anyone else. That's how the industry will not just remain relevant, but lead in the new era of customer-based healthcare." You need to read this book if you're a pharmaceutical or healthcare marketer. 1 of 1 people found the following review helpful. A vision for the future of pharma

By Mr. Terence J. Nugent I just closed the back cover of Results. It is a true masterpiece, which exceeded even my lofty expectations. I expected the book's title to reference getting better results from marketing tactics, and there is that within its pages. But such prosaic content is woven into an overarching arc of transforming our industry to focus on the real issue: providing real value to patients, prescribers and payers by delivering humanistic outcomes, rather than gaming the system to curry Wall Street favor. This focus on the patients we serve will lead us to the promised land. The fundamental paradigm shift to a results oriented value proposition a much needed manifesto for our industry, combining idealism in the best senses of the word with practical thought leadership based on a lengthy and thorough immersion in the industry. Results presents a vision to shred the black hat pharma has worn for too long, and replace it with the white hat of doing well by doing good. The 21st century it is all about adding value to society, alleviating suffering, curing diseases, restoring health, and thus making the healthcare sector more efficient and effective. The spirit of your book is aligned with the message of Pope Francis, that we need as a society to be more compassionate. Healing of the sick and caring for the afflicted is one of the most ancient spiritual imperatives, and our industry can play an important role in that transformation if only we heed your call to listen to the better angels of our nature to use our renowned competencies to genuinely help people, and earn a fair profit from the value we add. Too much of the recent history of pharma marketing has precipitated catastrophic opprobrium from payers and the public. If we value and virtue are our polestars, we can jettison the baggage of this chapter and return to the traditional values that put patients over profits, as a true belief, not just a hollow, ironic slogan. If the industry follows the practical roadmap to execute this hopeful vision, it will prevent a multitude of maladies, including the most recent contretemps over unconscionable price gouging by financial types. 1 of 1 people found the following review helpful. Thinking from many of the brightest minds in pharma marketing

By c borne I have worked in pharmaceutical digital marketing for my entire career and know R.J. Lewis as one of the brightest minds in the field. So I happily downloaded the free chapter on Digital Marketing, written by R. J., from this book at [www.results-book.com](http://www.results-book.com). In a world of mundane or "shiny object" approaches to pharma digital marketing, I found R.J.'s perspective innovative and refreshing and sensible. There are ideas that will inspire both the newbie and seasoned marketer to create strategies and tactics that deliver business value. Now I've got to buy the book and read the rest of the chapters!!! I recommend this book to all of my colleagues. What I most appreciate is that the book is not the perspective of just one thought leader, but of several thought leaders (the authors) who when writing this book interviewed the thought leaders they respect, and compiled the best of the best thinking into this book.

Disruption creates opportunity for those who embrace change. New winners and losers will emerge. This book will help you and your companies thrive in the age of disruption and navigate a changing environment. The informational and technological revolutions have forever changed the practice of medicine. We analyze data in a flash and marketers deliver it with pinpoint accuracy at just the right moment. When patients put their trust in our brands and place their lives in our hands, marketers have to quickly analyze the data accessible to us so we can deliver the right information at the right time, all while navigating the complexities of industry regulations. Timely messaging through the patient journey provides marketers today with an unprecedented opportunity. We must capitalize on this opportunity in order to stay relevant and profitable in the changing landscape. Results shows you the biggest trends happening now so you can be heard above the noise, deliver meaningful value, and build real brand loyalty to drive your pharmaceutical and healthcare marketing far into the future. This book is essential reading for developers, manufacturers, and marketers of pharmaceutical and healthcare companies as well as the agencies, partners, publishers, suppliers and other service providers that support them in their marketing efforts. Authors RJ Lewis, Scott Weintraub, Brad Sitler, Joanne McHugh, and Roger Zan each share key insights into the growing trends in healthcare that you need to understand in order to better market your products. Join them at the front line as they speak to over a dozen executives of global pharmaceutical manufacturing companies to hear the technology, regulation, and the ever-shifting marketing challenges they see in front of them that could spell big opportunities for your company.

From the Author We hope this book both educates and informs, but above all we hope it inspires marketers to embrace change and deliver results to the entire healthcare ecosystem. We hope in some small way we can help you, the pharmaceutical and healthcare marketer, reclaim the higher purpose and passion that is innate in the marketing and delivery of lifesaving treatments and medications. From the Inside Flap The future of pharmaceutical and healthcare marketing depends on one word: RESULTS Patients today are returning to the Internet more than to their

doctors for good advice and reliable information, providing a huge challenge and unlimited possibilities.

Going forward, both your marketing team and your brand must deliver results. Your marketing team must deliver bottom line results and your brand must deliver better results in the form of improved healthcare outcomes for payers, physicians, providers, and patients. Your future depends on results.

Inside, five of the sharpest minds in the industry explore the top trends shaping the future of marketing for pharmaceutical and healthcare companies and share strategies about:

- Targeting regional markets
- Personalizing and tracking messaging
- Leveraging big data
- Interpreting healthcare reform

Pharmaceutical healthcare marketer's point of view

RESULTS will help you discover the trends to stay relevant and profitable, and more importantly, to help people get better, manage their conditions, and extend their lives.

From the Back Cover

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