

Our Workshops

Duration : 1 to 2 days

1

MultiChannel Marketing Planning

Starting from your own strategy and your business, WhiteLab supports you during a personalized workshop in order to build your own MCM campaign.

This workshop will allow you to analyze your context and position in terms of digital transformation and to define your destination, building a first draft of your Digital strategy and tactics.

Modules

1-The brand strategy : Define your strategic imperatives
 What are the generic MCM strategy types to consider?

2- How to translate the strategy into something actionnable?
 Who are your personas? How to segment them?
 What's their current behaviors and your leverage points?

3- How to define my conversion points in terms of content and services?

4- What are the ideal channels to achieve this ?

- emedical communication (eMails, videos, webinars, webcasts...)
- Mobile tactics
- Digitized sales Rep (teledetailing and tablet detailing)
- Email marketing
- Websites and portals

5- What's my summarized action plan?

2

PATIENT CENTRIC MC ENGAGEMENT WORKSHOP

Thanks to the wide availability of online information, patient are more empowered today than they used to be.

Considering the patient as a centric stakeholder is a step pharmaceutical industries cannot avoid anymore.

How to implement your patient centric tactics? what are the steps to follow and what could be your outcomes?

This workshop will allow you to respond to all these questions and help you building an effective roadmap on your patients programs and communication.

Modules

1- What's a patient centric organization?

2- The metrics of patient centricity

3- The starting point of Patient support programs

- Building your patient journey
- Patient segmentation using a validated method
- Defining your target segments
- How to track the reasons for non adherence?
- How to measure the impact of your PSP taking into account, Compliance PV and data privacy issues?

4- What are the ideal channels to achieve your patient program goals?

5-Your patient program roadmap