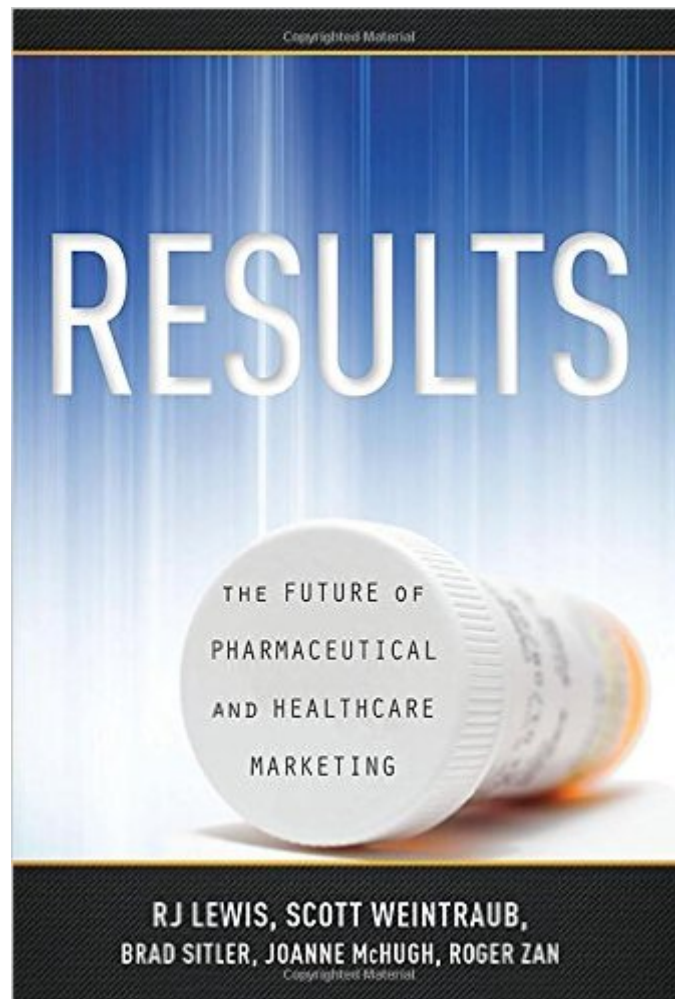


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# RESULTS: The Future Of Pharmaceutical And Healthcare Marketing



## Synopsis

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.

## Book Information

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## Customer Reviews

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 shed 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 imperative, 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.

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