



technology
solutions

Digital Multi-Channel Marketing



CLIENT

Global Pharmaceutical Company

INDUSTRY

Pharmaceutical

SKILLS PROVIDED

Mobile Platform eContent / Tools, Customer Experience, Digital Analytics, Digital Compliance, Veeva Content Management / Marketing, Multi-channel Marketing Strategy & Planning, AGILE, SKURA, iPad, Mobile Applications, CRM

A science-led global pharmaceutical company that researches and develops a broad range of innovative products in pharma and consumer medicine turned to Judge to evaluate and build digital multi-channel marketing assets to be used in the field.

THE CHALLENGE

Industry leading global pharmaceutical company want to provide digital tools for field sales teams and health care professionals to better understand products, pricing, and FDA-regulated information.

As the healthcare industry, and world in general, moves past a paper standard to fully embrace digital information delivery, there is a need to create content in a consistent manner that can span various applications, devices, and consumption methods.

Judge's client already took initiatives to embrace the Apple iPad as the centerpiece for the field sales & marketing digital toolkit. In addition, their previous public-facing web platforms were recently decommissioned and replaced with a more evolved Customer Experience Management platform.

“Over the next five years, we expect the migration to multi-channel marketing to strengthen and grow within the pharma community. Much like the iPad march from several years ago, the movement to multi-channel marketing will push pharma companies to assess their CRM platforms to determine if their new requirements can be effectively met by their current providers.”
- Gartner's 2014 Market Guide for CRM in Pharma and BioTech



THE SOLUTION

Judge Technology Solutions provides solutions for design, development, program management, and internal governance support across the client's multi-channel sales and marketing strategies.

With a focus on creating a highly interactive customer experience, while maintaining adherence to FDA and corporate standards, Judge worked with the client to push past the paradigm of "PDF under glass" with regards to digital in the field. Additionally, Judge provided reusable, responsive frameworks and methodologies for regulated public web content to provide accessible, yet consistent, experiences across a large swath of devices and browsers.

In the field tools space, Judge worked with teams from specific therapeutic and market areas to transform legacy tools from Web and MS Office into highly interactive, fully functional shoulder-to-shoulder experiences that are delivered from field teams to healthcare care providers and other customers. Examples of these tools include interactive sales aids, just-in-time peer-to-peer training, complex contract calculators, campaign-driven marketing engagement tools, and other product-specific field resources. When necessary, Judge was able to partner with the client's creative agencies that are responsible for other print/digital components of the overall brand/therapeutic area's marketing tactics.

In the web space, Judge delivered specific, highly-regulated, product-related content to the public as the official source of truth for the client's brands. By partnering with other external creative agencies and internal governance resources, Judge provided functional web pages and components to maximize the consumer and health care provider's experience and therefore their ability to understand key product information as needed. Judge's tenure on this program is enduring, having also recently completed an overall platform migration, style redefinition, and relaunch of the main site.

Finally, Judge works with the client's global marketing organization and external global learning content provider to develop and deploy an internal web solution across all global markets, currently available in 8 languages, to educate marketing and sales professionals on how to create and execute a multi-channel digital marketing strategy.



THE RESULT

The client's digital strategy continues to progress, evolve, and gain efficiencies. Judge remains engaged with the client to ensure brand and style consistency across their digital field sales and marketing assets.

The client has begun to fully realize the cost effectiveness of utilizing field tools on iPads for consistent delivery methodology and is able to rapidly expand their digital portfolio across all therapeutic areas and specific market teams. The new web platform for product information is fully operational with continual changes to content being swiftly brought from concept to developed component to approved deployed asset.

As new products continue to come to market, Judge's development and process methodologies have enabled the client to realize:

- Cost effectiveness providing increased efficiencies in development and deployment lifecycles
- Better management of multi-channel deliveries and inter-team dependencies
- Improved efficiencies and program support around product launches and key marketing strategies

Want to learn more about the technology solutions Judge offers?

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