



Engaging a millennial audience



Millennials?



Engaging content



So...



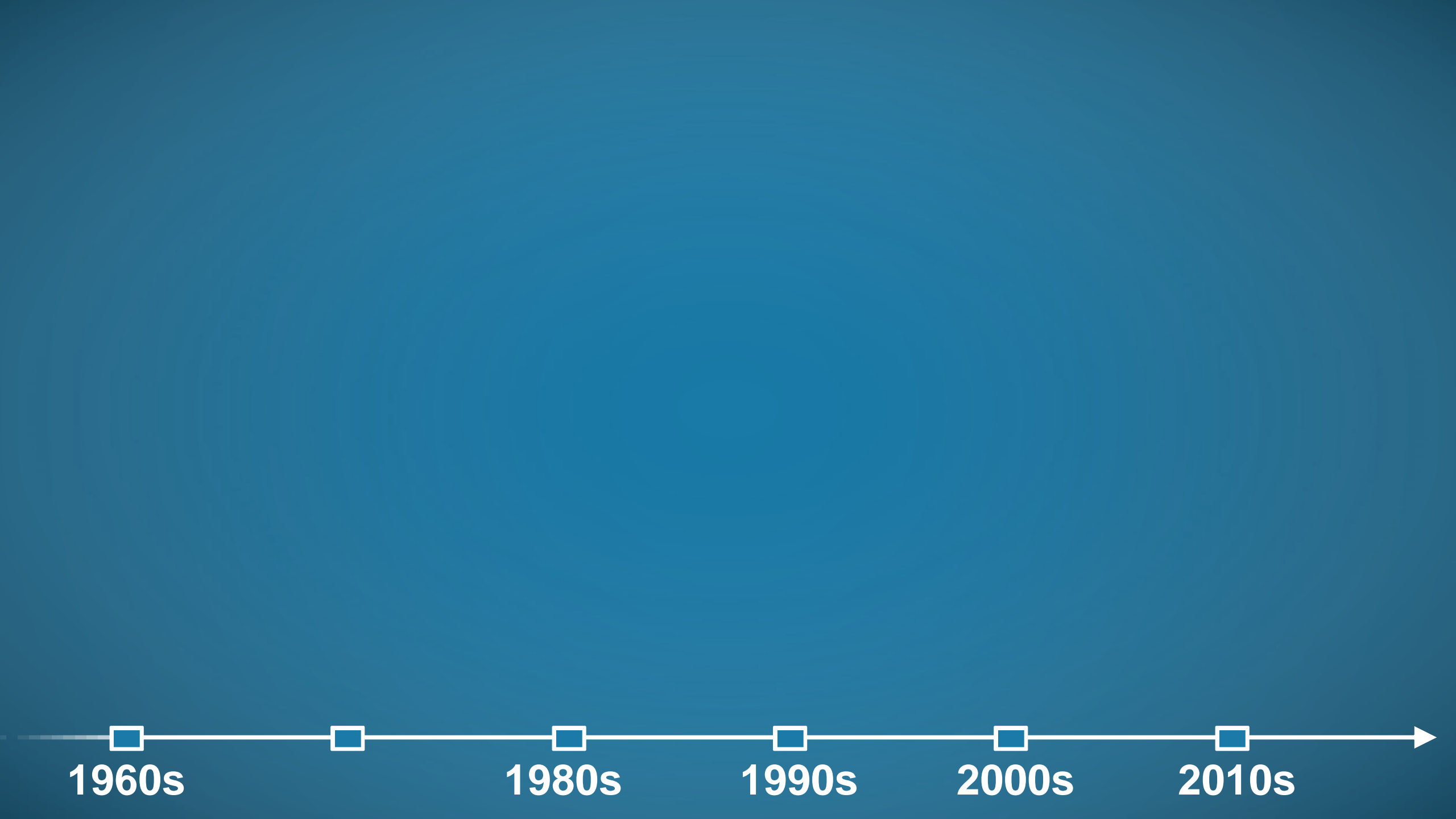
Millennials?



Engaging content



So...



1960s

1980s

1990s

2000s

2010s

WHO?



WHO?

Baby boomers
1946–1964

Generation X
1965–1979

Millennials
early 1980s–2000s

Generation Z
early 2000s

1960s

1980s

1990s

2000s

2010s

SO?

Baby boomers
1946–1964

Generation X
1965–1979

Millennials
early 1980s–2000s

Generation Z
early 2000s

1960s

1980s

1990s

2000s

2010s

DIGITAL NATIVES

First true digital generation



Baby boomers
1946–1964

Generation X
1965–1979

Millennials
early 1980s–2000s

Generation Z
early 2000s

1960s

1980s

1990s

2000s

2010s

DIGITAL NATIVES

First true digital generation

Constantly connected

Easily distracted

Impatient

Snack on information

Socially networked

Purpose driven

Entrepreneurial



Baby boomers
1946–1964

Generation X
1965–1979

Millennials
early 1980s–2000s

Generation Z
early 2000s

1960s

1980s

1990s

2000s

2010s



WHY DO THEY MATTER?



Baby boomers
1946–1964

Generation X
1965–1979

Millennials
early 1980s–2000s

Generation Z
early 2000s

1960s

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1990s

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2010s



WHY DO THEY MATTER?

Baby boomers
1946–1964

Generation X
1965–1979

Millennials
early 1980s–2000s

Generation Z
early 2000s

1960s

1980s

1990s

2000s

2010s

COMMUNICATIONS

- Mobile
- Relevant
- Fast
- Bite sized
- 'Real' conversation

Baby boomers
1946–1964

Generation X
1965–1979

Millennials
early 1980s–2000s

Generation Z
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1960s

1980s

1990s

2000s

2010s



THE MILLENNIAL 'MINDSET'

Defined by *attitudes,*
behaviour and
ambition



THE MILLENNIAL 'MINDSET'

Defined by *attitudes,*
behaviour and
ambition



1960s

1980s

1990s

2000s

2010s

Patients

HCPs

Reps

MSLs



THE MILLENNIAL HEALTHCARE AUDIENCE

What are they looking for?



Patients



Informed



Empowered



Digitally engaged



HCPs

Reps

MSLs

Patients



Informed



Empowered



Digitally engaged

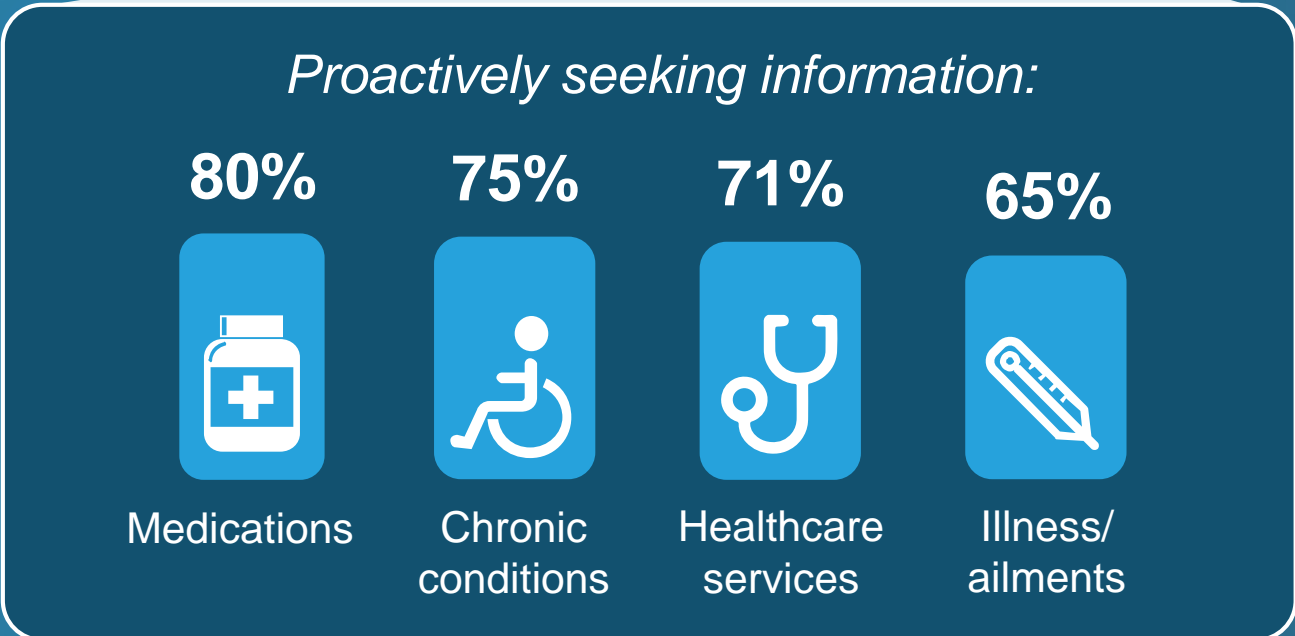
HCPs



Reps



MSLs



Accenture survey, 2014

Patients



Informed



Empowered



Digitally engaged



More accountable

HCPs



Reps



MSLs



Proactively seeking information:

80%



Medications

75%



Chronic conditions

71%



Healthcare services

65%



Illness/ ailments

Accenture survey, 2014

Patients



Informed



Empowered



Digitally engaged



More accountable

HCPs



Reps



MSLs



Proactively seeking information:

80%



Medications

75%



Chronic conditions

71%



Healthcare services

65%



Illness/ ailments

Accenture survey, 2014

Needs

- Credible and trustworthy information
- Easily understood resources
- Tools/apps to help manage own healthcare

Reality...

Perception?



Patients



HCPs



Reps



MSLs



Patients



Reality...

HCPs



Reps



MSLs



Perception?

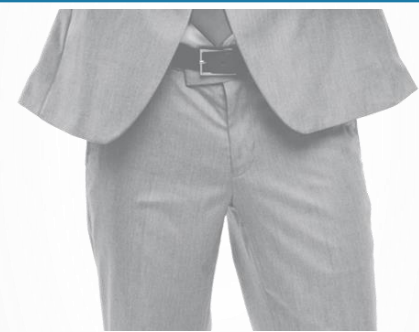
Patients



HCPs



Reps

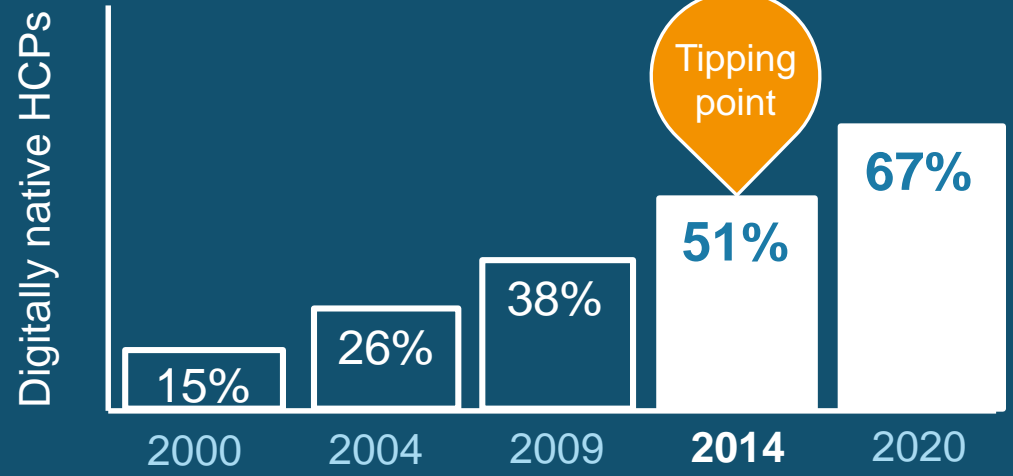


MSLs



Digital natives

Majority of EU HCPs are digitally native



Infographic: Digitally native HCPs. PMLive, 2014

Patients



HCPs



Reps



MSLs



Digital natives



Collaborative

Patients



HCPs



Reps



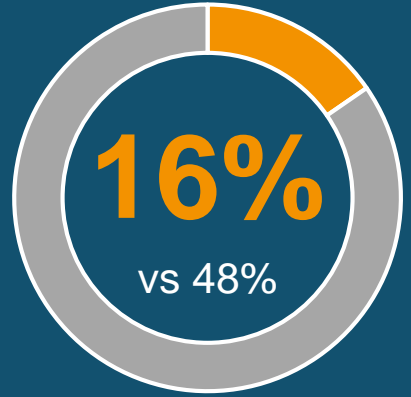
MSLs



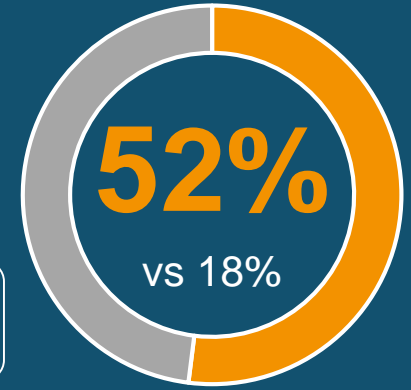
Digital natives



Collaborative



“Promotional material from pharma is influential when considering new treatment”



“Peers are most relevant source for learning about new treatments”

mHCPs
Older HCPs

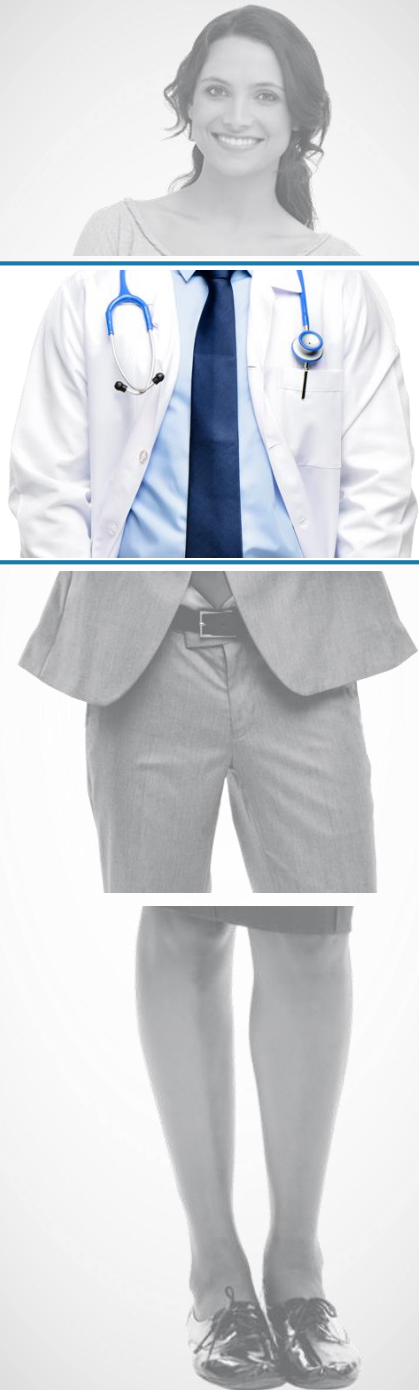
inVentiv Health study, 2016

Patients

HCPs

Reps

MSLs



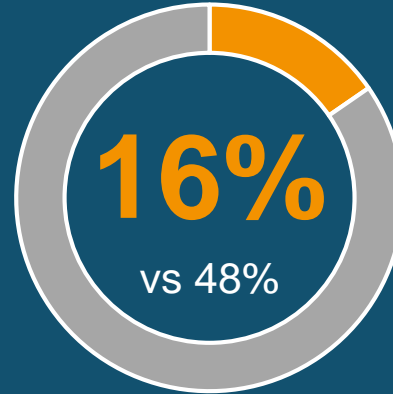
Digital natives



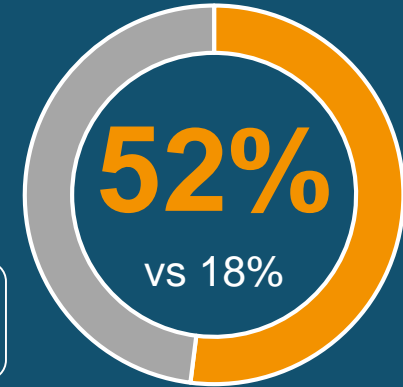
Collaborative



Patient centric



“Promotional material from pharma is influential when considering new treatment”



“Peers are most relevant source for learning about new treatments”

mHCPs
Older HCPs

inVentiv Health study, 2016

Patients

HCPs

Reps

MSLs



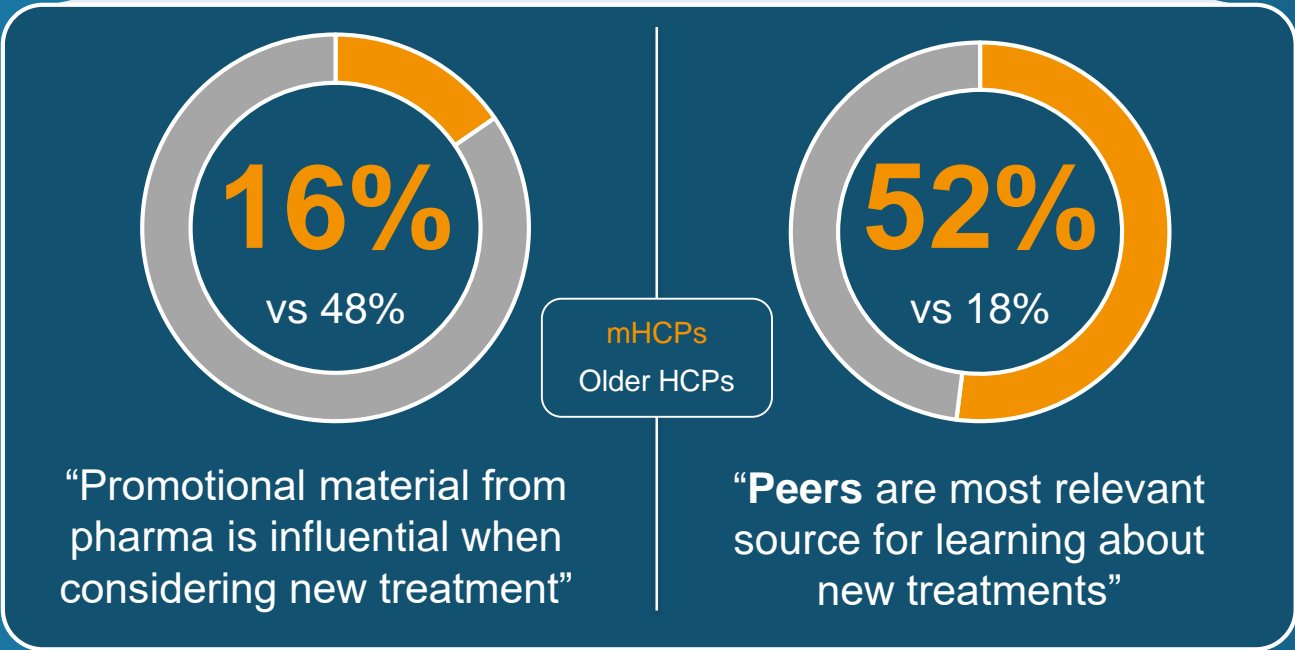
Digital natives



Collaborative



Patient centric



inVentiv Health study, 2016

Needs

- Opportunities/platforms for collaboration
- Tools/resources to aid patients with their care
- Practical, personalized, time-efficient communication

Patients



HCPs



Reps



MSLs



Heavy
information load

Patients



HCPs



**Heavy
information load**

Reps



MSLs



- ✓ Therapy area expertise
- ✓ Product information and differentiators
- ✓ Clinical trials
- ✓ Competitor landscape
- ✓ Marketing messages and strategy
- ✓ Objection handling
- ✓ Personality of their customers
- ✓ Selling and communication skills

Patients



HCPs



Reps



MSLs



Heavy information load

- ✓ Therapy area expertise
- ✓ Product information and differentiators
- ✓ Clinical trials
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- ✓ Marketing messages and strategy
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- ✓ Personality of their customers
- ✓ Selling and communication skills

Needs

- Bite-sized, practical and timely information
- Effective learning experiences
- Realistic challenges



● **Storytelling**

○ Virtual reality

○ Instructional design



Millennials?



Engaging content



So...

THE POWER OF STORYTELLING



KEEPS BRAINS ENGAGED!

Average lengths:



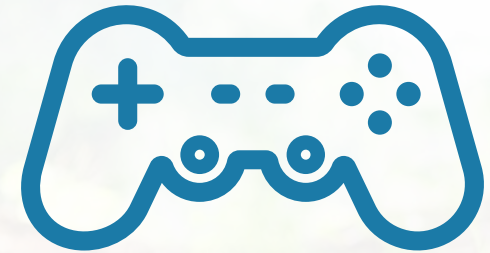
90,000
words



130
minutes



480
minutes



720
minutes

HELPS RETAIN AND RECALL INFORMATION



Strengthens neural
connections

HELPS RETAIN AND RECALL INFORMATION



Strengthens neural connections



Helps information 'chunking'

HELPS RETAIN AND RECALL INFORMATION

F U 4 7 R W 9

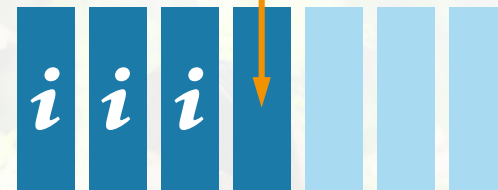


Helps information
'chunking'

HELPS RETAIN AND RECALL INFORMATION



iiii



Helps information
'chunking'

HELPS RETAIN AND RECALL INFORMATION

K 4 V 9 L F W 3 N D 0 H



Helps information
'chunking'

HELPS RETAIN AND RECALL INFORMATION

Cavalry

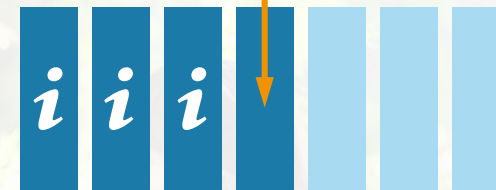
West End

K 4 V **9 L F** **W 3 N D** **0 H**

9 London
Firefighters

On
Horses

iiii



Helps information
'chunking'

HELPS RETAIN AND RECALL INFORMATION

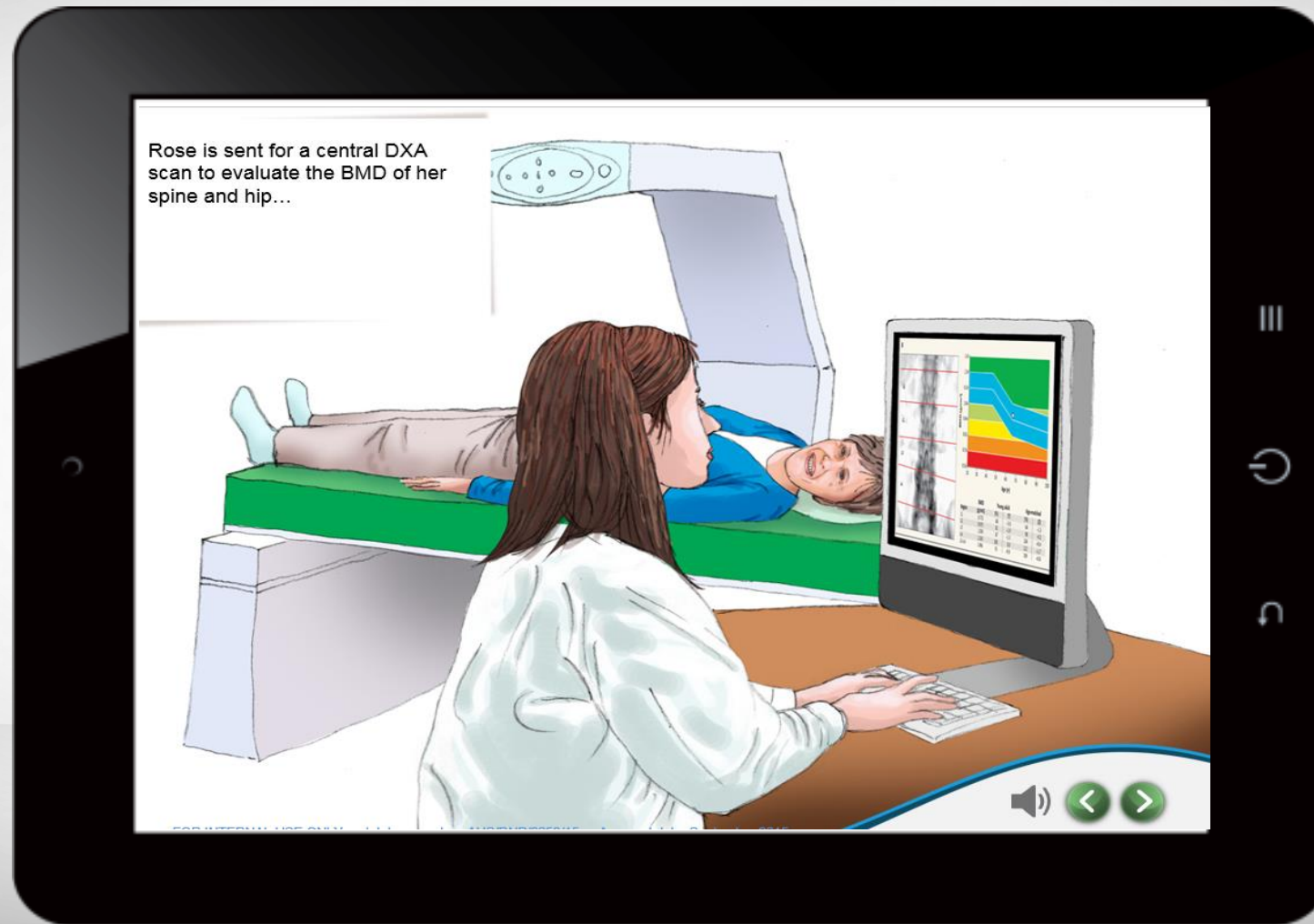


Strengthens neural connections



Helps information 'chunking'

IN PRACTICE...



IN PRACTICE...

The tablet screen displays a mobile application interface for a migraine course. At the top, a blue header bar contains a home icon, the text "HOME SCREEN", and icons for a brain, a dictionary (labeled "DICT"), "Audio Script", and a refresh icon. The main content area is divided into two columns. The left column features a large video player showing a woman in a living room, with a play button and a timestamp of "00:01:21". Below the video is a section titled "The patient experience" with the date "January 12, 2015" and a short paragraph: "Carolyn is a 39-year-old freelance graphic designer with two small children. Play the video to listen to her story." The right column is a list of course topics, each with a small video thumbnail and a date: "The patient experience" (Jan 12, 2015), "Migraine diagnosis and classification" (Jul 13, 2015), "Burden of migraine" (Oct 20, 2015), "Migraine pathophysiology" (Jan 30, 2016), "Migraine treatment" (Aug 12, 2016), and "Module summary and knowledge check" (represented by a clipboard icon with a question mark). On the right edge of the tablet, there are three physical buttons: a menu button (three horizontal lines), a power button, and a back button.

Narrative



Character



Story world



Narrative

What



Character

Who

Story world

Where

Narrative

What



Character

Who



Story world

Where

Narrative

What



Character

Who



Story world

Where



Narrative

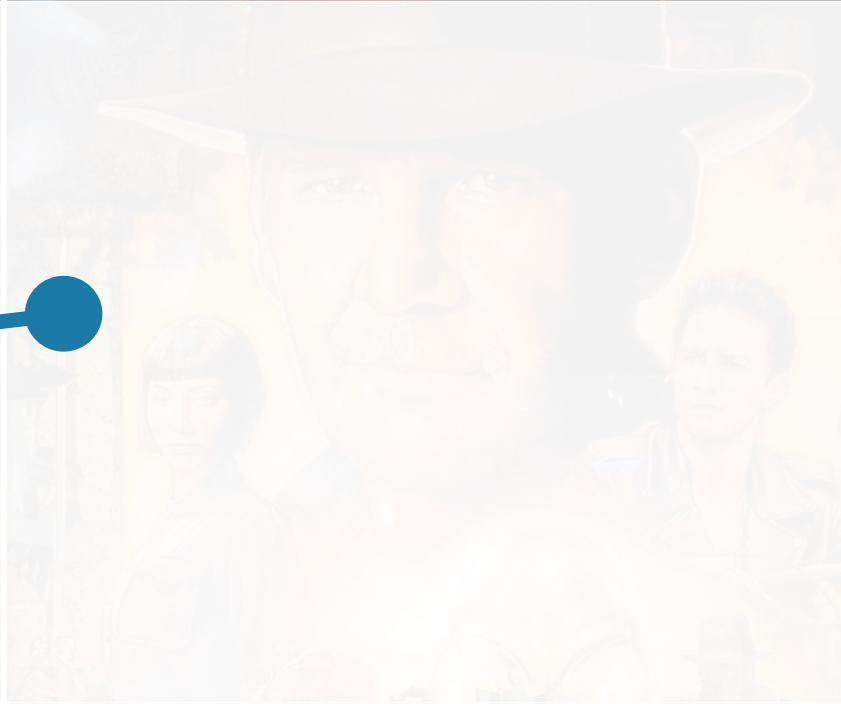
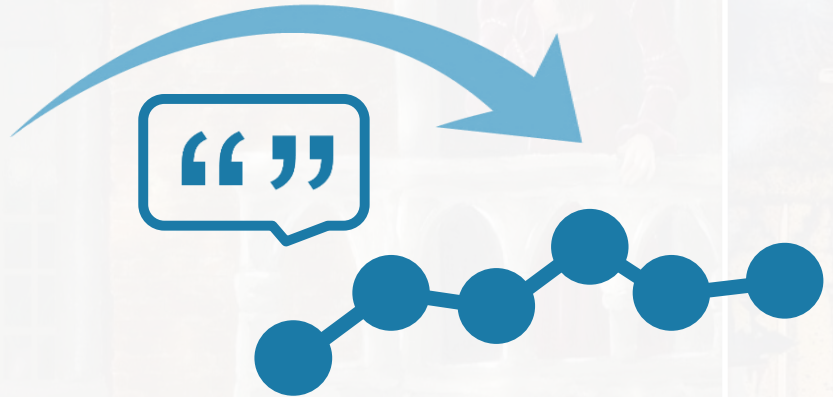
What

Character

Who

Story world

Where



Narrative

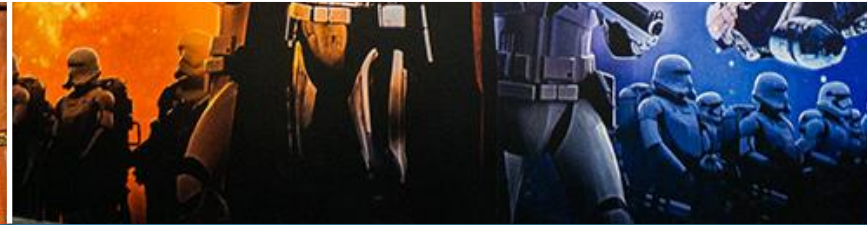
What

Character

Who

Story world

Where



Narrative

What

Character

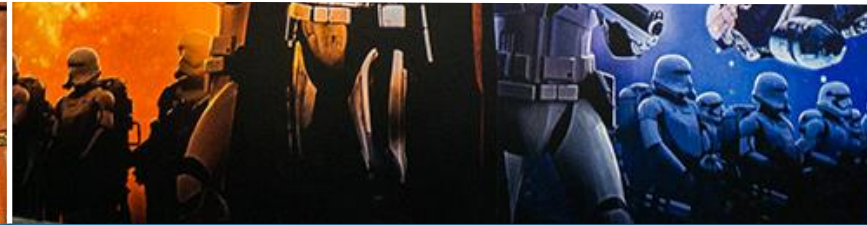
Who

Story world

Where



Give them control...



Narrative

What

Character

Who

Story world

Where



Narrative



Character



Story world



Probe to understand the source of
Dr Yates' concern

Refer to the safety data
in this subgroup

THE FUTURE OF STORYTELLING

Reinventing the way
stories are told

The Future of StoryTelling (FoST) is a passionate, creative community of people from the worlds of media, technology, and communications who are exploring how storytelling is evolving in the digital age.

FoST
FESTIVAL

OCT 6-9, 2017

FoST
SUMMIT



Storytelling

Virtual reality

Instructional design



Millennials?



Engaging content



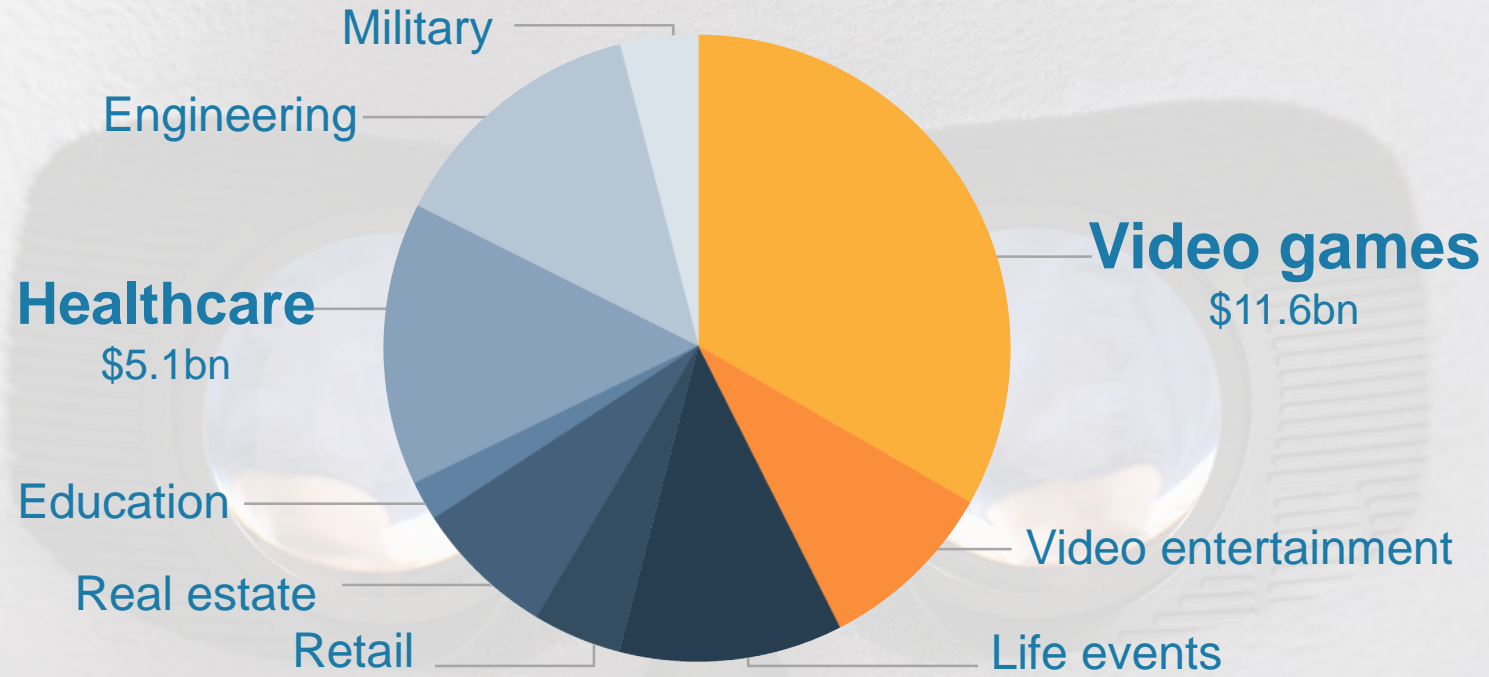
So...

VIRTUAL REALITY



VIRTUAL REALITY

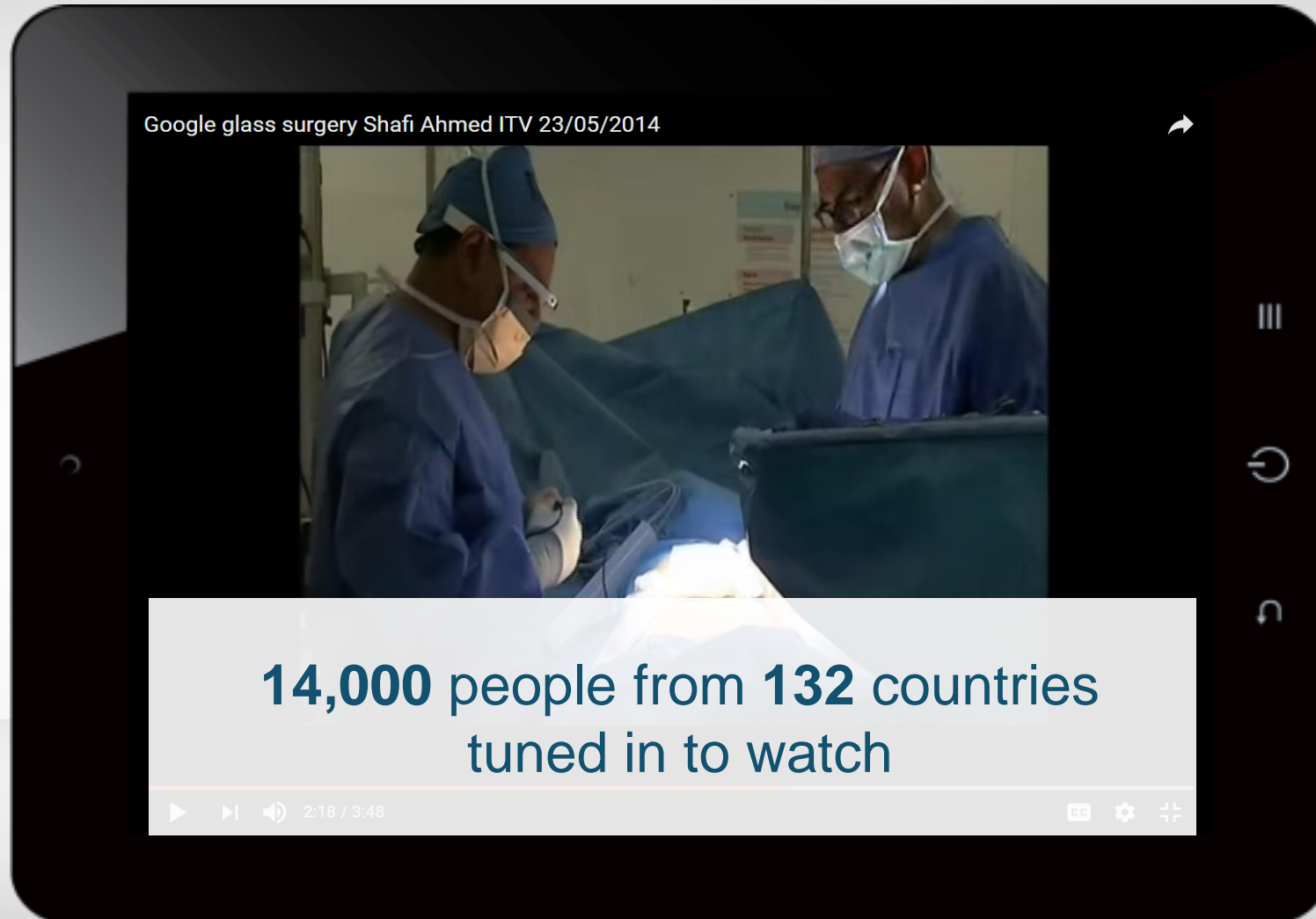
2025



IN PRACTICE...



IN PRACTICE...



IN PRACTICE...

Snapchat Spectacles Surgery 9/12/2016 London Independent Hospital



0:09 / 4:01



IN PRACTICE...



<https://www.youtube.com/watch?v=4JLo-BHALPs>

Diabetes Voyager
Novo Nordisk



Storytelling

Virtual reality

Instructional design



Millennials?



Engaging content

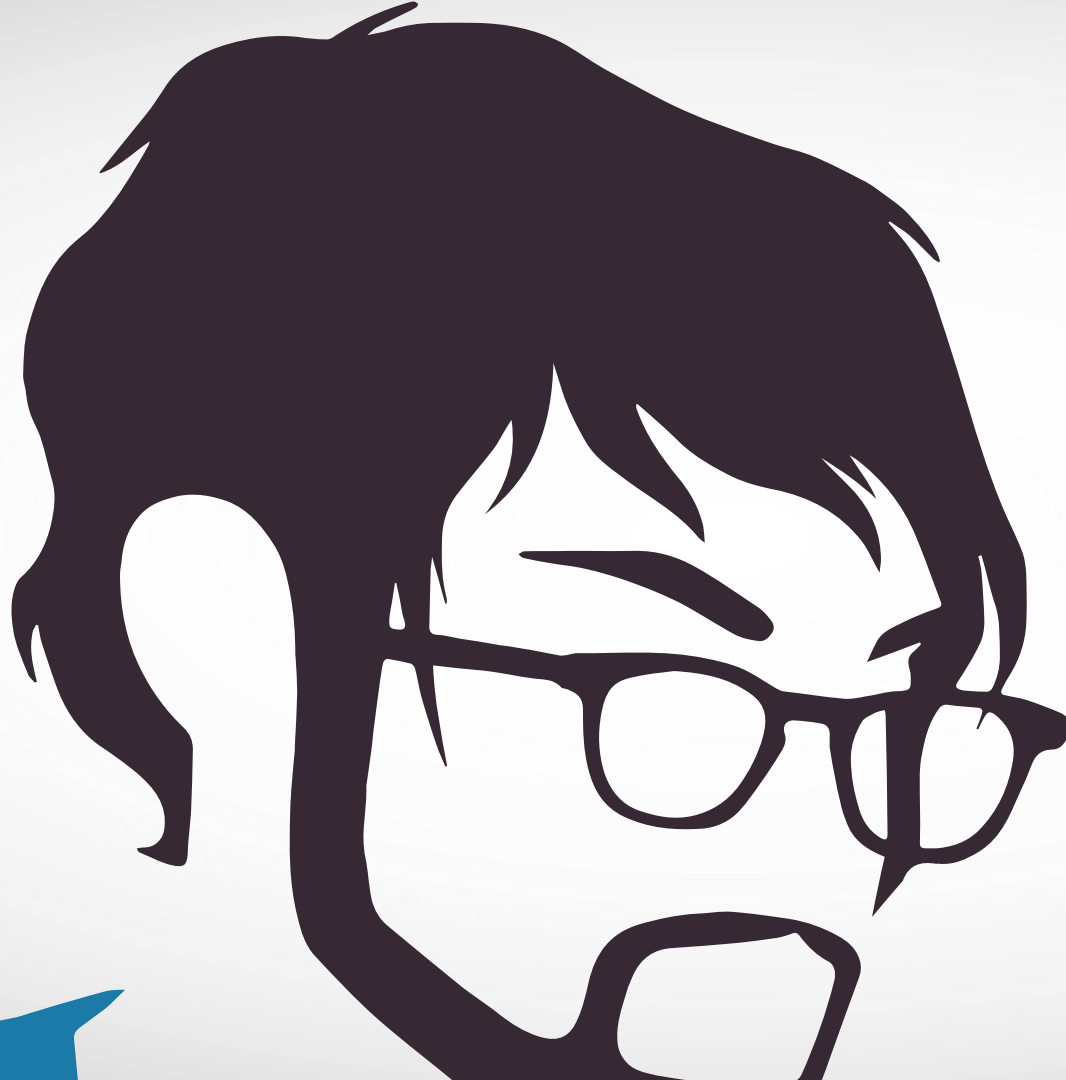


So...

INSTRUCTIONAL DESIGN?



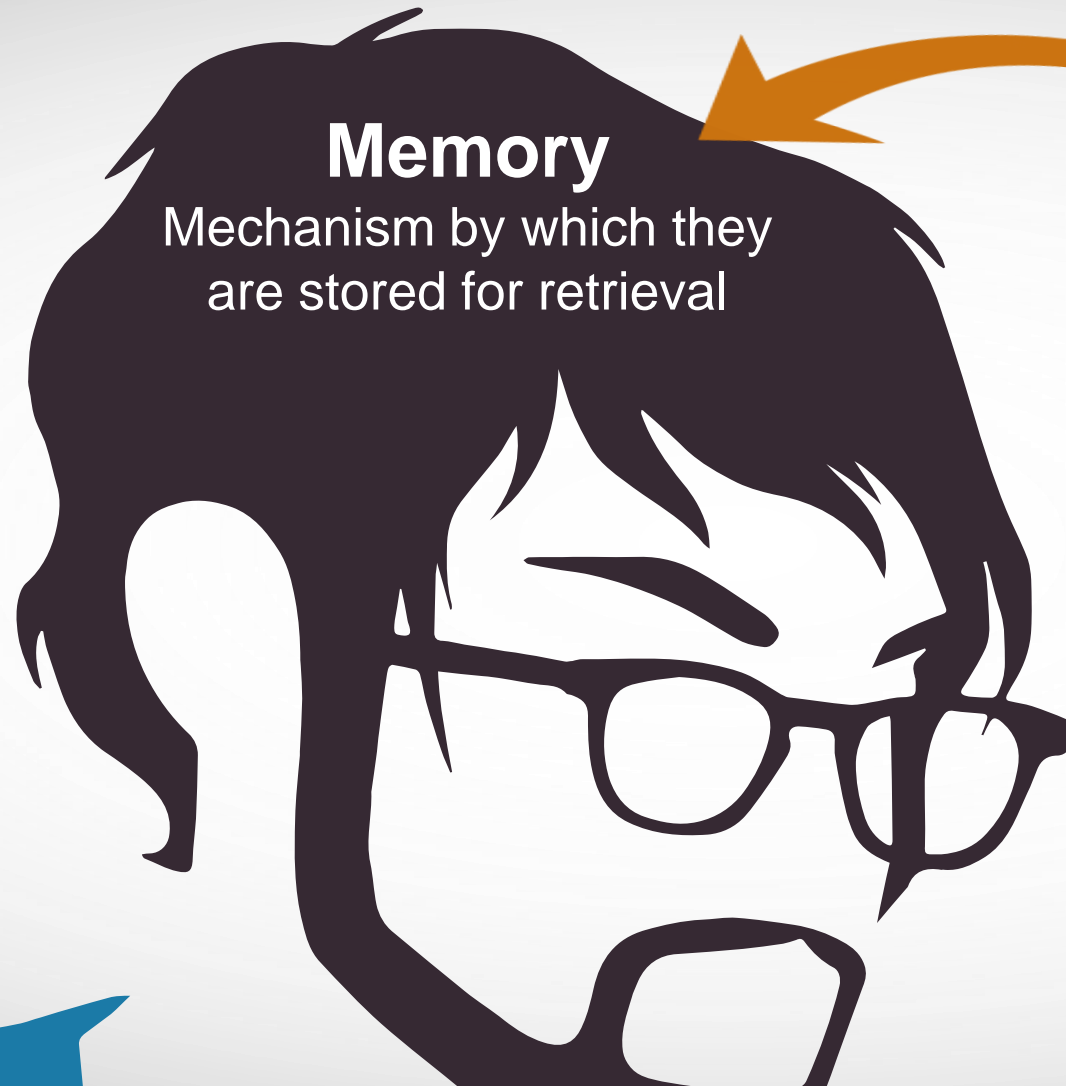
INSTRUCTIONAL DESIGN?



Learning

Acquisition of new
knowledge and skills

INSTRUCTIONAL DESIGN?



Memory

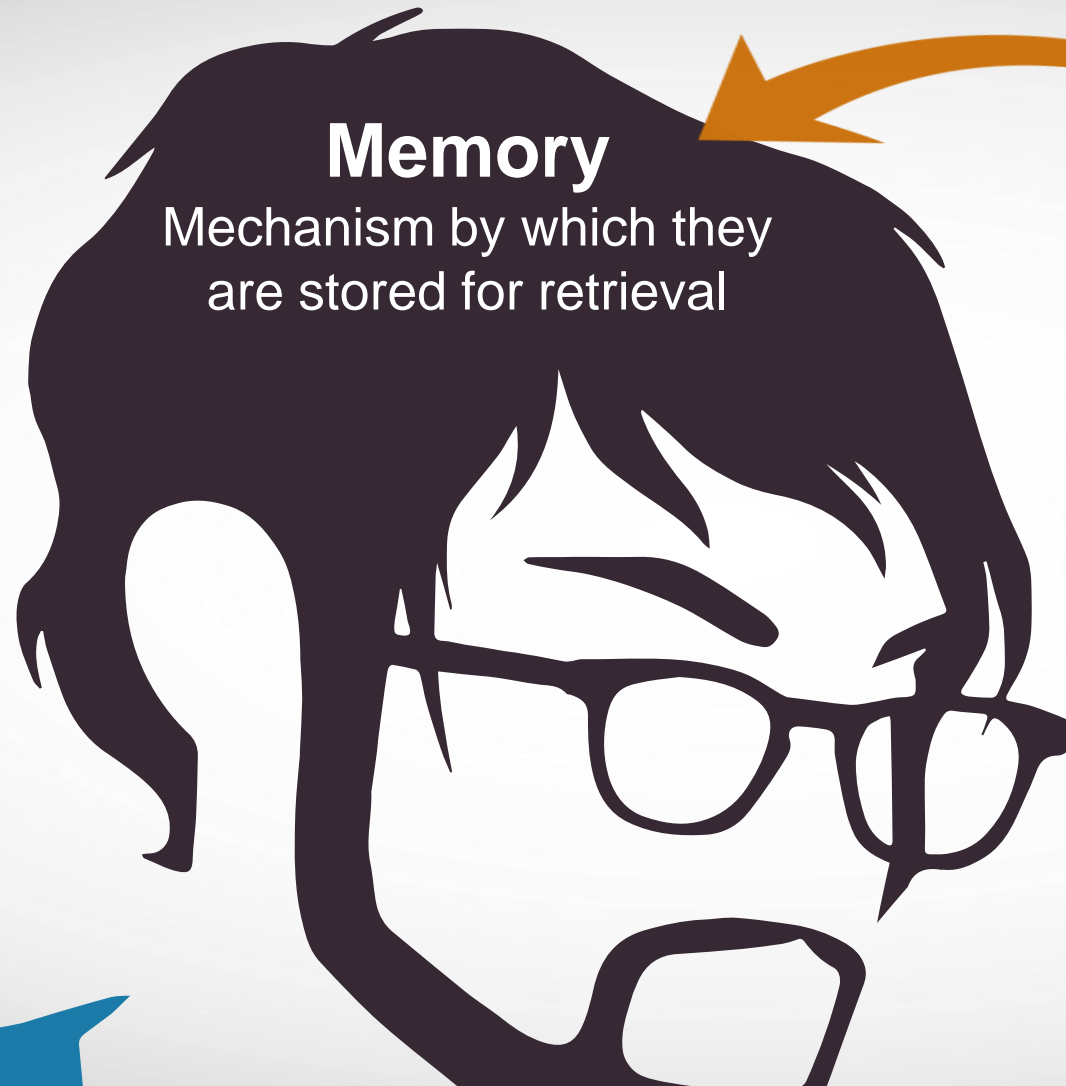
Mechanism by which they
are stored for retrieval



Learning

Acquisition of new
knowledge and skills

INSTRUCTIONAL DESIGN?



Memory

Mechanism by which they are stored for retrieval



Learning

Acquisition of new knowledge and skills

Engaging

Appealing

Effective

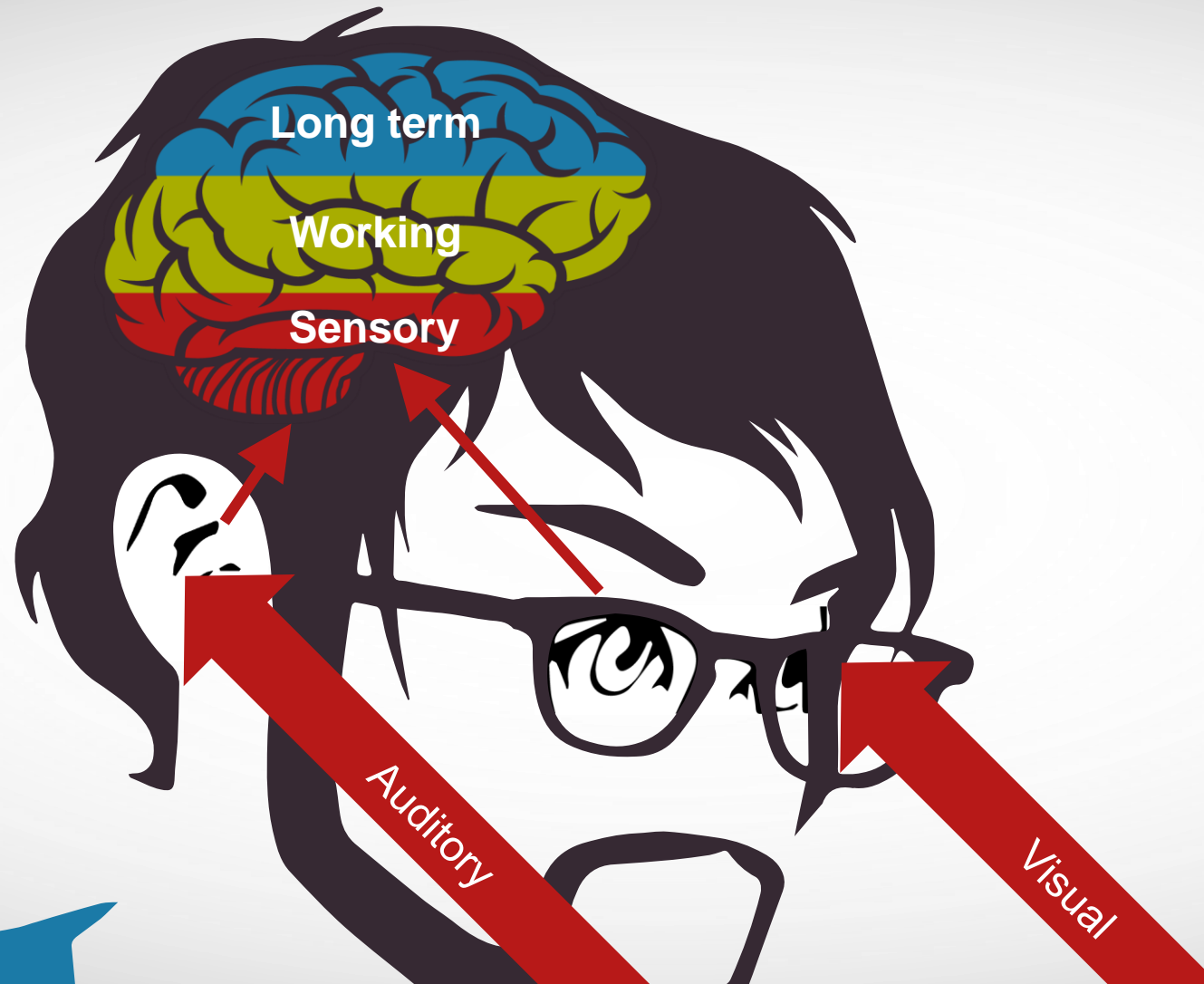
BRAIN-FRIENDLY CONTENT



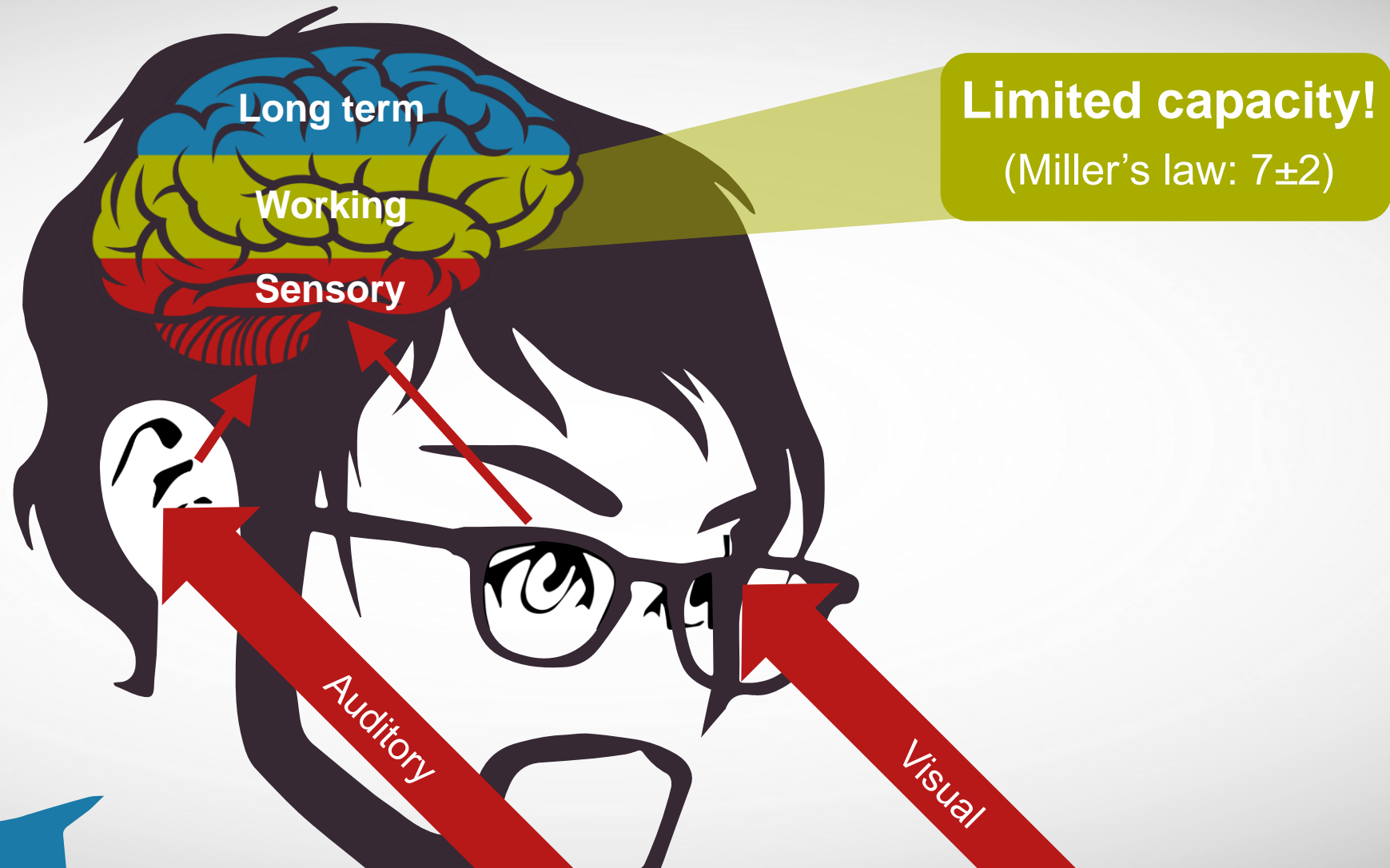
BRAIN-FRIENDLY CONTENT



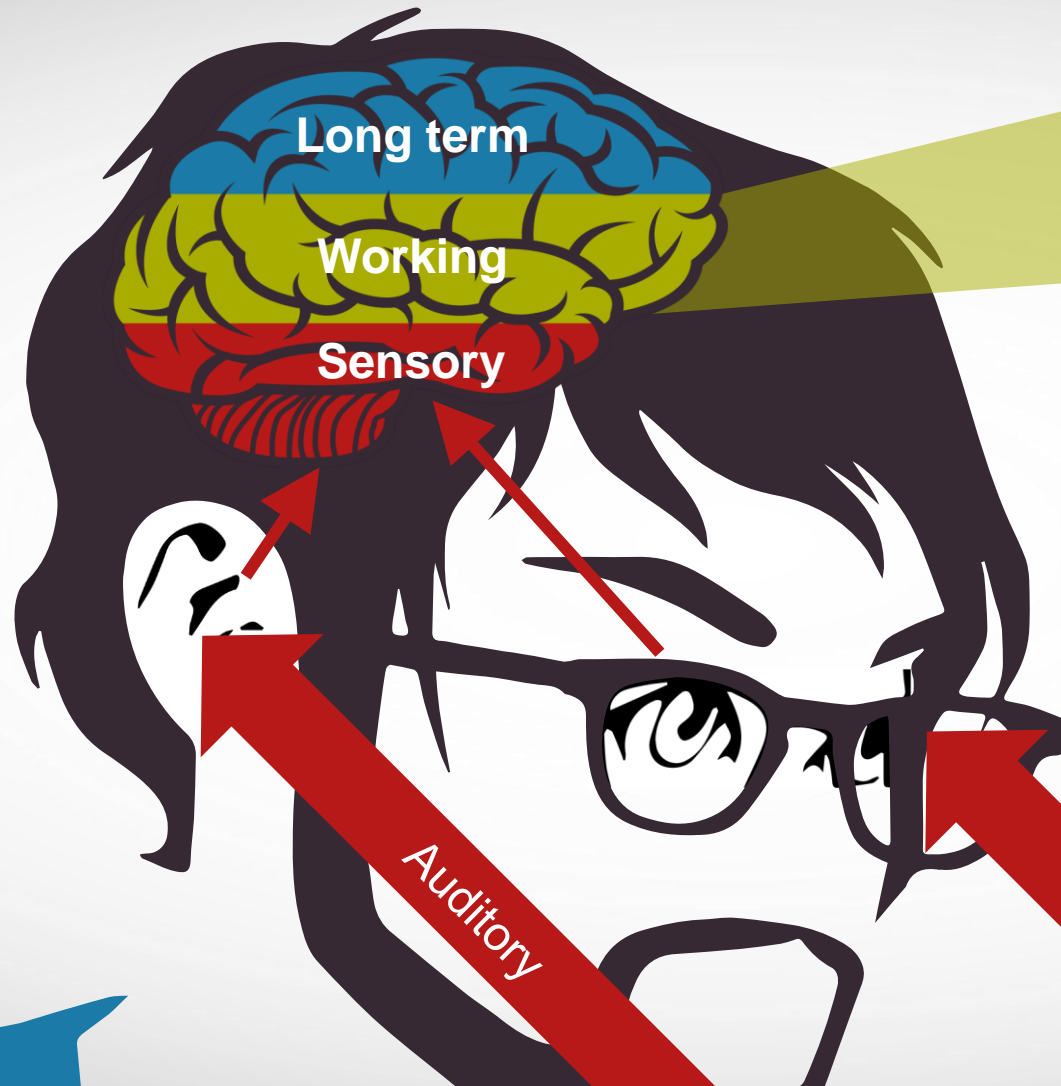
BRAIN-FRIENDLY CONTENT



BRAIN-FRIENDLY CONTENT



BRAIN-FRIENDLY CONTENT



Limited capacity!
(Miller's law: 7 ± 2)

**Mayer's
Principles**



Millennials?



Engaging content



So...

SO...



**Keep it
real**



**Question the
status quo**



**Make content:
Engaging
Appealing
Effective**



Innovate!



Thank you for listening!