



Ashfield
Healthcare Communications

Improving lives:

*The future of personalisation in
healthcare communications*

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1 February 2017

Presented at a MedComms Networking Event



Employee engagement

**Personalised Healthcare
communications**

Putting patients at the centre
of our business

Today, we will discuss...



- An exciting time for healthcare communications
- Personalisation explained
- Personalisation in healthcare
- AHC's insight-led approach to personalisation
- The future of personalisation

An exciting time for healthcare communications



Rare diseases

Shift in the pharma business model to less prevalent and understood conditions



Empowered patients

Taking responsibility for their health



Scientific data

More scientific data to understand, interrogate and trust



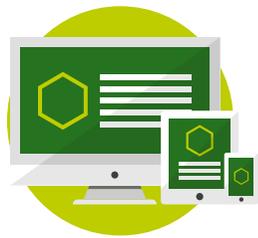
Informed HCPs

Required to review increasing amounts of information

The need for personalised healthcare communications



When creating strategies to reach and educate healthcare professionals (HCPs) we initially need to be conscious of four key factors :



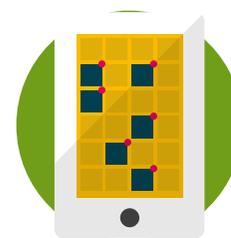
Multiple Screens

(used to complete a task)



Constant flow of information

(Can be overwhelming)



Fighting for attention



Different professional needs



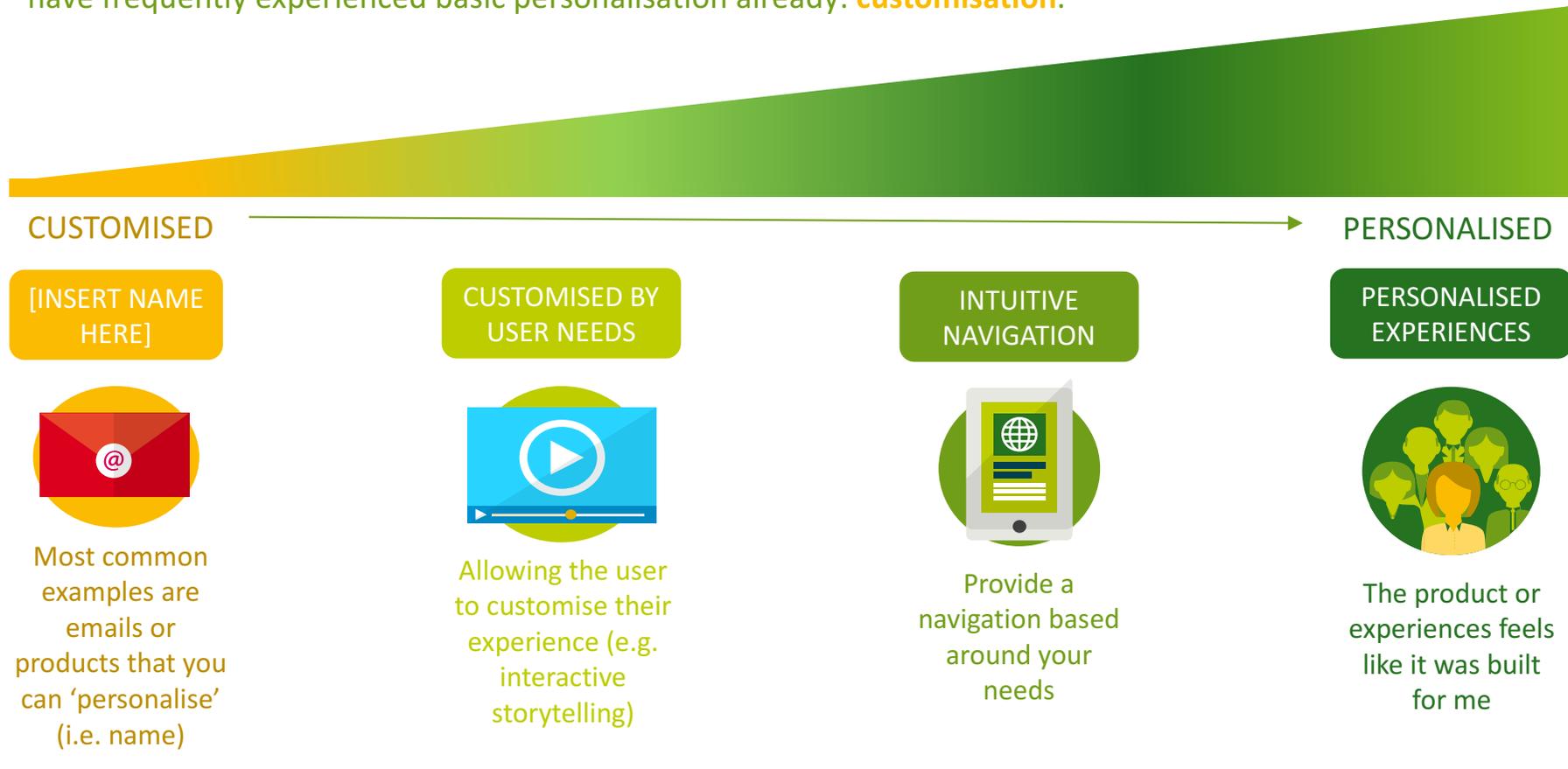
Personalisation explained

What is personalisation?



SCALE OF PERSONALISATION

Digital allows us to offer an increasingly personalised experience. You are likely to already have frequently experienced basic personalisation already: **customisation**.



Customise your Coke



SHARE A COKE CAMPAIGN

Allowing customers to *feel* like the bottles are theirs.



5%

increase in global sales after previously declining

730,000+

glass bottles personalised via the e-commerce store

17,000+

virtual name bottles shared online across Europe

NETFLIX's personalised experience



*“There are
33 million
different
versions of
Netflix”*



- Joris Evers
Director, Global Corporate Communications
NETFLIX



Personalisation in healthcare – personalised learning

Understanding Alzheimer's



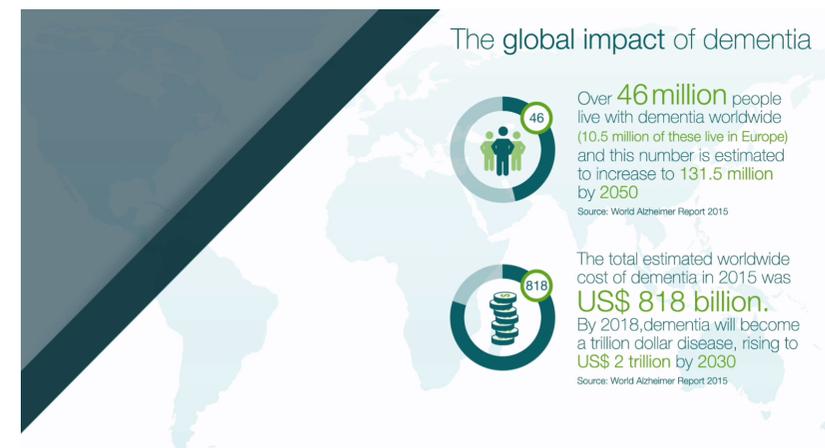
INTERACTIVE STORYTELLING

Patients and HCPs receive the information or content that are most relevant to their experience and practice

LIVING WITH
ALZHEIMER'S

CLICK THE IMAGES BELOW TO PICK A PERSONA

General Practitioner (GP) Dr Peter Hall	Patient Bill Jones	Carer Ruth Jones
		



Personalise your learning journey



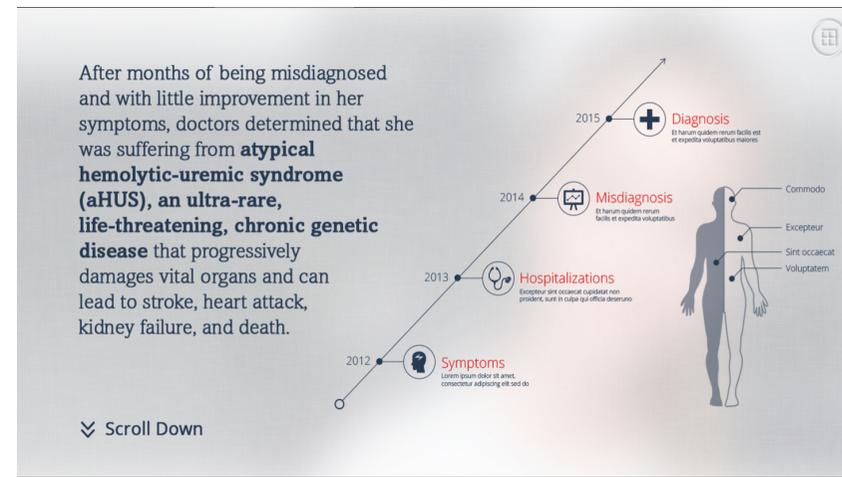
INTUITIVE NAVIGATION

Patients and HCPs get the ability to navigate entire resources simply, allowing them to quickly find the information they need

Audience segmentation:



Intuitive navigation:



Nestlé Nutrition Institute (NNI)



Since 2011 we have helped NNI educate HCPs (and some non-HCPs) in nutrition science.

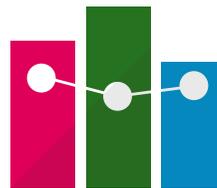
Our challenge:

NNI has a diverse, global audience

Nutrition science applies to a broad range of HCPs

Each audience segment has different professional needs

EACH YEAR OUR FOCUS HAS BEEN ON LEARNING MORE ABOUT OUR AUDIENCE:



AUDIENCE
BEHAVIOUR

Analyse audience behaviour across email, website and social



AUDDIENCE
RESEARCH

Research into the needs and user behaviour of NNI's audience



DIGITAL
INNOVATION

We have sought to innovate where possible to continually improve nutrition science education

Personalised experiences allow us to meet our audience's needs



The future for NNI: Personalisation

Nestlé Nutrition Institute are focused on delivering the nutrition science its audience needs, when they need it and how they need it.

NNI have taken a step towards this by providing a customised search to personalise results and recommended content.

Without personalisation we would treat every HCP and patient similarly. Requiring them to find the information, rather than be directed to it

Nestlé Nutrition Institute new design

Nestlé
Nutrition Institute
Science for Better Nutrition

Friday 23 November

SELECT REGION   

RESOURCES | NUTRITION TOPICS | CONFERENCES | NEWS | EDUCATION

Welcome, what are you looking for?



REGISTER

LOG IN



PUBLICATIONS

Read the latest nutrition science research on topics that are important to your practice



VIDEOS

Watch presentations from leading experts at global nutrition conferences and workshops



ABOUT US

Learn more about Nestlé Nutrition Institute, a global leader in nutrition science

Customise your search

I am a:

Nurse

Looking for information on:

Obesity

SUBMIT

What's New



Complementary feeding: Building the Foundations for Healthy Life

Need to manage swallowing difficulty as part of stroke patient care

L. Derex

Strategies to address risk of malnutrition and dysphagia after stroke



Identification and treatment of sarcopenia to maximize functional health



AHC's insight-led approach to personalisation

Your audience is diverse



Insight-led personalisation: understanding our audience

To create the optimal experience you first need to understand the different audience segments within a profession.

PERSONALISED EXPERIENCES:

Healthcare professionals

Are likely to share similar needs, but the content provided should be personalized by:

- ▶ *Profession*
- ▶ *Awareness*
- ▶ *Experience*
- ▶ *User behaviour*



Understanding your audience's needs



Insight-led personalisation: audience's needs

To create the optimal experience for the site we need to first ensure we fully understand the needs and motivations of your different audience types. This provides context for your strategy.

EXAMPLE PERSONA:



Learning more about our audience



Our approach to gathering audience insights

To generate insights, we use a wide range of sources from the client, our own expertise and conducting market research with our Insights team

OUR INSIGHTS PROCESS:



Existing audience insights

Internal interviews with key staff, surveys conducted through email, and workshops



Audience surveys (quantitative research)

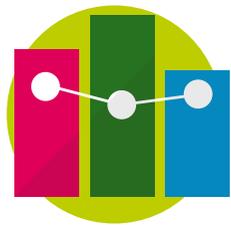
Quantitative research into unmet needs, channel preferences, and competitive pressures



Face-to-face interactions (External qualitative research)

Speaking directly to your audience in focus groups, face-to-face or via telephone interviews

Scientific and digital collaboration



SCIENCE



INSIGHTS

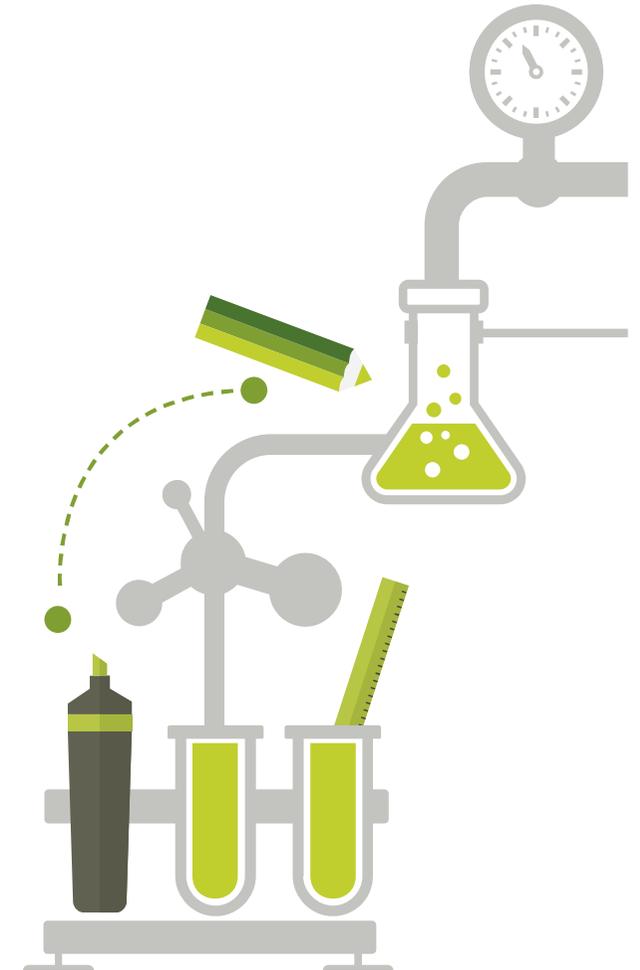


DIGITAL



CREATIVE

- We take a multidisciplinary approach to understanding the insights and delivering healthcare communications.
- Medical, insights, digital and creative work together to provide the personalised experiences our audiences need.





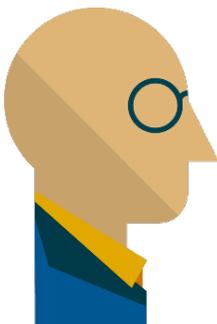
The future of personalisation

Machine-led insights?



- Increasingly we will incorporate machine learning tools into our research and optimisation, to ensure we are continuing to meet the needs of our audience
- However, it will only be another tool, rather replacing direct conversations with HCPs and patients

FUTURE FOR PERSONALISATION:



AUDIENCE INSIGHTS

Regularly interviewing our audience to ensure that we understand the context and needs of our users



MACHINE LEARNING

Using algorithms to understand user behavior and predict improvements to the design, content and experience

Trust me, we're here to help



PERSONALISATION CAN BE INTRUSIVE

- Predictive personalisation can generate a negative user experience and damage goodwill
- Healthcare, given the sensitivity of the data, will need to build trust as it adopts personalised experiences

“

91%

of adults “agree” (45%) or “strongly agree” (46%) that consumers have **lost control** over how personal information is collected and used by companies

”

Source: Pew Research Privacy Panel Survey, January 2014

Personalisation will become more important



- **COMPETITION:** Healthcare communications is crowded. To stand apart, personalisation will allow us to offer more valuable experiences
- **AUDIENCE EXPECTATIONS:** The patients and HCPs that we are supporting are increasingly comfortable with digital and therefore expect more seamless, personalised experiences
- **DIGITAL OPPORTUNITIES:** We will have access to more information on our audience, have more sophisticated tools to analyze this information and build more engaging, personalised resources

Key messages



- Personalisation offers us the opportunity to truly support our audience as they **improve lives** and will only become more important
- To truly offer personalisation it requires a **multi-disciplinary, insight-led** approach
- The future isn't certain but it is an **exciting time** to working in healthcare

THANK YOU

*For more information
please contact us*



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