Improving lives:
The future of personalisation in healthcare communications

Piers French, Senior Strategist

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Improving lives

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**.

Most common examples are emails or products that you can ‘personalise’ (i.e. name)

Allowing the user to customise their experience (e.g. interactive storytelling)

Provide a navigation based around your needs

The product or experiences feels like it was built for me
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.

Every 3 seconds a new case of dementia is diagnosed. Alzheimer’s disease is the most common form of dementia.

The global impact of dementia:
- Over 46 million people live with dementia worldwide (10.5 million of these live in Europe) and this number is estimated to increase to 131.5 million by 2050.

The total estimated worldwide cost of dementia in 2015 was USD 818 billion.
- By 2050, dementia will become a trillion dollar disease, rising to USD 2 trillion by 2050.
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.
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
- **Audience 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

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.
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**
- **Experience**
- **Awareness**
- **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.
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

- 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

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

Piers French
Senior Strategist

Piers.french@ashfieldhealthcare.com

+44 1625 668494

www.ashfieldhealthcare.com