



Publicis  
Life Brands  
**Resolute**



**Publicis Healthware**  
INTERNATIONAL

iExcellence: Enhancing  
engagement between  
HCPs, patients and your  
brand with a new class  
of device



## Why does the iPad shake up engagement?

**Today, interactivity should focus on creating engagement: human-to-human and brand to human interaction. The iPad is the first in a new class of device that has significant opportunity to create a new level of engagement. But, it requires us to first understand why the device's capabilities are a game-changer. Second, we must understand how to shift our thinking about creating content to achieve this new level of engagement.**

### Create better dialogue

This class of device allows you to **create better dialogue** with your audience by decreasing barriers between the user and the content. The nature of the device humanizes the experience. Using gestures from the multi-touch screen create an intuitive and natural interaction while removing the need for distracting hardware and interface controls. In short, you get more picture and less frame.

### Enhance and extend your dialogue

iPad-like devices also enable you to **enhance and extend your dialogue**. The fluid integration of media allows for enriched content with stronger impact. WiFi and 3G connectivity create flexibility and freedom through access to real-time data. As a result, the user is no longer limited to content that is pre-loaded on the device. Now, you can create direct connections to other off-device digital brand resources for better pull-through and ROI. In addition, the inherent data sharing between apps combined with the connectivity capabilities allows the device to easily transition the dialogue from personal to non-personal resources and facilitate peer-to-peer sharing.

### Join the patient-physician dialogue

These devices also allow you to **join the dialogue in more relevant and actionable ways**. EMR adoption is on the rise. But, it has been slowed by a lack of convenient access to digital records without being tied to individual computer terminals in treatment rooms or cumbersome laptops. This class of device will allow easy transition from waiting room

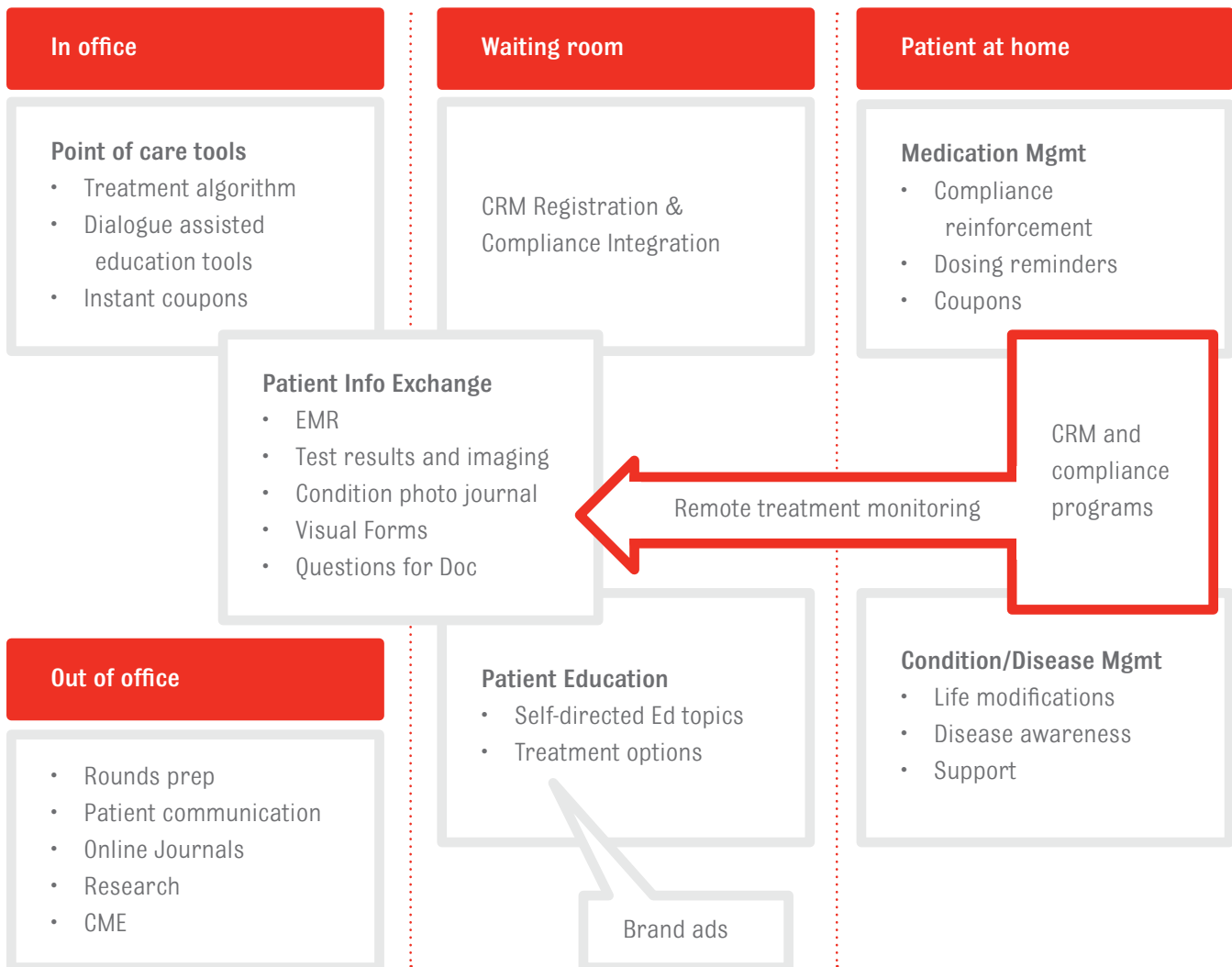
to treatment room and home to office, which will likely have a positive affect on EMR adoption. As a result, brands will now be able to place their messages, tools and resources at relevant moments where they are most useful and actionable.

- Brands can create apps that educate and motivate patients at home and in the waiting room.
- Point of care applications can assist the physician in managing and educating their patients.
- Using connectivity features, brands can join the patient-physician dialogue started in office by providing point of care applications that encourage dialogue, assist the physician in managing the condition and educating the patient.
- WiFi and 3G connectivity will allow brands to provide immediate enrollment opportunities for compliance and persistency programs while the patient is in the treatment room with the potential to report back to the physician in-between visits via use of patient-focused Web and mobile apps.

## The Engagement Moment: Sales & promotion and point of care perspectives

The iPad represents the first class of device that doesn't really care if you as a user are a consumer or a business, which provides great flexibility in how it is used – from home to office, peer to peer, physician to patient. This creates a broad spectrum of possible engagement moments using the iPad – and user perspectives that must be considered.

### The Engagement Moment: Point of Care



Let us discuss the possible engagement moments the iPad could create for your brand along with the important user perspectives and expectations that must be met!

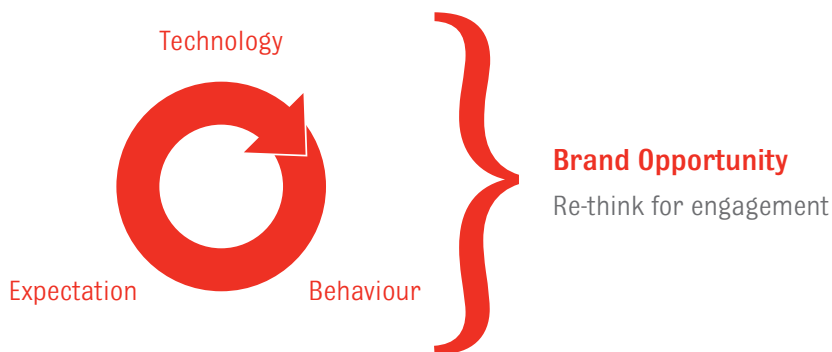
Contact us: [www.publicislifefirstresolute.com](http://www.publicislifefirstresolute.com) or [www.publicishealthware.com](http://www.publicishealthware.com)

## Re-think for engagement?

Apple has re-thought how people interact with the hardware. **Now, we must re-think how we design content to create engagement with the device's capabilities in mind.**

The evolution of technology creates a never-ending cycle whereby new technology leads to changes in user behavior; which leads to the establishment of new user expectations and greater demand; which drives new innovation, and so-on. It is within this cycle that the brand's greatest opportunity exists to re-think how to design content that creates the greatest engagement.

### Evolution of engagement



Could we simply port existing web content and digital details over to the iPad? Sure. Should we do so? We feel this could be a valid approach for companies looking to simply test drive the hardware as part of a proof of concept or leverage existing materials in order to reap the greatest ROI. **However, we feel the real opportunity lies in developing new content designed with some critical user experience thinking and hardware technical expertise in mind.**

Otherwise, brands will miss the opportunity to establish an entirely new level of engagement with their audiences.

Learn more about about what it means to re-think for engagement.

Contact us: [www.publicislifibrandsresolute.com](http://www.publicislifibrandsresolute.com) or [www.publicishealthware.com](http://www.publicishealthware.com)

## Adding it to your brand's mix

Many brands are asking important questions about if iPad-like devices should be added to their hardware mix and how to go about doing it. Brands who have already invested in hardware and software technology, such as Tablet PCs and CLM systems, will find that the device easily augments and leverages those investments. Brands who have yet to invest in such hardware or are in a place to consider changes to their hardware mix will find the lower price point of this device class an attractive quality.

Other questions about distribution and maintenance of content are important things to consider. It is important to partner with someone who can help you understand the options available and make the right choices for your brand and IS systems.

**We can help you position this device for success by understanding and analyzing your unique enterprise needs and identifying important considerations, whether you are:**

- Setting up your first hardware investment as a brand
- Leveraging and augmenting your current investments by adding the device to your existing mix
- Or, evaluating a complete transition to the new device and its new interaction model.

## Marketing iExcellence Considerations

There are a number of key considerations that brands should keep in mind when approaching new content development for iPad-like devices. **The most important is stewardship.** It is critical to set brand standards and execution guidelines so that you empower your brands for consistent best-practice execution.

First and foremost, establish an owner – an internal champion who can see the initiative through. Second, consult with outside experts who can help you stay current with the rapidly evolving landscape of hardware, firmware and application releases so that you can be on top of how it can impact your brand and create new opportunities. Outside experts can also provide you with fresh perspectives on how other companies are utilizing new technologies, both inside and outside the industry, as part of their marketing activities.

Then, focus on establishing guidelines that maintain usability consistently across your brands and uphold regulatory requirements. This effort will reap rewards as users begin adopting the new tools and content on their iPads. The time invested up front to provide clear guidance will allow brands to move forward more efficiently with less longterm investment in oversight and re-work. A few additional benefits include:

- Decreasing training time commitment for all types of users. Consistency allows them to learn new content and not the hardware or interface controls
- Reduce Sales Rep confusion and frustration by streamlining their tools
- Reduce the time-to-market schedule for new content

Let us share key marketing iExcellence considerations for designing iPad content with maximum engagement in mind.

Contact us: [www.publicislifibrandsresolute.com](http://www.publicislifibrandsresolute.com)  
or [www.publicishealthware.com](http://www.publicishealthware.com)

## About Publicis Life Brands Resolute

**Publicis Life Brands Resolute is an integrated healthcare communications consultancy formed by the merger between specialist advertising agency Publicis Life Brands and Resolute Communications, the award-winning public relations and medical education consultancy.**

We work across the healthcare space to provide our clients with fully integrated strategic perspectives, delivered by highly skilled specialist teams with deep expertise in their respective disciplines of advertising, public relations, medical education and digital communications. We work across disciplines and geographies, with particular expertise in global and multi-market programmes, including emerging markets. Publicis Life Brands Resolute is part of the Publicis Healthcare Communications Group (PHCG), the largest healthcare communications agency network in the world with 40 offices around the globe.

## About Publicis Healthware International

**Publicis Healthware International is a pure digital communications agency specialized in healthcare communications, with a strong e-health and information technology focus. Founded in Italy in 1996, Publicis Healthware International employs more than 150 professionals both in Europe and USA and is a division of Publicis Healthcare Communications Group (PHCG).**

Through integrated research and development with consulting services, and a full range of digital capabilities, Publicis Healthware International develops projects and business solutions aimed at improving communication and dialog on healthcare matters. Publicis Healthware International's key areas of expertise are digital strategy and communications delivery for pharmaceutical industries such as web development, e-marketing, e-detailing, e-CRM, e-learning, e-science, health 2.0, KOL management, multi channel delivery and specific services for Hospitals, Scientific Societies, Health Institutions, as well as Food and Consumer Goods industries.

For more information please visit [www.publicislifibrandsresolute.com](http://www.publicislifibrandsresolute.com)  
or [www.publicishealthware.com](http://www.publicishealthware.com)