



PATIENT ENGAGEMENT MARKETING GUIDE

How age-old human needs are powering a new patient journey, and the tools you need to connect consumers with your brand at every step.

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Introduction

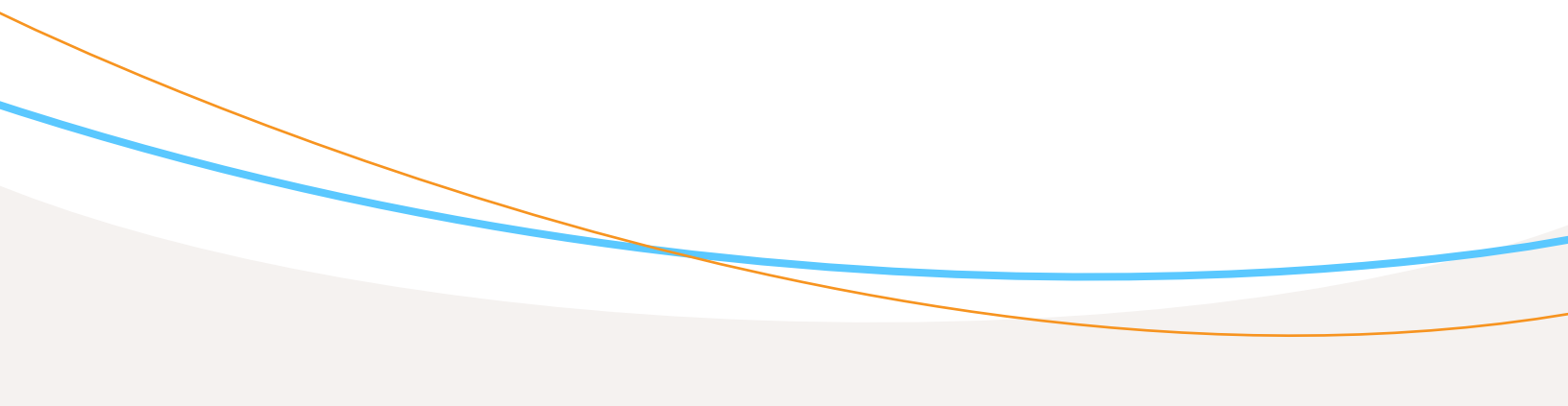
Something Old, Something New

We have all watched as rapt bystanders as COVID-19 has changed everything this past year. While the experience has been a roller coaster, the greatest opportunity will be to understand the long-term impact these changes will have on the Pharma and healthcare industries. How has it changed consumer behavior online? What does that mean for healthcare brands?

Consumer adoption of new digital technologies has been accelerated for all age groups. While the pandemic has likely been the catalyst for this change, many consumers have discovered that they like these new digital and social tools. Whether it's Zoom weddings that let guests celebrate from home, or telehealth visits that securely connect patient and doctor, consumers have realized that digital tools make more types of real-life interaction and conversation possible. Like every great evolution, there is no going back. Consumers plan to continue using social and digital tools to complement their healthcare.

While the COVID adoption curve seems new, at the root of all that's new is something very, very old: the human need for conversation and connection. From the beginning of time, humans have sought out ways to stay connected with family and friends, find new resources and create new bonds. These ancient behaviors are being given new life with always-on digital and social tools that can connect us anytime, anywhere, with any person... and every brand.

In this eBook, we'll share LiveWorld's POV on how pharma and healthcare brands can leverage the age-old need for connection, with the newest tools and technology, for a new and effective digitally forward patient experience.



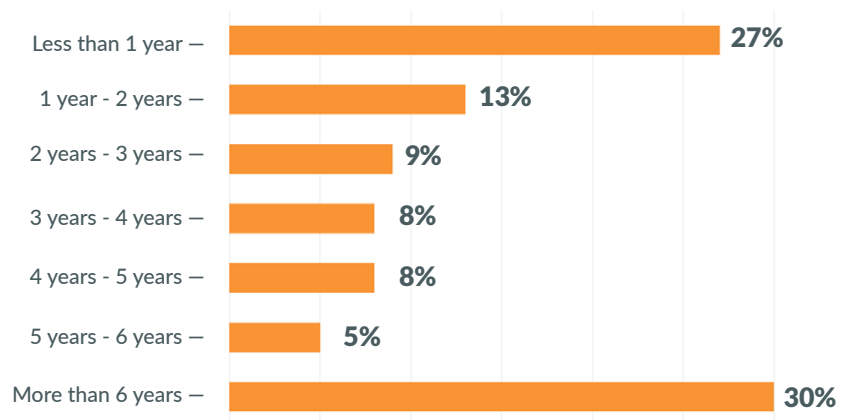
Chapter 1

Capitalizing on Consumers' New Digital Engagement

Even as quarantines begin to lift in states and countries around the world, the digital habits that accelerated in lockdown will remain. The world-changing effects of consumers' new affinity for digital, mobile, video, social and more has changed the healthcare landscape permanently.

A [recent poll of marketing executives shows how much](#) they believe COVID has accelerated the digital transformation of the pharmaceutical industry. Over a third of those polled say it has significantly leapt forward by at least five years. For an industry that has been chronically behind the technology curve, this is welcome news. Perhaps that's why pharmanthor's Dominic Tyler calls COVID a "[digital accelerant](#)" for the pharmaceutical industry, with many using online channels for the first time in the past year.

By how much time COVID-19 accelerated the digital transformation of the pharmaceutical industry?



**Data is based on responses received from the readers of Pharmaceutical Technology between 01/20/21 - 03/01/2021.*

In fact, the global digital health market is expected to [grow an unprecedented 37.1%](#) in 2021 alone. To stay relevant and capitalize on this market opportunity, Pharma and healthcare companies must evolve quickly to embrace these new channels. Healthcare marketers must lead this transformation from within their companies.

Consumer Behavior Shifts to Digital

Online behaviors people intend to continue post-pandemic

ACTIVITY	YES	NO	UNSURE
Attend virtual medical or mental health appointments	45%	31%	24%
Attend religious services online	42%	40%	18%
Participate in online fitness classes	57%	26%	17%
Use meditation or wellness apps	55%	25%	20%
Take an online course or class	60%	21%	19%
Participate in virtual political events/demonstrations	58%	25%	17%
Participate in volunteer work virtually	52%	28%	21%
Donate money to an organization or crowdfunding campaign	67%	21%	13%
Purchase groceries online for pickup or delivery	60%	21%	19%
Purchase household items and personal goods online for pickup or delivery	62%	19%	19%
Use restaurant/meal delivery apps	65%	18%	17%

Source: Mashable, COVID-19 Anniversary Survey (February 2021)

Mashable

According to [Mashable's COVID Anniversary](#) survey, two-thirds of consumers said the internet allowed them to stay safe in the past year, and half said they would keep some of their new digital routines and habits once the pandemic is over. In healthcare, for instance, almost half of consumers said they plan to continue seeing their doctors virtually... and another quarter are considering it.

[Accenture](#) did a deeper dive into the digital healthcare habits that consumers intend to continue post-pandemic, including a range of virtual services, from routine healthcare appointments to remote monitoring of chronic conditions like high blood pressure and A1C levels.

Consumers are open to virtual care—from basic to specialty services



Q: Which of the following would you do virtually if given the choice? "Definitely" and "Probably would do virtually" responses.
2020 survey data is from November to December of 2019 and reflects consumer attitudes prior to the global spread of COVID-19.

*Digital Health Consumer Survey 2020 - US | Accenture

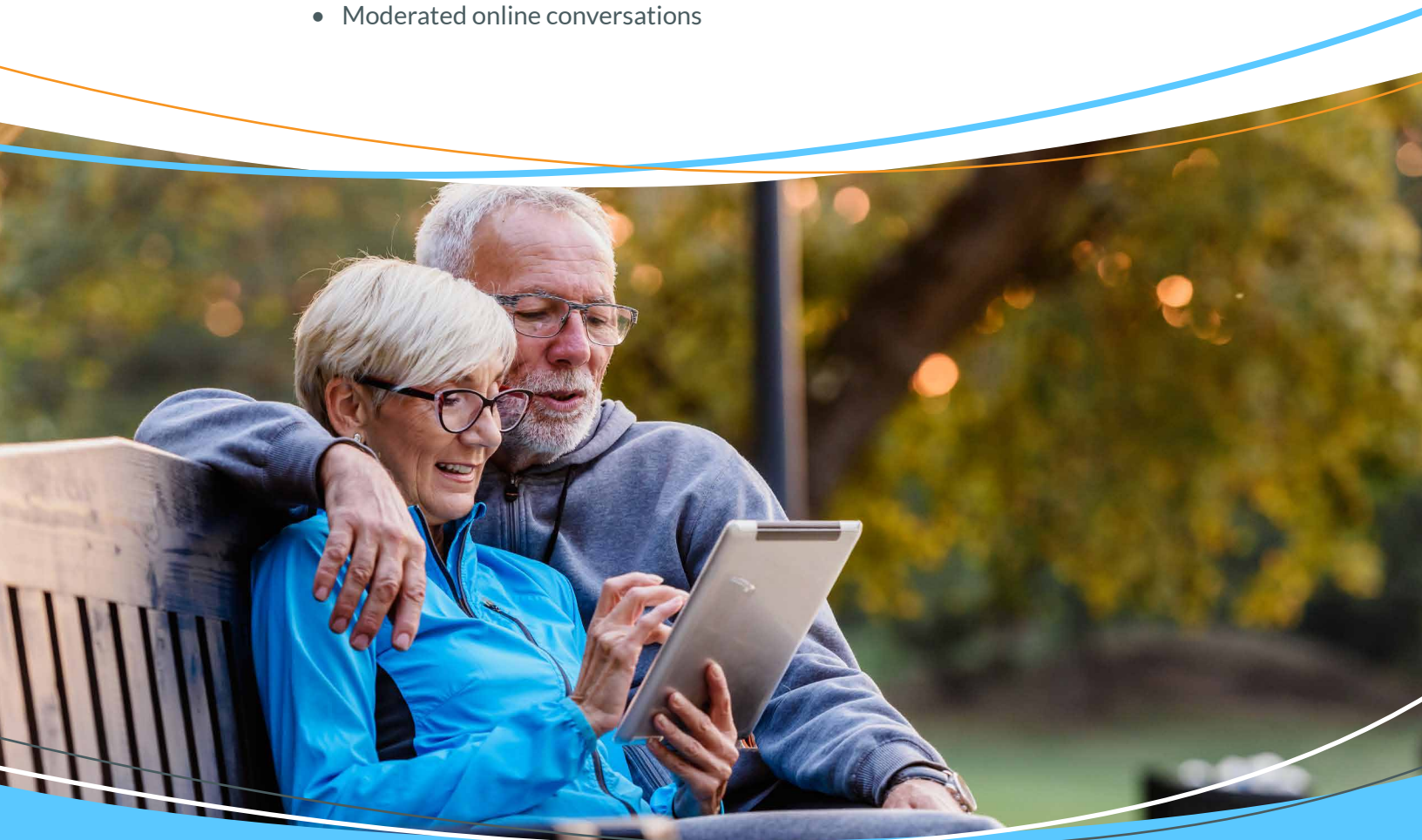
This data strongly suggests that pharma needs to continue to build on and add to its focus of consumer-centricity. A combination of human centered design, a keen understanding of variances in social determinants of health, and a deep understanding of consumers' desire for data privacy are all key to success in this new digital-centric era.

New Levels of Engagement Leverage a Deep Human Truth

All of these trends add up to a fundamental human truth: we want connection, conversation and interaction. Now that digital has proven itself to be a valuable medium for healthcare conversations, brands have an unprecedented opportunity to use digital tools to create more engaging, interactive disease and brand conversations for patients and caregivers at every stage of their journey.

At the most basic level, a healthy conversation has two elements: listening and responding. When it comes to listening, pharma has work to do: A 2020 [survey](#) found that 72% of responders do not feel listened to by pharmaceutical companies – diminishing both trust and a willingness to engage. How can we do a better job? Digital provides several adaptable tools, all of which can be fully compliant with FDA regulations, given the right processes:

- Instant polls and quizzes
- Online customer surveys
- Moderated online conversations



When it comes to responding, a roundtable of healthcare and IT executives moderated by the [Harvard Business Review](#) agreed that creating a great online patient experience is key to success post-pandemic. In our view, this includes three crucial elements:

- **Honest, authentic consumer portrayals.** Historically, the way that Pharma depicts consumers can be far removed from how consumers experience their journey, across virtually every category and condition. The pandemic has introduced an era of transparency in people's lives including their healthcare journeys. Today we see far more success with less polished, more raw, unfiltered portrayals of the people living with the conditions you serve. For examples, genuine content from patients is more credible and authentic than brand generated content with stock imagery, and integrating curated, lightly edited adaptations of consumers' own materials, from photos to videos to testimonials, can go a long way to show consumers that you truly understand what they are going through – and what kind of help is meaningful.
- **The industry has talked about creating dialog for too long: we MUST make it a reality.** It isn't enough to accurately depict our patients and connect with them along their digital journey. We also must actively participate with patients, caregivers and healthcare providers where they choose to engage. A new mantra is emerging for healthcare marketers that puts Social/Digital conversations first – including active, timely responses to consumer comments live or via chatbot on owned digital and third-party social media platforms. While this is an active part of selected Pharma and Healthcare brand programs today, there can still be some hesitation about compliance. If so, [LiveWorld's social media creative and compliance eBook "Creating Pharma Social Content That Resonates"](#) will show you how to create and participate in thoughtful, helpful consumer conversations – while remaining fully compliant.
- **Seamless connectivity throughout the journey**, including links that connect every element in the digital ecosystem, and connected systems that take patients and caregivers as far into the system of care as possible. While many brands and platforms appear to have this type of functionality, the roundtable indicated that "patient portals with often opaque user interfaces and erratic performance... must improve."

5 Tips

for Capitalizing on
New Consumer
Behaviors in Social
and Digital Media

1. Leverage consumers' new digital habits with more interactive, seamless, value-added experiences in your digital and social platforms.
2. Show consumers you "get" what they are experiencing by showing honest portrayals that mirror their experiences.
3. Listen to consumers' needs, through traditional research as well as online surveys, polls and quizzes.
4. Create opportunities to respond to consumers through compliance-friendly comments, chats and chatbots.
5. Create seamless connectivity throughout your digital and social ecosystem, ensuring consumers always are guided to their next step in the journey.

Chapter 2

Rethinking the Consumer/ Patient Journey

According to a recent survey a whopping 90% of consumers believe that most brands fail to meet their expectations when it comes to delivering a good customer experience. And consumers will accept no less: almost 2/3 of prospects and 3/4 of customers say that the digital experience is critical to their willingness to adopt or stick with brands. ¹

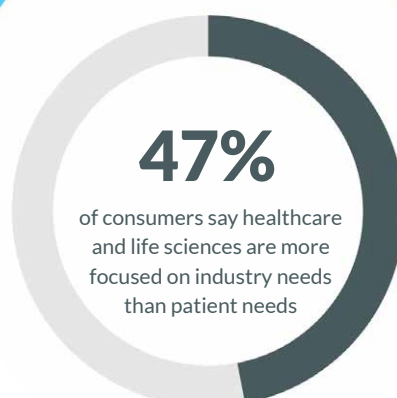
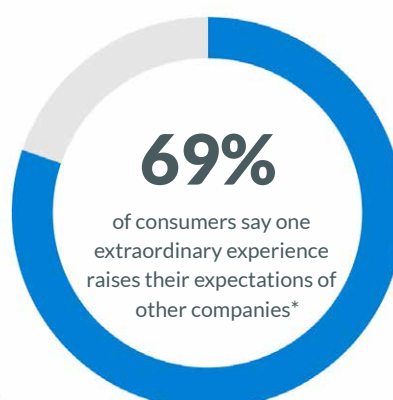
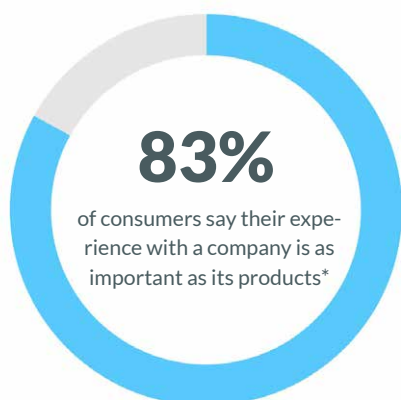


With the latest innovations in healthcare, customer expectations, especially for the younger generation, have increased, and thus, lack of good customer service has led to increased customer churn. [According to consumers](#), healthcare and life sciences companies often miss the mark. Fifty-seven percent of American healthcare consumers say these industries care more about their own needs than patients needs.



1. Acquia Second Annual Customer Experience (CX) Survey.

Healthcare is at a Pivotal Moment as Consumer Expectations Soar



Salesforce Research

One of the pitfalls common to many marketers is how they envision the online patient journey: If you and your DTC marketing team are still writing patient journeys in that old Awareness to Advocacy formula, which puts people at the service of brands, it's time to embrace reality. The traditional patient journey - first conceived by an insurance executive almost 125 years ago (you read that right)² - is no longer linear, with its assumption that brand communications that are designed as if the consumer is on a one-way conveyor belt to product adoption.

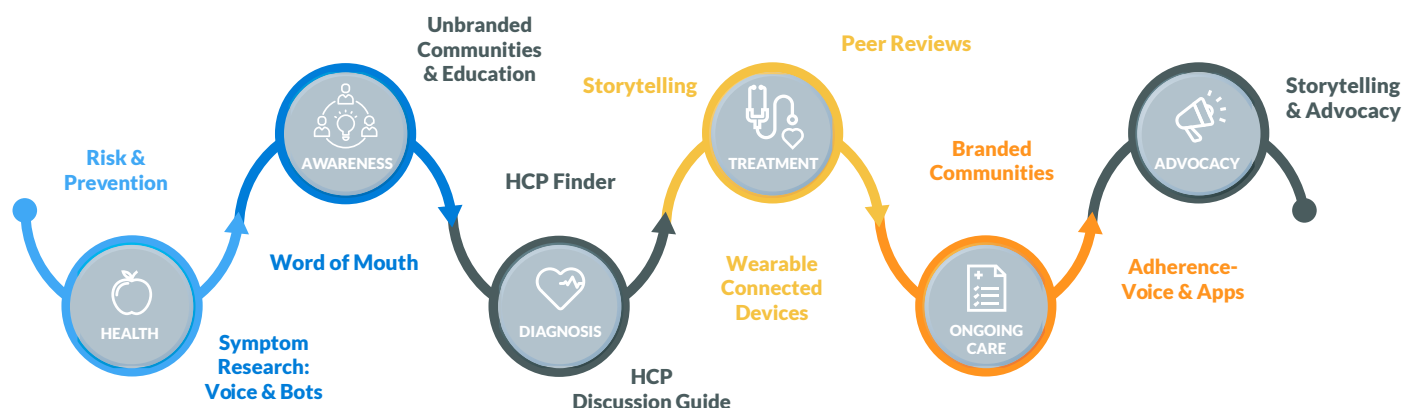
Changing attitudes, preferences and digital habits among every generation in the past year - including

the seniors many healthcare marketers focus on - have made the healthcare journey a new road, indeed. current patients do research at many stages of the journey. Certainly when they experience symptoms, at diagnosis but also before and after doctor visits, when new treatments come out, and when discussions of treatment options happen within their patient communities.

The new digitally centric consumer healthcare journey demands close attention to consumer drivers barriers, and digital preferences ... without which your prospects may find more attractive, smooth pathways to competitors' virtual doors.

2. <https://www.oxfordreference.com/view/10.1093/oi/authority.20110803095432783>
* "State of the Connected Customer", Salesforce Research, June 2019.

A New Way to Power Consumers Through the Online Journey

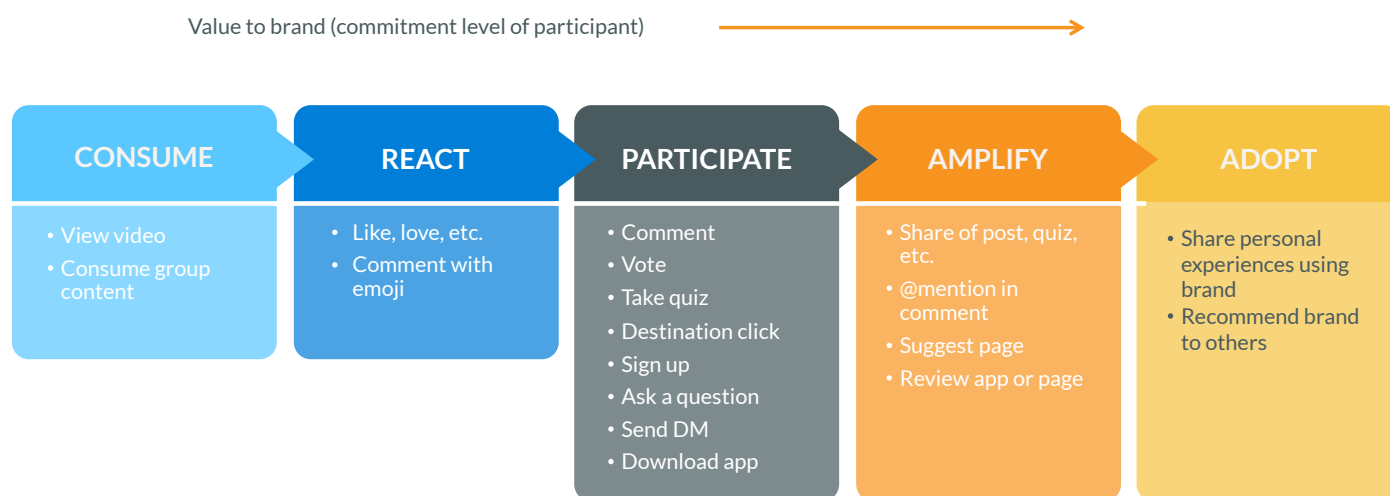


According to Aberdeen Group research, accurately mapping your patient journey may generate up to a [54% greater return](#) on your marketing investment. LiveWorld's own research has led us to create a new model, pictured here, based on the reality of the patient experience in 2021 and beyond. In this new model, the value to brands relies on the consumer's commitment to what the brand offers online – which means the

emphasis for brands must be on engagement and interaction from the very start. There's an even deeper level of behavioral strategy that marketers can use to increase consumer participation with the brand's online content and platforms. Imagine an engine that sits below each juncture in the journey, one that is designed to influence and activate consumer engagement, based on a hierarchy of consumers' online behaviors.



The 5-point Consumer Engagement Model illustrates that there is a spectrum of possible behaviors at each and every touchpoint, from consuming information to amplifying, and ultimately adopting your content. The more you can drive higher end behaviors, beyond pure information consumption, the faster your consumer is likely to travel down the marketing funnel.



The five points of the model represent the reality of consumers' online behavior, which can accelerate almost instantly from awareness to adoption, or can cycle as things change, such as research behavior restarting with a change in treatment options.

- It begins by recognizing the reality that when each of us is online, we're continually **consuming information**, whether it's news, videos, podcasts, or BuzzFeed listicles. When it comes to healthcare, the source and quality of that information is critical, of course – as is the way it's framed to appeal to the target.
- The next step is when the consumer **reacts** to the content you've created: this is the beginning of true engagement, and a vital threshold that shows you've succeeded in gaining their attention and their interest.

- **Participation** is where the rubber meets the road. Here's when consumers are actively engaging with your content, spending time with what you have to offer. This could be by taking a quiz, voting in an instant poll, clicking through to your website, watching a video, even signing up for your newsletter. What's more, once consumers reach the "participation" stage, you have the ability to retarget, furthering your ability to motivate them closer to conversion from consumer to customer.



- **Amplification** in the Customer Engagement Model can happen even before a prescription request or HCP visit: there's a new twist in our digital world when consumers can choose to amplify your content even before they have a personal experience with your product.
- **Adoption** of course, is the final step, when they make the brand their own, and share their experiences with your brand, hospital system or HCP to everyone in their social networks.

5 Tips

for Bringing
Your Customer
Journey into the
Post-COVID Era

1. The marketing journey is only the beginning: you can dive deeper to accelerate consumers toward product adoption and loyalty.
2. Journeys cycle and change as patient's treatment changes.
3. The depth of your consumer's participation with online content can help them bypass or leapfrog some of the traditional steps of the journey.
4. Engagement tools give consumers more reason to share and amplify your content among their social networks – even before they become customers.
5. Every step of the journey can be both creative... and compliant.

Chapter 3

Align Your Plan with a Single New Tactical Objective

“

While the future seems more unpredictable than ever, companies that can stay nimble and responsive through the reemergence period of the pandemic will be in a good position for the pending recovery.

”

- Mintel, *American Consumer, A Look Ahead*

The new consumer-centric journey points to a new way to plan your brand tactics, aligning them with what consumers are actually thinking and doing at each stage in the journey. **In this new model, the goal behind every tactic is simple: drive faster, more friction-free patient engagement and product adoption.** And while this new way of thinking doesn't have to be expensive, it may require investing in some new ideas, new creative approaches, and new digital connectivity.

Because, as Forrester warns, “Consumers expect consistent and high-value digital experiences and will go elsewhere if you can't provide it.”³

“

What's important for digital brand owners to consider is whether their current omni-channel tools are working as intended for customers: Are patients achieving their goals online? Where do they encounter obstacles? How does that experience reflect on the brand, customer satisfaction, and health outcomes?

”

- BMC

3. Forrester: Age of the Customer.

Create “consumables” that start an online chain reaction

What to know: Consumers are looking for credible sources to help shed light on their medical concerns – and they want to talk about it with each other, with influencers, with experts. There’s a seemingly infinite number of conversations happening everywhere online, all the time: how can you be part of it?

What to do: Develop content and conversations in collaboration with patients and influencers, using channels, formats and language that resonate with your target at the critical decision points in their journey. Tapping into consumers’ emotions, in a natural, authentic way, is key to generating the participation that leads to adoption.

What we suggest: Support existing online communities and add value that only your brand can offer. Alternately, create spaces for patients to meet each other and influencers in their circle of care. As Mintel notes, “As socializing has become a virtual experience for a lot of people, new types of online spaces that are more social, interactive, and engaging will continue to be introduced.”⁴

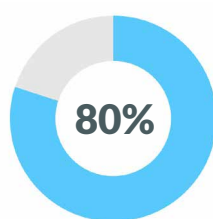
4. Mintel, 2021 Omnichannel Marketing Trends

SOME IDEAS TO GET YOU STARTED

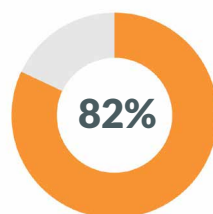
- Partner with patients, Patient Advocacy Groups, and HCP influencers for live or pre-recorded townhalls, shared on owned and social media, including FB, Twitter, Insta, YouTube, or TikTok.
- Share expert opinions from KOLs and PAGs.
- Include plenty of options for reactions, chat, Q&A, and learning more.
- Sponsor or create social patient groups — if none already exist — and discussions on FB, Twitter, or Insta
- Amplify patient voices and encourage members to invite others to join and participate.
- Encourage discussion with surveys, quizzes, polls, and links to learn more.

Build the Tools That Motivate and Reward Online Participation at Every Stage

Customers expect technology to have a positive impact on their experience with brands



"Technology should make my experience with brands more valuable."



"Technology should make my online experiences with brands better."

What to know: Online consumer behavior is defined by reactions and participation. For example, the [average Facebook user likes 12 posts per month \(about every other day\), makes 5 comments and shares one post.](#) And of course, there are those who do much more. We've all been conditioned to like, share, click and comment on every subject imaginable – certainly including healthcare.

What to do: Be ready for your consumer with interactive tools that power engagement, such as polls, surveys and quizzes, since each reaction is a subtle endorsement of your content.

What we suggest: Start with the tools consumer use and share the most. These also have the advantage of doing double or triple duty: host the content on your website and seed links throughout your owned digital and social media properties.

SOME IDEAS TO GET YOU STARTED

Videos: This is the #1 shared medium online, but with so many videos available, yours, of course, has to stand out. [An analysis of 77 million Facebook posts](#) concluded that the most shared posts are inspirational, funny, or practical. One of the top video trends today is sponsored "creator content" – such as patients' own videos.⁵ While these must be compliant, they do not have to be the highly-produced "patient videos" pharma is known for. Bring people an emotional experience they can relate to, and they will join the journey to your virtual door.

5. Mintel, 2021 Omnichannel Marketing Trends

Quizzes: This is one of the top engagement tools online, based on a study of 2 billion Facebook posts.⁶ Pharma brands leverage quizzes to not only capture attention and engagement within social media, but also as a key destination on branded and unbranded webpages. The versatility of this tool covers every stage of the journey, from helping patients reach diagnosis based on symptoms, to, to improving disease knowledge, to helping patients understand and internalize how to adhere to their drug regimen.

Chatbots: A new survey revealed that [nearly 40% of consumers prefer interacting with chatbots](#), and the need for them is growing in order to offer consumers the always-on digital experience they expect. Some of the effective uses we see in healthcare include sharing FAQ content, doctor finders and even doctor discussion guides.

5 Tips

for Creating
Tactics that
Power Consumers
Through the
Journey

1. Remember that the right content fuels consumer reaction – and action – at every step toward adopting your brand as their own.
2. Creating spaces where patients and caregivers can have conversations is more effective than providing static information alone.
3. Look at what consumers are sharing and reacting to in other categories to inform your tactical plan.
4. Be prepared with interactive content and links wherever consumers are looking for information.
5. Be part of the conversation: brands need to react and respond, to actively contribute to the condition community they hope to join.

6. BuzzSumo 2017's Most Shared Facebook Content

Chapter 4

How to Increase Consumer Engagement and Digital ROI

Every brand needs and deserves an expert who understands how to look under the hood for every channel and tactic at each stage of the consumer journey – and work with you to create the solutions that will tell the right story, at the right time – for the right results. When it comes to powering up the consumer’s progress toward following LiveWorld solutions to feature in your newest campaign or add to your existing programs.

We have invested our resources in developing an effective, proven framework and tools that lead the consumer quickly and successfully through the journey, from initial content consumption through adoption.

Our most popular solutions fall into two buckets: **Social Content Creation** and **Social Media Engagement**

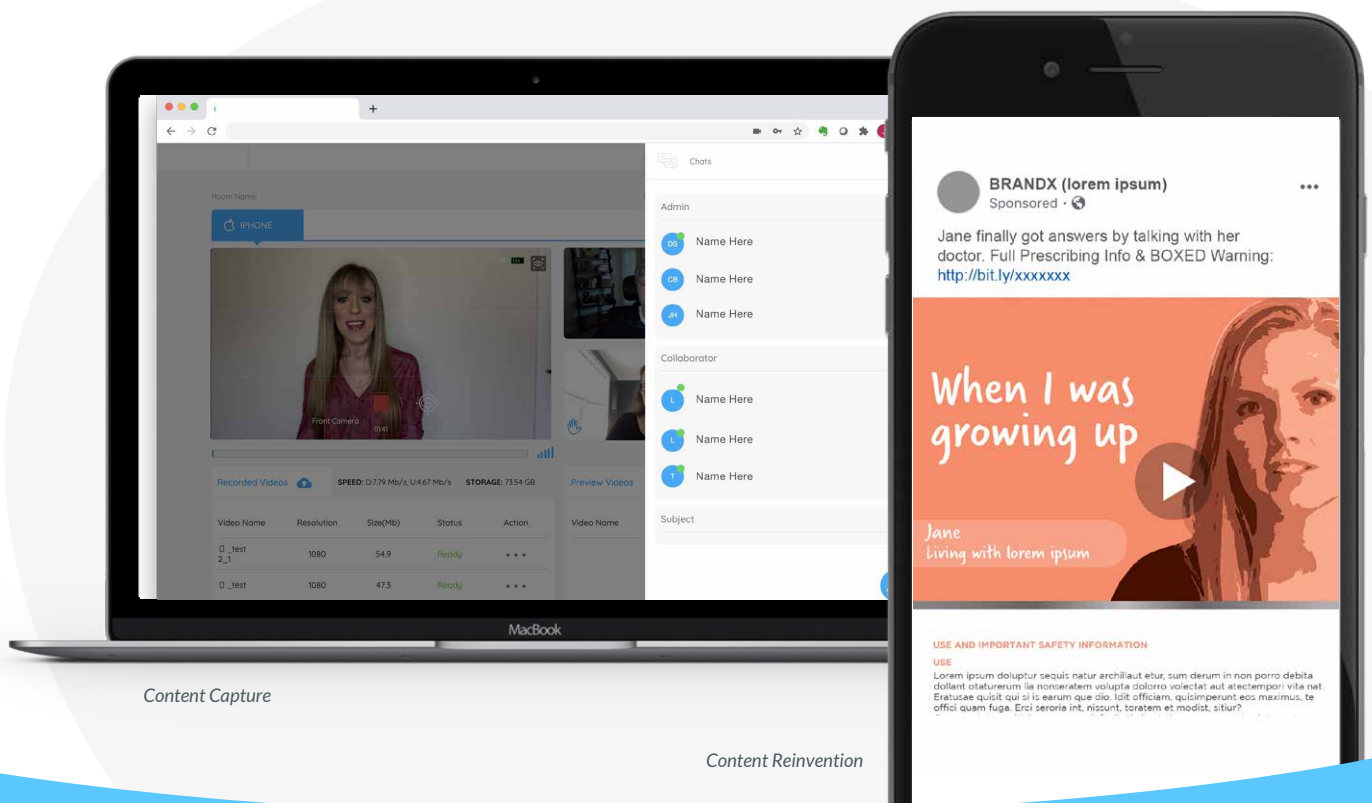


2021 Social Content Creation Needs

Today's social content needs to be as interactive, engaging and human as possible. But since COVID is still making in-person production difficult, our **Virtual Content Studio** is designed to make it easy to create videos of patients, caregivers, HCPs, and KOLs without traditional in-person video production - at a lower price point than traditional video shoots.

And to make the tsunami of user-generated content easy to curate, we've created **UGC Harvesting**, a compliant way to collect, gather permission to use, vet with MLR and publish relevant user generated content to humanize patients while leading them through the adoption journey.

And if you, like most marketers, find yourself in need of new assets and need to dip into previously collected content, **Content Reinvention** is a cost-effective, streamlined way to develop new marketing assets from previously filmed or gathered content to leverage in new ways on existing or new channels and audiences.



Content Capture

Content Reinvention

2021 Social Media Engagement Needs

If you're concerned about the complexity of driving engagement and speeding customers along the customer journey, we've pioneered products and services to boost engagement with your digital properties.

Our **Chatbot / Virtual Assistant** application integrates with your existing API, allowing you to engage your website visitors quickly and easily, prompting conversations on any topic for any number of use cases. Similarly, our **Quiz Software** gives you a way to leverage this highly interactive and popular tool, with the ability to easily update with new topics.

We also offer sophisticated **Chatbot Technology** that you can deploy on both your website and social media, that integrates bot-to-human handoffs for always-on customer service, and the ability to capture user data via forms for profile development. Our **Quiz Software** is fully customizable, with the ability to create an infinite number of interactive quizzes that can be shared on social media or displayed on your website. You can drive traffic to your website, gain attention to your cause, inform the customer about your products or conditions and well as develop leads and capture user data via forms for profile development.

Want to know more? (There's more!) Send us a quick note at hello@liveworld.com. We're looking forward to helping you speed your customers' journey of discovery and adoption – creating a healthier future for them, and for your brand.

A Quick Users' Guide

	CHATBOT	QUIZ	CONTENT REINVENTION	VIRTUAL VIDEO STUDIO	UGC
Why Use it?	Automate and scale always on, 1-1, audience interactions	Engage customers and drive participation in a format they enjoy	Get fresh new use for existing content	Overcome production limitations brought by COVID-19	Drive participation through the voice of your customers
Key Benefits for Your Brand	<ul style="list-style-type: none"> Streamline or eliminate repetitive tasks Capture user data for profiling with forms Create automatic handoff to human agents if needed 	<ul style="list-style-type: none"> Increase traffic, engagement and participation Customizable with regular content refreshes Capture user data 	<ul style="list-style-type: none"> Quick Cost-effective Can accelerate approvals with previously utilized content 	<ul style="list-style-type: none"> No travel No risk of face-to-face contact Easy to-use kits shipped to participants Videos gathered via remote content capture software 	<ul style="list-style-type: none"> Authentic Credible Effective Compliant

ABOUT LIVEWORLD

LiveWorld is a digital agency and software company specializing in social media solutions that help companies build stronger customer relationships. We provide consulting, strategy, and creative along with human agents, conversation management software, and chatbots for digital campaigns and social media programs.

Our solutions empower companies to deepen relationships with customers, professionals, patients and healthcare providers with emotion driven behavior change through conversations and campaigns with a human touch.



Learn more at www.liveworld.com. Contact us at hello@liveworld.com