

Enabling the best healthcare is everybody's business

*“From a pill-centered to a people-centric
mindset: engaging multi-stakeholder
communities in the conversation age”*





A team of Healthcare experts at Publicis Groupe - MSLGROUP, in-sync, Publicis Healthcare Consulting, Razorfish Healthcare and Saatchi & Saatchi Health - presents a new joint approach for Healthcare companies: "From a pill-centered to a people-centric mindset: engaging multi-stakeholder communities in the conversation age". This approach is the result of lengthy experience in this sector and positive output and discussions that take the key challenges of today's healthcare landscape into careful consideration.

With the "You Share, We care" project we choose to act as an independent catalyst of opinions and a generator of conversations and projects in the healthcare sector.

A group of top executives from the leading EMEA Healthcare companies, together with the team of Publicis Groupe Healthcare specialists, had the chance to share, discuss and explore the landscape and the trends of Health in Europe during the "You share, We care" annual meeting in Geneva in June 2013. The ebook shows the result of this debate and the experts' joint approach to the EMEA healthcare markets.

WHAT'S IN OUR WAY?

Anders Kempe and Leonardo Sforza

Europe continues to face a tough financial environment. The economic crisis has had a tangible impact on the daily lives of citizens and has placed additional pressure on **public budgets and healthcare system resources**.

The combined challenges of financial constraints, an increasing demand for healthcare, the rising tide of chronic diseases and an ageing of the population require a **renewed joint approach** that involves businesses, policy makers and a broader range of stakeholders.

A more **collaborative and inclusive approach** will be instrumental in shifting from the widely-held perception of health as a "cost" to health as an "investment" in human capital, enabling economic prosperity and social cohesion.

European citizens feel the business sector will play an essential role in overcoming the crisis. However, today's patients and consumers are more critical of business practices and are questioning corporate practices and behaviors.

Moreover, companies don't entirely "own" their brand anymore, particularly in the pharmaceutical sector. The new media and social landscape has turned everything

into a social world.

Boundaries between digital and traditional media are blurring. Conversations between brands and their stakeholders and audiences have gone from a top-down to a bottom-up mode. **Reputation**, and how to creatively engage with all the different audiences, **must be at the heart of a company's business**. Considering all these perspectives, the opportunities for players who manage to navigate the new eco-system in the healthcare sector are bigger than ever.

In the Geneva panel discussion, we debated every company's need to work with their brand reputation, leveraging a **strategic multi-stakeholder approach** and **shifting from a pill-centered to a people-centric mindset**.

THE POWER OF FIVE ACTING AS ONE

As a team of Publicis Groupe healthcare experts we share our new joint approach:

- Observing the trends
- Crafting a multi-stakeholder approach
- Customer reorientation



OBSERVING THE TRENDS

Roberto Ascione

We are clearly more of a healthcare democracy now. Community, Crowdsourcing, Quantified Self, Geo-location, Big Data, Gamification, Mobile Explosion, Next generation interfaces... Digital trends are merging at a rapid rate.

As new technology is adopted and integration of digital technology continues to evolve - especially within health and life management - we continue to see consumer acquisition of more and more devices and apps to help simplify, improve, manage and maintain their increasingly hectic and complex lives.

Our newly connected world is changing the entire Healthcare industry. And so the value chain for all healthcare stakeholders is also modified. People are becoming increasingly globally and digitally sophisticated. Technology is allowing consumers to come together on a global scale that was not previously possible. This changes the way people perceive and approach brands and the way decision-makers perceive and approach their audiences.

A couple of examples:



A global health video social network able to globalize video assets leveraging an exclusive subtitling technology and featuring unparalleled search engine optimization, www.videum.com

PERSONAS
QUE



Consumers are forming social communities with people who have similar conditions

PEOPLE WHO GLOBAL | PERSONAS QUE

www.peoplewhoglobal.com

As leaders, utmost importance needs to be placed on linking digital thinking and technology to all your marketing operations. All stakeholders need to be communicated to effectively. Individuals can no longer simply be seen as patients or doctors. We need to look well beyond that, viewing them as human beings.

CONSTRUCTING A MULTI-STAKEHOLDER APPROACH

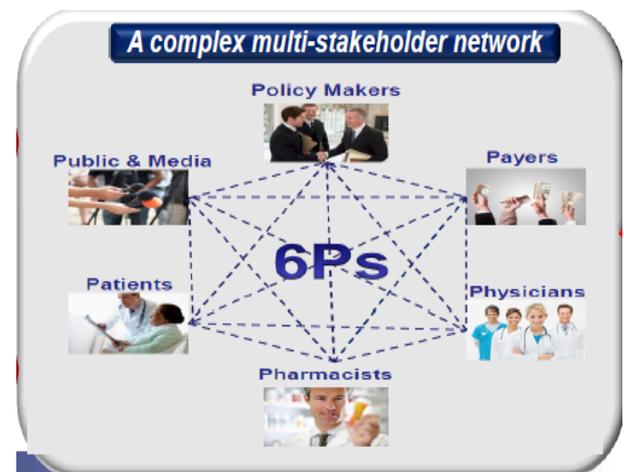
Dr. Francois Sarkozy

Today's constricted healthcare environment is changing the rules, reinforcing the position of payers in the multi-stakeholder environment.

Payers expect the lowest level of risk and want to ensure that the product value will be truly delivered in real life and so they challenge pharma's traditional value story.

Securing payers' appreciation of the full value offered by a product requires its preliminary understanding by other key stakeholders. Patients and customers are becoming increasingly active consumers, comparing options and alternatives. Most importantly, European patients' expectations of quality, efficiency and quick results are rising.

Patients now have a continuous exchange with other customers, physicians, payers, pharmacists, the public and the media.



We strongly believe in a new golden rule. The right treatment for the right patient group and the right environment: this means integration of the product within a therapeutic solution adapted to both the patient segment and the local environment.

That's why we need to shift from Disease Treatment to Patient Management. We should no longer be treating a disease. Instead, we should be treating the actual person.



CUSTOMER REORIENTATION

Janet Winkler

Historically, and for some to this day, there is a bias towards placing the physician at the center of healthcare decision-making and patients have been seen as diligent receivers of physician instruction. But the world is changing rapidly. **Patient influence has never been stronger**, even in countries with highly regulated patient communications.

Why? There are many reasons, not the least of which is the explosion of influence information and dialogue outside a physician's office – on the Internet, in microblogs, on social networks.

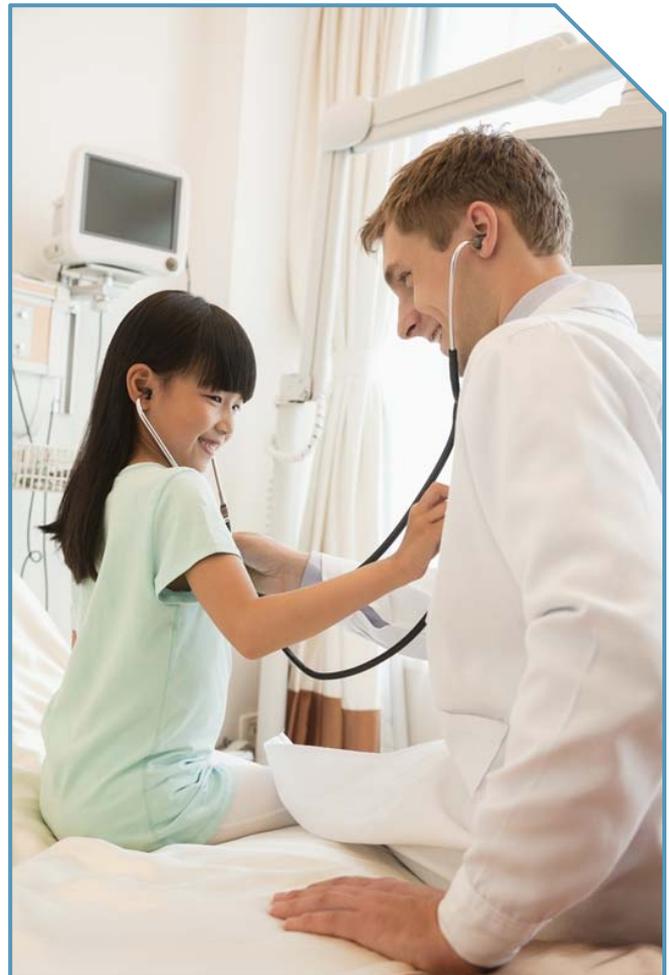
Patients today come in with a diagnosis, not only symptoms. We should, therefore, no longer think of the patient as a puppet but rather as **an influential voice in healthcare decisions**.

How do you understand that voice? Think of them as people first, not as patients. They don't think of themselves as patients. They go out and live life. They drive a car. They collect their kids and car pool, even when they have breast cancer. To connect with them you need to **understand how their illness fits into their lives**, not the other way around.

We need to work diligently towards an understanding of these consumers. Not at the expense of understanding healthcare providers or payers but in addition to, in a holistic way.

The foundation of that understanding begins with journeys. **Journeys provide a necessary chronological view of experience**, recognizing that most illness experiences, motivations and treatment decisions shift over time. In order **to create meaningful solutions**, beyond the old 'go to' solution of patient education material (whether it's paper based or web based), we have to deeply understand their journey.

Where does their illness fit into their lives? What are their medical experiences? What are their influencers? Where are other stakeholders, e.g. Healthcare Providers, Payers, involved? How do these stakeholders interact? **Brands today must go 'beyond the pill' to create meaningful, valued experiences along the journey for all stakeholders**. Reengineering the journey to create more positive and meaningful experiences will not only enhance outcomes but also build brands.



CREATING A NEW ADVOCACY MODEL

Dr. Stefanie Clemen and Dominic Payling

The Publicis Groupe healthcare team has developed an **innovative communication model** that helps companies successfully and effectively **engage with their stakeholders**, build their **corporate reputation** and communicate the social impact of their actions and the **full value of their healthcare solutions**.

Our Credo: firms in the healthcare sector at large need to not only rediscover their social purpose, but must put it at the core of their businesses and consider it when engaging with all stakeholders.

The **Care & Share model** requires a shift to act as a company that produces added value by opening up a new dialogue with all its stakeholders. In other words, it **refreshes advocacy through all the opportunities of interaction between stakeholders**.

The Care & Share model is based on co-responsibility and requires a new mindset:

1. An enabling environment that aids decision-making and offers possibilities to choose from, which means a congruent physician role, patient rights, and access to information.
2. People inspiration and empowerment: a better informed patient is a healthier patient.

The objective is to create a sustainable healthcare management based on efficiency, multi-stakeholder engagement and holistic motivation.

One has to take the initiative and assume responsibility... and if so, **who else is better at taking on the leading role than the healthcare industry?**



It has been a great pleasure and an enriching experience to work with a whole team of inspiring thought leaders.

We wish to thank Bob Bejan, MSLGROUP Chief Development Officer, who has contributed significantly to the event. We also extend our thanks to Pascal Beucler, Chief Strategy Officer MSLGROUP, who inspired "You share, We care" since the beginning and to Sam Welch, Group President PHCG, who believed in this joint project.

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Elisabetta Moroni



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If you would like to find out more about how we can help your organization in Europe embrace the Publicis value and multi-stakeholder approach, kindly contact:

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YOU shar
WE care