New opportunities for pharmaceutical marketing

Everything that can be digitized will be digitized. And all processes that meet expectations for greater efficiency without human intervention will become reality in the future if they are feasible. In the healthcare market and healthcare marketing, automation also means radical changes, but also new opportunities.

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It is both logical and predictable that digital marketing will be followed by a wave of marketing automation *(cf. Meike Terstiege: Marketing Automation, Springer Gabler 2021)*: Digitisation provides easier application, rapid global availability of information and new ways of prompt interpersonal communication for many areas of life. Dealing with the demands of everyday life has become much easier and more flexible with the help of digital devices. This everyday efficiency can be further increased digitally if the support needed in a given situation is "customized" and automatically delivered to the "solution seeker".

Why Marketing Automation?

Marketing automation essentially means software-supported methods to automate marketing and sales processes. To achieve this, a standardization of behavioral reactions must have preceded. In this way, information can be delivered in a targeted manner according to user profiles and the underlying user behavior. The goals of marketing automation are to increase customer loyalty, to control customer-related business processes in a cost-efficient manner, and to increase the number of potential new customers through digital lead generation.

Mostly, solutions for marketing automation combine functions from CRM systems, web analytics, email marketing, social media and retargeting. The focus of this data-driven marketing is on collecting, processing and analyzing data, which is why the actual marketing automation usually begins with the receipt of leads, for example in the form of an email address or a mobile phone number. In subsequent lead-nurturing processes, target customer segments are to be reached in the best possible way via tailored content such as relevant (advertising) messages in order to enable an increase in market share. In healthcare marketing, the heterogeneity of the target groups with their

different communication needs is the central challenge for automation. In addition to the orientation of healthcare professionals such as doctors, specialists, pharmacists, PTAs, nurses, etc., health insurance companies, patients and healthcare institutions play a significant role in later market effectiveness. Last but not least, the regulatory and ethical framework conditions of the national legal and healthcare systems must also be taken into account in pharmaceutical campaigns in the digital environment.

Marketing Automation Post-Corona

The fact that influencers are becoming increasingly important for healthcare marketing in order to communicate the best possible individual therapy options to patients and customers was proven by the latest results of a representative healthcare influencer study by K&A BrandResearch and Schmittgall Health: Currently, the more personal, authentic and compassionate micro-influencers act in the case of serious illnesses, the more "influenced" they are. The future will show whether influencer marketing can also be automated for the pharmaceutical industry.

For controlling, automation processes are routine in many places, but they are also increasingly finding their way into the core areas of medicine and pharmaceutical research. Pharmaceutical companies also have a great deal of data for physician communication that can be enriched with master data from the CRM system and additional data sources (for example, information about activities in networks such as LinkedIn and Coliquio about the findings of field staff on site). Marketing automation is likely to become much more prevalent in patient communication, which is already evidenced by the outstanding importance of Dr. Google and SEO for patients prior to a doctor's consultation.

In addition, the experience of the Corona lockdowns once again demonstrated that people are always finding new ways to cope with everyday life. When going to the doctor's office was made difficult due to the pandemic, digital formats became more popular. In contrast to everyday office life, however, where homeoffice has been able to establish itself as a permanent option to face-to-face working hours, "home medicinie" is not (yet) a confidence-inspiring alternative to the medical opinion and practice visit.

Context-dependent communication successes

The prevailing contextual conditions are the starting point for determining whether automation by artificial intelligence (AI) helps to improve medical activities, replace them or even create new problems. Some physicians argue that as a result of progressive digitalization, the selection and standardization of information would "de-contextualize" it: De-individualised data would become the basis for medical decisions, which would go hand in hand with a de-sensualisation, de-spatialisation and de-temporalisation of patient information. Although Deep Learning can be used to significantly accelerate factual knowledge, which facilitates or improves medical diagnoses

and therapy decisions, the (implicit) experiential knowledge and the systematic problem-solving knowledge could be reduced. but cannot (yet) be completely replaced by AI. In addition, the basic motivation of the physician "to want to heal people" and thereby to experience social recognition through patients is coming to a standstill. A disproportionate orientation towards automated technical devices requires a fundamental reorientation of health care professionals towards IT nerds. Artificial intelligence is based exclusively on mathematical models and, on the basis of these, makes the automation of decisions the prototype of medical problem solving. Medicine, however, requires social intelligence, where humans are not only scanned, algorithmized and treated like a machine that needs to be repaired, but where disease processes and human behavior under different contextual conditions are taken into account.

In the medical-ethical debate, this is This is countered in the medical ethics discussion by the fact that even the smallest details of human behaviour are recorded by constantly improving sensor technology, automated in real time, evaluated in an interdisciplinary manner and made available for individual medical decisions. According to this line of argument, there is no "decontextualization", but the exact opposite: with the help of all collected patient data, the human being is contextualized in all its details via Big Data. The numerous overlaps of human reactions and the statistically verifiable congruence of millions of different manifestations underline a fundamentally uniform pattern of human action. Constant repetition of behavioral patterns is predestined for automatization, which, following Wright's Law, prevails over time as a more cost-effective alternative. Of the many options of the "smart medical future" that are already possible today, patients theoretically have a range of control options for self-optimised health behaviour with apps, wearables and other technical gadgets. Automated information could already be addressed today that would make our lives better, more efficient, and healthier,
- happier?

Computers on the wrist: Can gadgets permanently change behaviour?

Test results showed that the majority of users of such gadgets actually admit that they live more consciously and notice positive effects on themselves. Psychologically, however, we must counter that, in addition to the effects of social desirability among respondents, it should be noted that people have learned to adjust their behavior to concrete contexts. Trackers currently provide data, but not yet a strategy for permanently changing behavior while taking into account everyday contexts.

Communication automation in the patient approach

Tools such as appointment reminders, e-mail marketing, specific therapy apps and social media marketing allow constant contact with patients and, according to US studies, can make a decisive contribution to greater therapeutic success. Personalized reminders and information ("tips of the week") can also make a decisive contribution to overcoming the context of comfort or gradual therapy fatigue. Today, therapies can already be accompanied by communication via in-patient facilities, doctors' surgeries or health insurance companies and automated via corresponding programs. Continuous, communicative activation ensures compliance with medical therapy guidelines, increases patient compliance and relieves the burden on the treating physicians.

Health insurance and legislative in-initiatives can prove to be a speeding up factor if measurable health successes and savings can be achieved by means of tracking and

savings in the healthcare system can be demonstrated. Apps such as Kalmeda for tinnitus or Velibra for anxiety disorders are examples of how therapy can work tomorrow: Since both apps are reimbursable by health insurers, doctors are increasingly prescribing them - especially when there are bottlenecks in psychotherapeutic treatment capacities.

The same applies to the nursing emergency in Germany. Various pilot projects in Germany have been able to demonstrate therapeutic success in the care of dementia patients in nursing homes and traumatized children in children's institutions using AI and social, humanoid robots such as "Pepper" or the seal "Paro". The robots collect data, recognize behavioral patterns, and

emotional moods in communication, which are processed via algorithms, interpreted and iteratively adapted to the behavior towards patients via social learning of the AI.

In addition to nursing and dementia care, "Dr Rob, MD" is already an indispensable colleague in operating rooms, like the "da Vinci" surgical robot. Digital consultation hours have increased explosively throughout Europe under the influence of Corona, which can be taken as an indicator that acceptance is increasing and new professional images can develop.

Even in diagnostics, various research projects have shown that AI can sometimes diagnose indications such as Alzheimer's and psychoses as well as skin cancer, obesity and heart disease earlier than established methods. In particular, the early detection of dementia by means of AI applications using tools such as speech recognition, semantic processing or the analysis of prelinguistic phenomena such as speech speed and word fluency are objectifiable evidence of the possibilities that communication automation already offers in medicine today and will provide in the future as individualized information processing as marketing automation for healthcare issues.

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