

# Reaching Patients Online

**PM360 asked leading industry experts to share their insights on their most successful strategies for digital patient-centered marketing initiatives.**



## Jody Fisher

Vice President, Marketing  
SDI  
jfisher@sdihealth.com

The ascent of online marketing has been rapid. With many companies providing information to populations that covet both convenient access and the privacy it affords, best practices are still developing. The effort to construct a complete online marketing strategy can be compared with getting a high-quality hero sandwich from the local deli. While the design and content provide the “meat” of the program, failure to consider the strength of the program execution could make the program fall apart, not unlike a sandwich made on thin bread.

The strength of the program execution, or the “bread” in this case, depends on:

**1) The ability to select and segment the right population to target and ensure that program recipients align with program objectives.** With the data that exist today, there is virtually no reason to set up program targeting with costly, low-sample primary market research. Instead, it’s possible to tie lifestyle, ethnicity, and demographic information directly to a patient’s prescription behavior. Everything, from the graphic elements used within the program to the language that connects the program to the patient, can and should be evaluated against the desired program targets based on a more complete knowledge of how the customer behaves.

**2) Rigorous evaluation and measurement of program effectiveness against expectations once the milestones of the program are complete.** Setting up the program appropriately with a test-control study that measures trial and acquisition is the only way to refine and improve an online marketing program. Compare your sample against a control group that is segmented consistently with the marketing program objectives so you have the best chance of improving program performance over time.

Remembering to check the quality of the “bread” that wraps around the “meat” will ensure you remain the “hero” of online marketing programs.

