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MARKETING

CONGRESSO 2017

#marketing17

I SOCIAL MEDIA FANNO BENE ALLA SALUTE

Alberto Catelani

Technology Marketing Manager, QuintilesIMS

@djingalbert



PHARMA

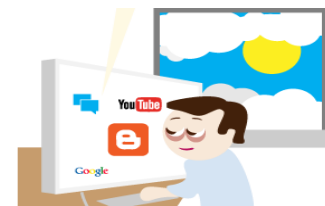
PEOPLE



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PHARMA

- Transform available online conversations into company knowledge
- Make real-time HCPs and patients and expectations available to all the company
- Spread a culture where digital channels are commonly followed and understood, as physical channels are

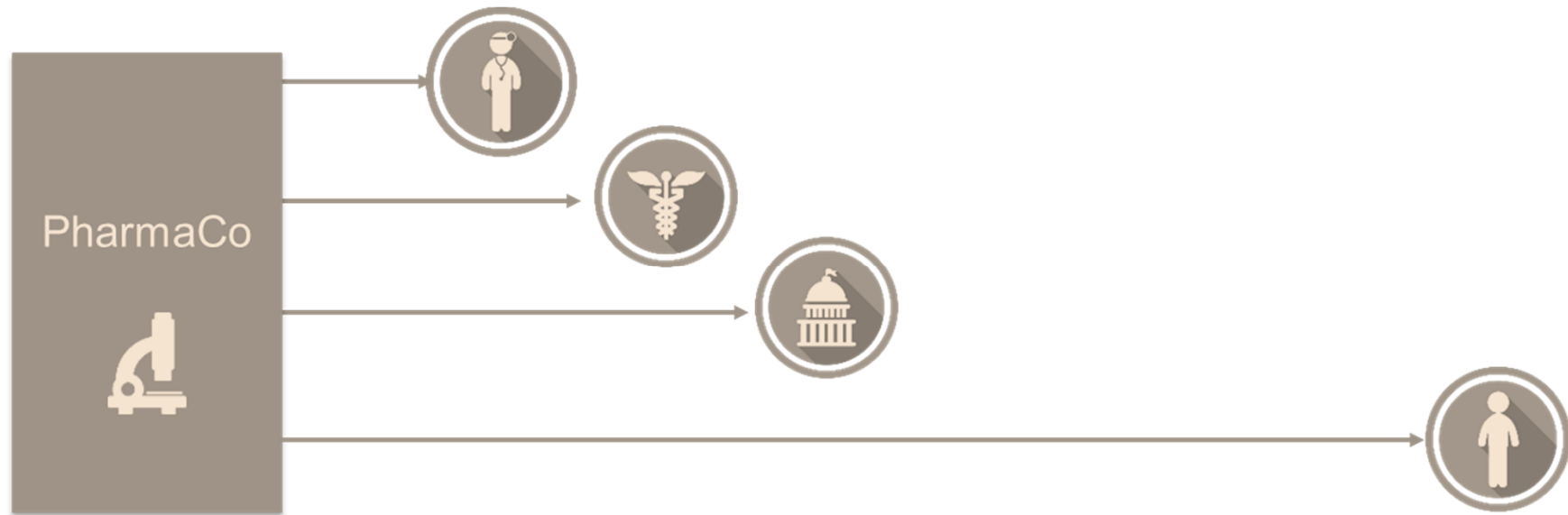
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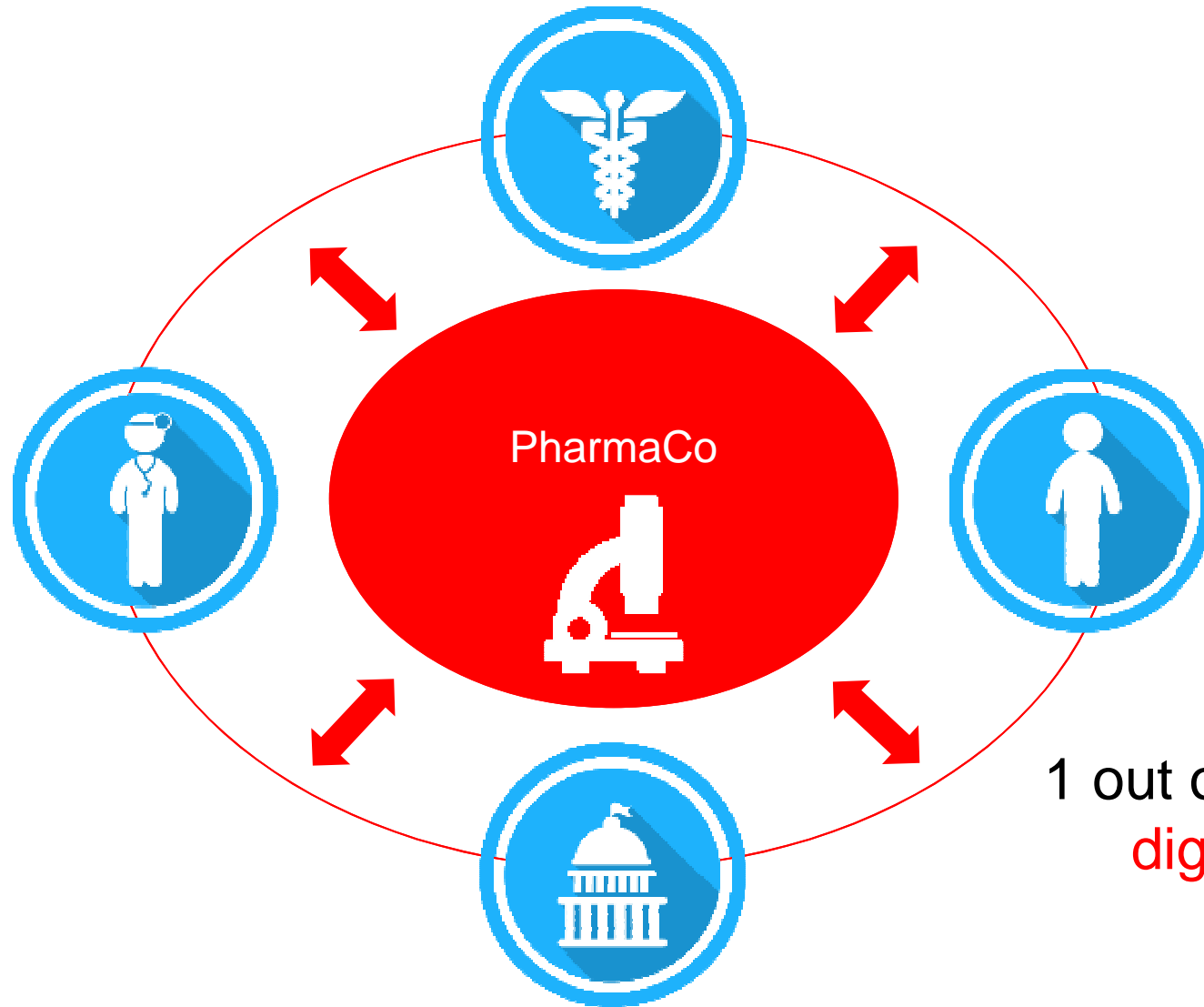




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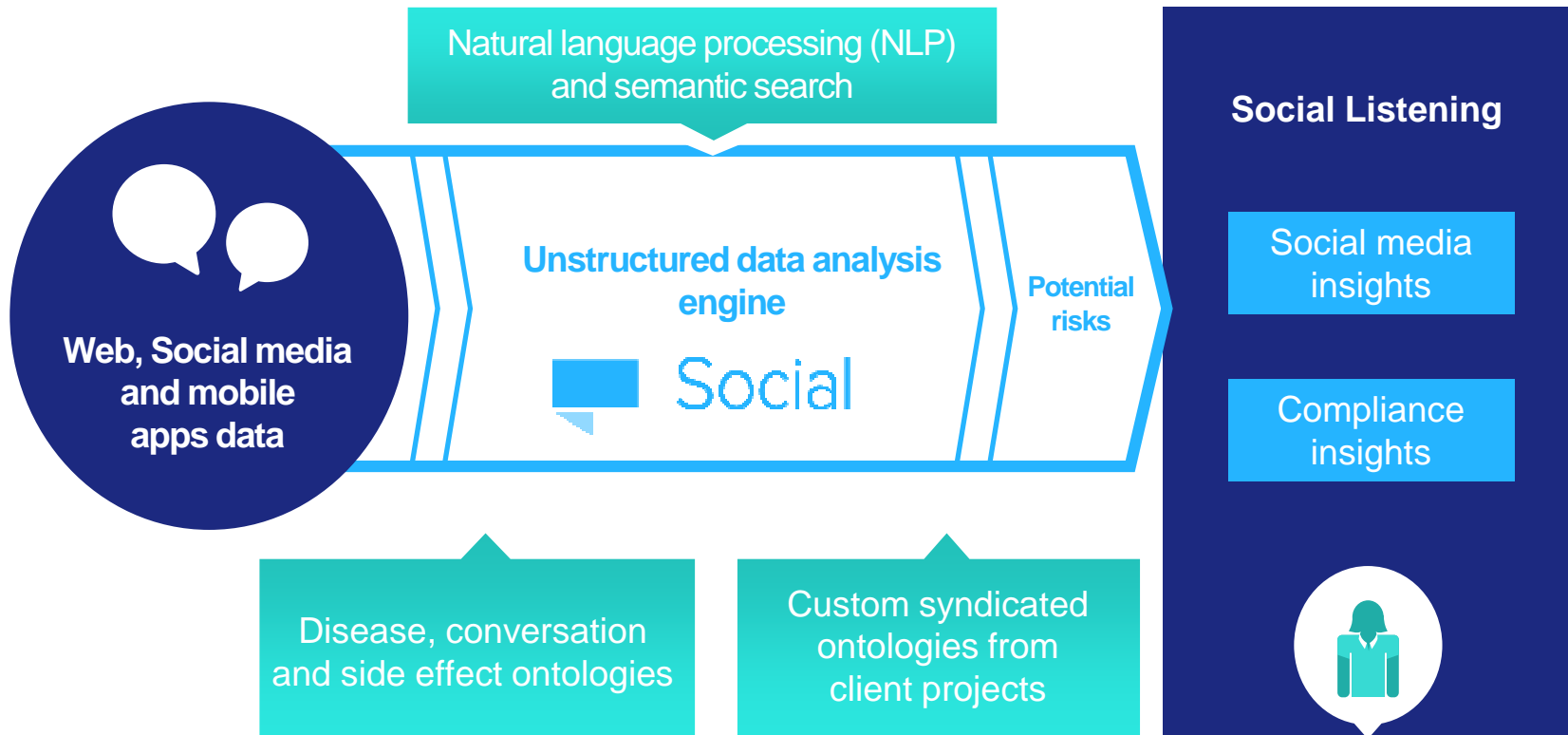
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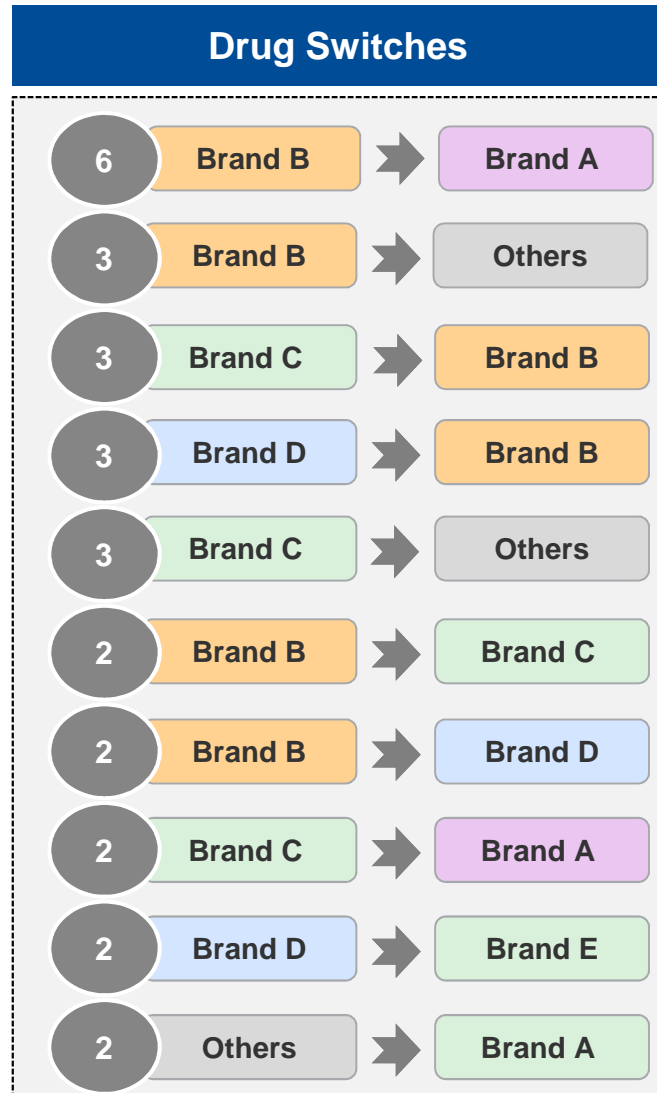


1 out of 3 HCPs
digital native
in 2021



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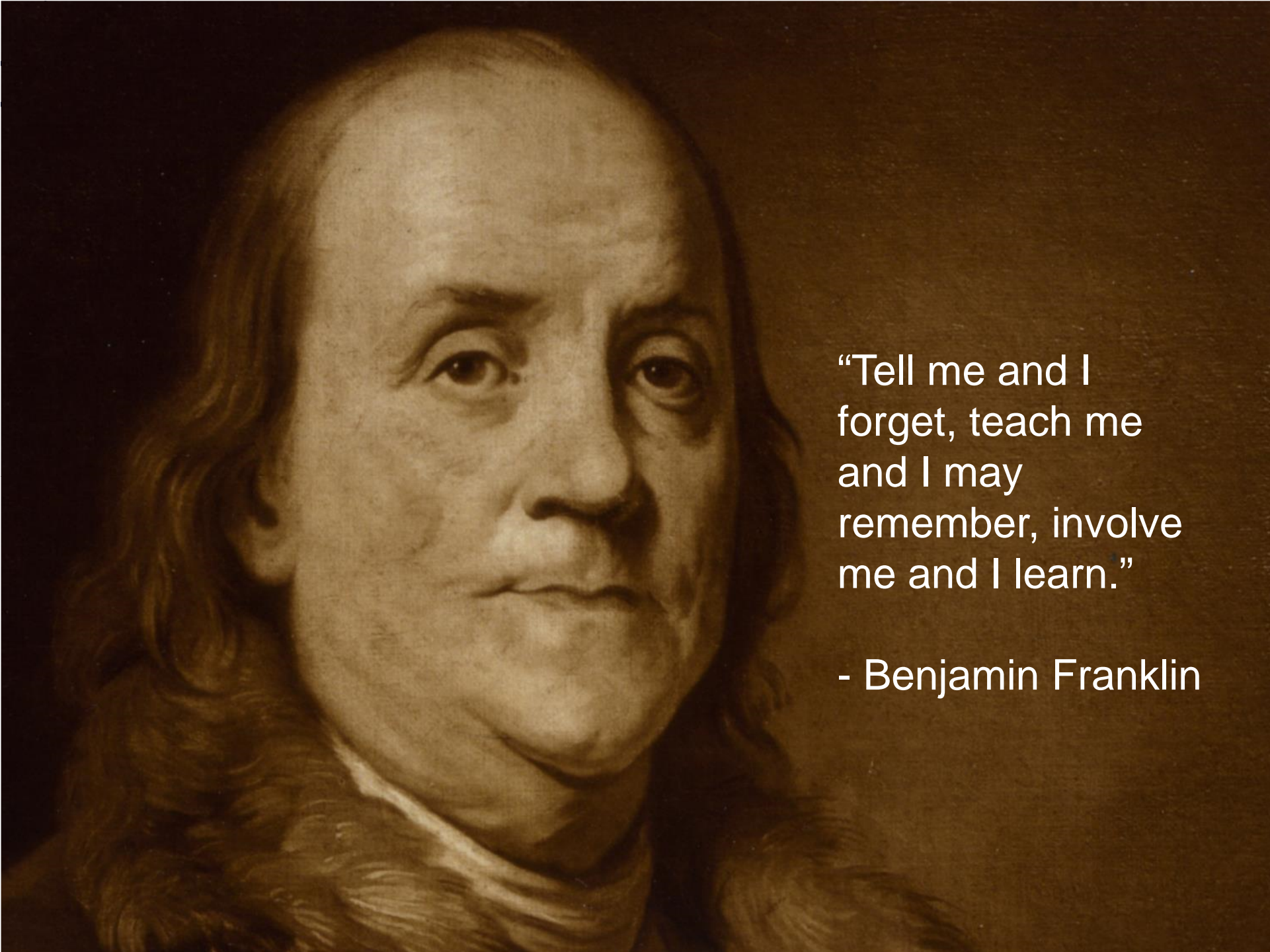


Reasons for Switches

Inefficacy	Side effects	Not specified
<input checked="" type="checkbox"/> 3	<input type="checkbox"/>	<input checked="" type="checkbox"/> 3
<input type="checkbox"/>	<input checked="" type="checkbox"/> 1	<input checked="" type="checkbox"/> 2
<input checked="" type="checkbox"/> 1	<input type="checkbox"/>	<input checked="" type="checkbox"/> 2
<input type="checkbox"/>	<input checked="" type="checkbox"/> 3	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> 2
<input checked="" type="checkbox"/> 1	<input checked="" type="checkbox"/> 1	<input type="checkbox"/>

Drug Switches

Source: QuintilesIMS-Nexxus Social analysis
Confidential. For discussion purposes only.

A classic oil painting portrait of Benjamin Franklin, showing him from the chest up. He has long, wavy, light-colored hair and is wearing a dark, high-collared coat. The background is a dark, neutral color.

“Tell me and I
forget, teach me
and I may
remember, involve
me and I learn.”

- Benjamin Franklin

Grazie!

Alberto Catelani

alberto.catelani@quintilesims.com

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