

Increase Internal ROI for Digital Tactics*

When promotional review team members partner with marketing professionals early in the development of digital tools, a company greatly enhances its internal ROI. Internal ROI reflects the efficient use of time and money spent *internally* preparing a digital tactic for use *externally*.

A number of fundamental requirements for promotional review teams when evaluating proposed digital tactics include the following:

- Understand the digital platform (e.g., Web page, Twitter, Facebook, app) and its risks and requirements
- Evaluate case studies from which to draw best practices and regulatory history
- Involve appropriate stakeholders in the concept review and/or development of the digital tactic (e.g., Medical Info/Medical Affairs, IT, PR)
- Have internal standard operating procedures in place for producing this type of digital tactic
- Understand the goal of the tactic and the intended audience or end user, and ensure content is fairly balanced, truthful and accurate

However, even when these steps are in place, getting a digital campaign up and running can consume a significant amount of time and money

In light of this, review teams and their marketing colleagues have an opportunity to save their company time and money by collaborating more effectively earlier in the review process *before* the tactic is presented for consideration.

“Being successful in digital and social media requires fluid internal collaboration in as close to real-time as possible across verticals because there are so many variables to consider, from technical functionality to regulatory concerns,” explains pharma digital/social media consultant Bryan Kaye, who established a digital practice within a marketing agency nearly ten years ago. He adds, “Team structures, operations and communication must evolve to support a dynamic digital environment. It really relies on aligning internal education, subject matter experts and review teams to revamp the traditional review process.”

Review Teams as Business Partners

Early concept reviews for digital initiatives now occur more frequently within companies. These provide reviewers and marketing teams a built-in opportunity to collaboratively address a series of targeted questions *before* the formal review process begins.

- Are we clear on the digital tactic’s purpose?
 - Does it improve informed decision-making among HCPs and patients?
 - Does it help patients increase adherence? Facilitate access to resources?
- Are we confident that the digital solution addresses unmet needs or adds value to the end user?
- Does the team fully understand the medical, regulatory and legal implications for this tactic, as well as the time investment that will be required to ensure compliance?
- Who will be responsible for monitoring any two-way communication or social posting that results from use of this digital tactic?
- Do we need to consider whether and how it will work across a variety of digital platforms/social media in our review of the tactic?

Early Alignment, Frequent Calibration

According to Katherine Norris, Director of Corporate Compliance & Risk Management, BRG, “The internal value of cross-functional stakeholder transparency and collaboration cannot be overstated when it comes to digital media. The manner in which the tool(s) will be used should be thoroughly evaluated up front, with contingency plans and risk management strategies identified to ensure these tools help, and do not hurt, your company once they are live.”

Norris continues: “One of the most morale- and collaboration-killing events in the life of a review committee is one in which the company realizes too late that it simply does not have the infrastructure to support the risk inherent with a new tool, but for which the marketing idea engine and investment has already been made. Not only are there sunk costs involved, but dashed hopes as well. Forethought and collaboration around these novel tools go a long way in building relationships and optimizing outcomes around these digital initiatives. In particular, interactive digital tools pose the greatest potential risk so the company’s strategy and policies surrounding their implementation should be aligned early and calibrated often.”

**Excerpts pulled from article published in PM360 by Ilyssa Levins, president and founder, Center for Communication Compliance (CCC)*