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Healthcare Relationship Marketing: Strategy, Design And Measurement



Synopsis

In recent years there have been dramatic changes in the pharmaceutical promotional landscape, affecting both consumers and healthcare professionals. One consequence of these dynamics is the need for pharmaceutical companies to plan new kinds of dialogue and relationships with their stakeholders. The evolution has been from mass-channel "push" marketing to two-way, multi-channel relationship marketing. Targeted Emails, webinars, mobile messages, and social networks are expanding in usage. This book is a practical overview and resource guide for the design and measurement of pharmaceutical relationship marketing (RM) programs. There are descriptions of each aspect of pharmaceutical RM design and measurement, including a running case study with follow-up exercises. The author has also conducted interviews from several pharmaceutical marketing industry experts, each having 15 years or more of working healthcare RM knowledge, and each speaking on their specific specialities. For newcomers to healthcare marketing, this book can serve as a foundation and introduction that provides framework, details, and examples of both relationship marketing designs and associated measurement disciplines. Healthcare Relationship Marketing will also be valuable to readers currently working in pharmaceutical marketing or sales who may not have exposure to the particular disciplines of relationship marketing and direct response measurement and optimization. Even for the experienced practitioner this will serve as a convenient reference that pulls together all of the program components and measurement frameworks within a single book. This book may also serve as a textbook within a university course in marketing, or a pharmaceutical business program.

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Customer Reviews

I recently entered the healthcare marketing space at the beginning of this year, and came across this title while looking for something that would give me a comprehensive primer on the industry. I'm really glad I decided to pick this one up. Even though the focus of the book is on developing and deploying CRM and PRM programs, the author (Haimowitz's) clear explanation of each of the steps and components actually gave me a much wider understanding of the industry at large that extended into the general pharma and healthcare landscape. He's an excellent distiller and reductionist of an incredibly complicated field, and I think it's the main reason this book was so easy to absorb and learn from. His explanations are immediately put into context or demonstrated through an example, and I believe that's why most of what I've read is still with me. If you're looking for a good primer or 101 on Healthcare/Pharmaceutical Marketing, or even if you want to understand how the brighter minds are developing and running CRM and PRM programs, you should check this book out.

Dr. Haimowitz has written a practical and indispensable handbook and reference for Relationship Marketing practitioners, managers, and newcomers. While the focus is on Relationship Marketing (RM) in the Healthcare industry, I estimate that more than half of the material is directly applicable to other industries such as Packaged Goods and Financial Services. One of the strengths of Dr. Haimowitz's book is that it assumes no prior knowledge of Relationship Marketing and therefore avoids unnecessary jargon or buzzwords. Instead, he provides an excellent, plainspoken overview of Relationship Marketing concepts, strategies, tools, and techniques while also offering specific case studies that are directly applicable in today's Healthcare environment. In particular the book includes interviews with industry experts (all with over 15 years experience). These interviews offer invaluable, first hand insight into the challenges and opportunities unique to modern Healthcare Relationship Marketing. Dr. Haimowitz has also wisely decided to focus less on cataloguing specific current RM tactics, but instead on explaining the key concepts, principles, and strategies that will remain consistent even in a rapidly changing business environment. The overall tone is practical and analytical and the chapters on Analytics, Operations, and Measurement may indeed be the strongest. However, even the formal formulas and equations are presented and explained clearly and concisely. In summary, this book is highly recommended as an important addition to the library of any RM professional regardless of role (e.g. Strategy, Media, Operations, or Analytics). While the

case studies and tactics are focused on the Healthcare industry the RM concepts, principles, tools and techniques are broadly applicable across multiple industries.

I am a fresh college grad and recently landed my first job in the healthcare marketing industry. This book was extremely helping in providing me with clear and easy to understand framework of Relationship Marketing concepts in the healthcare industry. The author breakdowns each area of pharmaceutical Relationship Marketing design and measurement and provides an easy to follow overview of the pharmaceutical marketing landscape. After the end of each chapter, there are review questions and exercises which are helpful in testing and reinforcing your knowledge of the preceding material in different scenarios. I would recommend this book to anyone new to the healthcare marketing industry or those who may not have been exposed to the modern disciplines of relationship marketing.

This book fills the void in applying customer relationship management to the healthcare industry, in particular the pharmaceuticals. Due to the nature of pharmaceutical industry, both the health care provider (e.g. physician, nurse) and the patient are customers who require different relationship management approaches. The book provides a very good overview of the pharmaceutical marketing landscape and the relationship between various players, and handles both customer groups in terms of developing a coherent relationship marketing strategy, and designing, executing and measuring the impact of programs. The strength of the book comes from combining the practical and the theoretical aspects that are both important for success.

great read; useful.

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