



Lilly and Teva earn top scores in Direct- To-Consumer Website Performance Analytics

Pfizer, Merck, AstraZeneca Maintain Lead in Brand Recall and Net Promoter Scores

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Content tracking and optimization of direct-to-consumer websites has earned Lilly and Teva top honors in the latest Content Maturity Index. The content performance from these companies is attributable to their effective Tag Management System to measure online content consumption such as videos, doctor discussion guides and savings cards. Both Lilly and Teva heavily leverage Search Engine Optimization basics to make their content more searchable. On the other hand, companies like GSK, Merck and Pfizer do not use enterprise TMS. This makes it challenging to track content and makes it even more difficult to decide on the content that can be adaptive, automated and personalized.

Pfizer, Merck and AstraZeneca, however, continue to maintain lead over the rest of the pharmaceuticals industry with their top scores for Brand Recall and Net Promoter Scores, measured by the HCP inclination to share content with their peers. Pfizer's net promoter scores are 48%, followed by Merck at 46% and AstraZeneca at 40%. Clearly, the customer centric approach and sensitivity to HCP information needs is at the heart of the digital strategy adopted by these three biggies and offer relevant insights to the rest of the industry.

In order to ensure a seamless customer experience, pharma companies need to continually work towards delivering content that is relevant, contextual, valuable and reliable. In short, they need to customize content or personalize it, including the choice of the channel and the time of delivery. Rich algorithms determine what content is best suited for the particular customer. However, data interpretation can be a tricky part as it requires a cross sectional analysis of operational performance indicators, engagement indicators and above all, business indicators. It is not surprising to see companies like Gilead, Shire, Bristol Myers Squibb, Novartis, Mylan at the bottom end of the digital maturity spectrum.

The mature end of digital transformation integrates data and analytics as a competitive tool for differentiated customer experience and ultimately business gains. This is the big move forward in the era of hyper local internet content serving to the audience.

Download a copy of Indegene's Content Maturity Index Report here : <http://go.indegene.com/>