From Pain to Pleasure in Lifesciences and Healthcare

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Display Ads nur im 2. Drittel der Customer Journey einsetzen
From Pain to Pleasure

AR ist am POS erfolgreicher als VR
MCQ = Impact Measurement : Average Cost
From Pain to Pleasure

80% Kostensenkung durch Fokus Online Marketing
Please evaluate how often you use the following channels TODAY to reach your customers.

- **Wearables**
- **Remote patient monitoring**
- **Virtual reality**
- **Virtual eDetailing**
- **Marketing automation software**
- **Patient adherence tools**
- **Social media monitoring**
- **Social media marketing**
- **Mobile marketing**
- **Web conference or virtual meeting**
- **Healthcare professional self-service portal**
- **Online medical education**
- **Approved email**
- **Direct marketing**
- **Email marketing**
- **Pharma-owned website**
- **Tablet eDetailing**

* Company, product or disease websites
** electronic or personal health record

n=250
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