

Health Care Marketing Research In The Future: Far From Business As Usual

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Health Care Marketing
Research Has Not
Fundamentally Changed In
The Last Several Decades

- **Same Product/Competition Focus**
- **Same Marketing Model (Advertising)**
- **Same Research Methodologies**

**But All That Is About To
Change!**

"Clayton Christensen has done it again, writing yet another book full of valuable insights . . .
The Innovator's Prescription might just mark the beginning of a new era in health care."
—MICHAEL BLOOMBERG, Mayor, New York City

The Innovator's Prescription

A Disruptive Solution for Health Care



Clayton M. Christensen

BESTSELLING AUTHOR OF *THE INNOVATOR'S DILEMMA*

Jerome H. Grossman, M.D. & Jason Hwang, M.D.

**The Practice Of Medicine Is
Going To Be Fundamentally
“Re-Thought” To Become...**

- More Effective
- More Efficient

Effective?

50%

It Is Currently Estimated
That Only **50%** Of Patients
With Significant/Chronic
Conditions Are
Optimally Managed

Efficient?

35%

It Is Currently Estimated
That **35%** Of Every Health
Care Dollar Spent In
The U.S. Is Wasted

PricewaterhouseCoopers' Health Research Institute
Washington National Tax Services

Healthcare policy in an Obama administration: Delivering on the promise of universal coverage*



*connectedthinking

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PWC Recommends “Reworking” Health Care As It Is Currently Delivered

Re-Order Treatment Around Collaboration

- Allow Non-Physician Medical Professionals More Prescribing And Other Privileges
- Establish More In-Store Clinics
- Compensate Practitioners For Their Time Treating Patients Over The Phone, Via The Internet, Etc.

Simplify The System

- Standardize Processes And Procedures So That Patients Don't Have To “Shop Around” For Best Deal
- Take Price Out Of The Health Care Decision Equation, E.g., Walmart Equi-Pricing Hundreds Of Generics For One Month Supply
- Reduce The Need For A “Health Care Concierge”

Keep People Well

- Duh!
- E.g., Japanese Have Instituted A Law Mandating Employers Measure Their Employees' Waists And Penalize Those Larger Than Standard
- Ensure That Employee Wellness Centers Are Well Utilized

Make Interoperable Electronic Patient Records A Reality

- The Technology is Doable, Getting Adoption Is The Problem
- Standards Must Be Agreed Upon And Fixed
- Must Use Carrot-And-Stick Approach To Motivate Key Stakeholders, Rewarding Those Who Adopt The System And Penalizing Those Who Don't

Use Genes To Pick The Lock On Disease

- **Far Greater Challenge Than The Other Efficiencies**
- **Can Increase Current Product Efficacy Substantially, And Significantly Reduce Cost, By Using Products Only On Genetically Appropriate Patients**
- **Significant Amounts Of Cooperative Research And Funding Required Here**

The new science of personalized medicine

The new science of personalized medicine:

Translating the promise into practice



PRICEWATERHOUSECOOPERS PwC

**The Biggest Personalized
Medicine Growth
Opportunity Between Now
And 2020 Is In Information/
Information Technology**

- **Not Just For Physicians, But For All Health Care Stakeholders**
- **Standardized Information Platforms**
- **For Information That Is “Pushed And Pulled”**

Thus, The New Role Of Health Care Marketing Research Will...

Focus Not On
Promotional Preference,
But On Enhancing
Health Care **Effectiveness**
And **Efficiency**...

Study Health Care Information

- Consumption
- Needs
- Design
- Usability
- (See Invivia.com for reference)

To Help Wrestle With Issues Such As...

- **Standardizing Treatment Protocols
By Patient Type**
- **Enhancing Patient Persistence**
- **Bringing Non-Physician
Stakeholders Up To Their Critical
Knowledge Levels**
- **Etc.**

In Summary...

We Are Entering A Brave New World Of Health Care Marketing Research

- **Recognize It!**
- **Make A Significant Contribution To It!**
- **Profit From It!**
- **Enjoy It!**

**Thank You For
Your Time!**