

# "Change before you have to."

— Jack Welch

In the pharmaceutical industry, one thing is certain: change is everywhere — driven by technological advances, evolving customer expectations, and significant regulatory shifts. To remain relevant, pharmaceutical brands must be agile, proactive, and relentlessly innovative in their marketing approach.

At **Reingold Health**, we partner with pharmaceutical leaders to drive measurable impact — today, not tomorrow. Our integrated marketing expertise and commitment to continual optimization empower brands to thrive amidst uncertainty.

Here are 6 key changes impacting the market and recommendations for how Reingold can help you make those changes work **for** you, not **against** you:

## CHALLENGE

## IMPLICATIONS

## REINGOLD-ENDORSED PIVOTS

1

### AI And Emerging Technology: Adapt or Fall Behind

- Artificial intelligence (AI) presents opportunities for greater efficiency, but challenges for compliance and data security.
- Competitors will be able to automate their operations and increase their strategic bandwidth – will you?

- Start by implementing a local instance of AI that allows you to automate workflows and scale your operations without the threat of exposing data or proprietary intel outside of your organization.
- Implement an AI-fueled content-generation program that finally enables you to feed the demanding omnichannel machine.
- Automate costly research-gathering initiatives so that you never lose sight of market perceptions and trends, even when your budget is lean.

2

### Analytics: Real-Time, Not Retroactive

- Monthly dashboards are obsolete. Actionable, real-time analytics now drive brand success.

- Shift from a one-dimensional analytics program to a business analytics perspective by building attribution models that directly connect marketing to measurable business outcomes and provide more sophisticated and meaningful insights.
- Integrate sales and marketing efforts through simple technical integrations that provide greater insight into how best to recalibrate both sales and marketing efforts, in concert, to drive the most significant results.

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### Regulatory Uncertainty: Prepare of the Changing DTC Marketing Landscape

- All signs point to more stringent direct-to-consumer (DTC) advertising regulations on the horizon.

- Escalate the collection of first-party data through partnerships with specialty pharmacies and lead-generation campaigns.
- Bolster your health care provider (HCP) engagement strategy (e.g., expanded channels, new tactics, and a higher degree of sales and HCP marketing integration) to position your HCP marketing efforts to carry the load for your brand.

4

### Digital Marketing Disruption: You vs. Google AI

- Google's algorithm updates and legal inquiries are impacting paid search, shifting how brands capture intent-driven traffic.

- Transition from a prescriptive paid search content strategy to a modular, adaptive paid search approach that increases reach and relevance.
- Optimize page content on a bi-annual basis with high-intent keywords to retain visibility and performance.

5

### Patient Empowerment: The Rise of Digital Care

- Growing patient distrust and the rise of telehealth and direct-to-patient online platforms mean patients are taking more control of their medical decisions and accessing treatment outside traditional HCP channels.

- Reprioritize brand recall in your content strategy so that patients ask for you by name: This lets you increase script lift regardless of the prescription journey a patient takes.
- Build partnerships with digital care technologies (e.g., digital treatment apps, patient portals, telehealth companies, and direct-to-patient platforms) and implement targeted outreach, ensuring that your brand is visible wherever patients seek care.

6

### Patient Access: It Doesn't End With the Prescription

- As patients take more control of their health care, their experience with payers and pharmacies is critical; difficulties with fulfillment or affordability can erode loyalty.

- Invest in a robust patient access program and aggressively market it as part of your brand story to ensure a seamless and positive fulfillment experience that leaves patients feeling supported — and loyal.

### Power Through the Pivots With Reingold

Success in today's pharma market demands relentless focus on the patient experience, digital fluency, and real-time optimization.

**Change is challenging — but you don't have to navigate it alone. Partner with Reingold to power through every pivot and achieve measurable impact for your brand.**

**Reingold.**