

A Marketers' Guide for Launch, Promotion and Life cycle Management



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Executive Summary

Digital medicine is emerging as a revolutionary field that can transform the entire spectrum of healthcare, from proactive prevention to effective treatment of diverse medical conditions. Unlike traditional pharmaceutical medications, digital medicine products need to speak to the clinical, economic and technological benefits to differentiate themselves from competitors. In this POV, we will discuss the unique challenges for marketing digital medicine and provide actionable information that will help guide you in these products' launch, promotion and life cycle management.

Landscape Analysis

Defining Digital Medicine

Digital medicine is a component of digital health that utilizes technologies such as mobile apps, wearables, sensors and software platforms to improve and optimize

healthcare delivery. These products often have a traditional pharmaceutical medication component, are FDA approved, and, unlike consumer health and wellness wearables, must be authorized by a physician. Digital medicines address a wide range of applications, from remote patient monitoring and telemedicine to personalized treatment plans and health behavior interventions.

Trends in Digital Medicine

Digital medicine, alongside digital health more broadly, is transitioning from selling individual products to integrated ecosystems. Patients and their healthcare providers (HCPs) are becoming accustomed to connected digital experiences. The utilization of digital medicine products facilitates this connection, aiding in vital sign monitoring, medication tracking, and chronic condition management.

As patients adopt a more active treatment approach using digital medicine, the ecosystem around that patient grows. These ecosystems enable real-time data integration, digitally notifying treating HCPs through channels like electronic medical records (EMRs) or email while patients can monitor data through connected wearables and mobile apps. This allows timely intervention during critical points in treatment. When integrated and used effectively, a digital health ecosystem will distribute care responsibilities by connecting patients with their healthcare teams in real time⁶.

Changing Landscape and Future of Digital Medicine

The future of digital medicine has the potential to bring about revolutionary changes in how healthcare is delivered, experienced and understood. However, challenges generating clinical data to demonstrate positive impact



on health problems may prevent its adoption. Most digital medicine brands on the market today were approved as a medical device and cannot claim clinical outcomes. Therefore, there is limited clinical outcomes data on digital medicine and wearables, and HCPs will overcome their reluctance as more data becomes available⁵. The move towards a “freemium” model to drive greater top-line revenue from the platform.

Remote Patient Monitoring and Preventative Care

Digital medicine wearable devices are poised to become more integrated with health systems and platforms, transforming the delivery of telemedicine and virtual care. According to a 2022 report on Consumer Adoption of Digital Health, 46% of survey respondents stated they own a wearable device³. As digital medicine products increasingly integrate with these consumer wearables, healthcare will shift focus toward preventative and proactive care models. Patients will have greater access to their health data, fostering informed decision-making with healthcare providers, and healthcare organizations can reduce costs and readmissions by equipping patients with remote monitoring equipment. According to a 2023 KLAS report, 38% of healthcare organizations with remote patient monitoring programs experienced a reduction in admissions⁴.

Personalized Treatment Plans through Biomarkers

Digital medicine is also propelling a transition to tailored treatment plans utilizing individual patient data from biomarkers. Today, biomarkers are primarily used in continuous glucose monitors, but their application in other digital medicine products will expand. Utilizing biomarkers via digital medicine can transform disease diagnosis, monitoring and treatment assessment. These biomarkers will provide objective, real-time insights into health status, replacing traditional subjective assessments to quickly become mainstream treatments.

Marketing Digital Medicine Requires a Unique Approach

Effective Positioning of Digital Medicine Brands

To successfully position digital medicine brands, it is crucial to communicate the technology’s value proposition, emphasizing data and its value beyond traditional

Marketers must position the brand at the intersection of clinical and economic benefits and technology.

therapeutics. The revolutionary aspect of these products is within the technology, not necessarily within the molecule or medicine.

Without clinical outcomes data, marketers must focus on the therapeutic and economic value added by the technology and its seamless integration into HCPs workflows and patients’ lifestyles. Brands must communicate how they are solving for a health problem, speaking to the benefits of digital medicine in terms of decreases in healthcare management costs through prevention and proactive care, fueled by acting on data from digital medicine.

Competitive Set

The competitive landscape for a digital medicine brand differs from that of a traditional therapeutic. Brands in this space must consider traditional medicines, other digital health technologies and consumer wearables as competitors. Prospective patients for a digital medicine product have likely already adopted a consumer wearable, and digital medicine products must articulate how their product is superior from both a digital health, wearable and therapeutic standpoint. Distinguishing themselves from traditional therapeutics is especially important since most HCPs are still more likely to prescribe a conventional treatment over a digital medicine product⁷.

Life Cycle Management

Digital medicine products require marketers to manage both the therapeutic agent (i.e., the pill) and the digital software’s life cycle. As products gather more clinical data and the technology progresses, their claims, indications and software will need to be updated. Marketers must consider how these updates affect the overall customer experience. Patients seek an integrated, personalized experience and digital medicine products must keep up with changing customer behaviors. Ensuring the app or platform is tagged correctly to capture engagement data to inform future software updates will help ensure that the product changes as consumer behavior changes. Brands should consider an annual calendar to



account for both regulatory scheduled reviews and software updates to ensure they meet their customers' evolving clinical and technological needs.

What Works and What Doesn't Work in Digital Medicine Marketing

Promotion and Communication

Digital medicine brands require distinct marketing approaches. The technology-driven value should be the primary focus for marketers. Healthcare professionals must be educated about the tools, services and data offered by digital medicine, with less emphasis on traditional pharmaceutical sales tactics. Communication should highlight how the product enhances patient interactions and enables remote patient monitoring. Clear communication about expected data outcomes and supporting clinical/economic data is crucial and should be accounted for in development and clinical trials. Educating HCPs about product integration into practice workflows is essential to minimize learning curves and perceived extra time/effort to prescribing.



From a patient perspective, marketers must emphasize the product's ease of use and its potential to enhance health and overall well-being through accessible data. Communication should showcase how the product seamlessly integrates into their daily life and simplifies their day-to-day. It is crucial to explain how the digital medicine product is a better solution to their current disease/

illness management. Marketers must also ensure patients comprehend the significance of data from digital medicine and how the product will support them throughout managing their condition.

Workflow Integration

HCPs often lack the time or willingness to incorporate new platforms into their routines. Integration with their daily-use platform will be crucial to adoption of digital medicine products. An exemplary model is true EMR integration, where HCPs can access data from the digital medicine product right from their EMR. This will prove challenging for any digital medicine product, as use of specific EMRs varies across health systems, each with its own process and data integration requirements. Considering budget and practical limitations, alternative digital channels can be used to harmonize with HCP workflows and encourage digital medicine use.

Strategies include:

- **EMR banner ads** –One strategy is to use EMR banner ads that guide HCPs directly to the platform without conventional sales content. Tailoring EMR integration based on therapeutic area and product indication can make use of EMR banner ads and overall EMR integration more efficient.
- **Rep-triggered communications and home office emails**—Another avenue is using rep-triggered communications and home office emails with the look and feel of personal promotion. Both communications should coincide with the optimal moments for HCPs to access digital medicine data, minimizing disruption to clinical operations and providing comprehensive training to address potential resistance¹.

Payer Adoption

Payer adoption of digital medicine depends on the ability to quantify clinical outcomes from using the product. In a space where 44% of these products have no claims on clinical outcomes, the validation, in this case, must hinge on economic results². Therefore, the approach to encouraging payer adoption involves crafting an economic narrative by evaluating real-world claims from conventional treatment routes to quantify the economic benefits of digital medicine products in terms of ER visits, hospital readmissions,



Targeting patients with an affinity for health tracking apps will drive earlier adoption of the product, but the essential step is directing these patients to digital medicine proficient providers.

comorbidities, etc. Using this narrative to engage with payers to negotiate coverage becomes pivotal, aiming for coverage comparability with traditional treatments. To do this, marketers must drive awareness among payers about the return on investment achievable through digital medicine product utilization.

Relationship of Healthcare Provider to Patient Promotions

Digital medicine product promotion requires engaging both HCPs and patients. At launch, raising HCP awareness about digital medicine benefits within the indication will be critical for gaining new patients. Even if a patient asks for the digital medicine product by name, the HCP's endorsement is pivotal to avoid prescribing alternative treatments.

Like traditional therapies, investing in direct-to-consumer (DTC) marketing and HCP promotions is necessary to drive patient requests at the point of care. In digital medicine, this also requires a strong targeting strategy across DTC and HCP.

The geographic relationship of DTC and HCP promotions to reach this intersection is necessary to drive digital medicine product uptake.

Conclusion

The landscape of healthcare is changing; patients have more access to their health data and expect more personalized digital experiences. To navigate this evolving landscape, digital medicine brands already on the market must position themselves as innovative solutions grounded in economic health outcomes through data. Future digital medicine products need to understand these nuances and account

for them in clinical development to avoid the same pitfalls that current products face with lack of clinical and economic data. By doing so, current and future products can play a pivotal role in shaping the future of healthcare and improving patient outcomes.

EVERSANA and EVERSANA INTOUCH have unique experience providing full commercialization services for digital medicine products. With their knowledge of the unique challenges within the digital medicine, history at the forefront of pharmaceutical innovation, and experience executing cohesive experiences across HCP and patient ecosystems, EVERSANA INTOUCH can help digital medicine brands maximize their impact with HCPs, patients, and payers. [Contact us](#) to learn more about our experience and offerings.

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