

Healthcare Manufacturer's 2011 Mobile Trends



VITAL^mHEALTH

Although slow in getting to the mobile party, the majority of Healthcare manufacturers are poised to introduce new mobile initiatives this year, according to the new 2011 Mobile Trends report from Vital mHealth and Trinsic Interactive. The report gathers thoughts, insights and directional trends from pharmaceutical, biotech and medical device manufacturers on the future of mHealth and mobile marketing initiatives.

The findings clearly show that as the healthcare industry is challenged from many different directions, manufacturers are working to identify how to effectively communicate and engage with their target audiences. With so many new information and education channels available to consumers and professionals, marketers are under pressure to understand not only how to communicate the most appropriate messages for their products, but also how and where to successfully engage with their customers.

While 40% of survey respondents already have some kind of mobile offer, nearly half say they are challenged with determining the justification and ROI. Sound familiar? This was where the industry started with the Internet as well. However, it is clear that manufacturers are taking mobile seriously as an effective marketing channel. It is not just a fad or trend; it will help innovative healthcare communications professionals succeed in their initiatives.



Methodology: The survey data was collected electronically via an online data collection tool. Respondents were recruited primarily through online channels including direct email and various social media resources. There were a total of 40 respondents from healthcare manufacturers, primarily pharmaceutical, biotech and medical device manufacturers.

Manufacturers are Increasing their Mobile Knowledge

Based on survey results, just over 40% (Chart 1) of healthcare manufacturers currently have any type of mobile offering. Healthcare manufacturers are working to get more knowledge about the channel, with more than three-quarters (Chart 2) identifying their knowledge level as average or below average. Twenty-three percent consider their knowledge above average or expert in this area. However, these are respondents who have already implemented mobile initiatives.

CHART 1
Does your organization currently offer or utilize the mobile channel to communicate with clients, customers or employees?

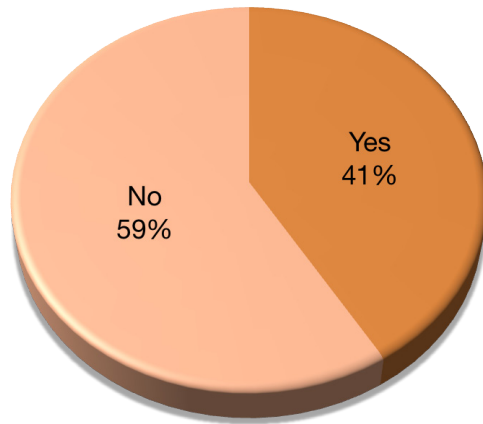
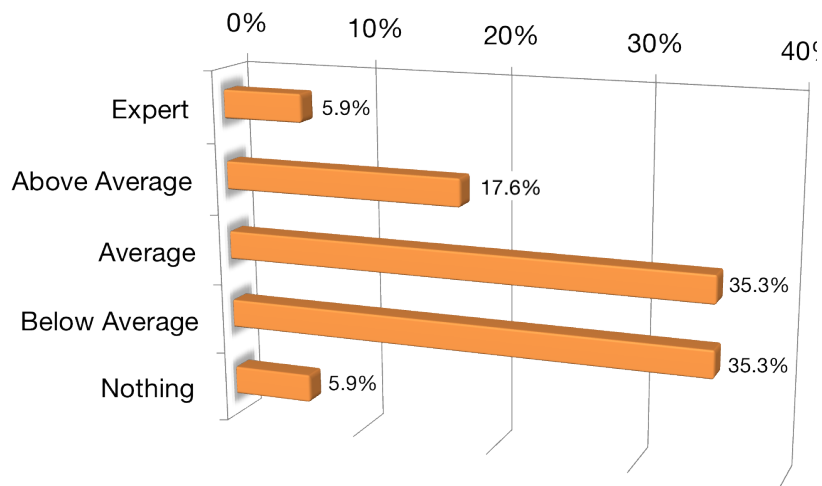


CHART 2
Describe your organization's knowledge of the mobile channel.



HCP's are the Main Targets for Mobile Initiatives

Healthcare practitioners (Dr's, nurses or other allied health professionals) are the primary targets of these new mobile initiatives. Consumers or patients are considered just over 50% of the time and employees around 30% (Chart 3).

The primary objective of these mobile initiatives includes diagnosis, medical record access or recording, medical reference and training or education (Chart 4). Also in consideration, but not quite as important, are personal health tracking/coaching, conventions/meetings and clinical trial support.

CHART 3
To which audience(s) do you plan to launch your mobile initiative(s)?

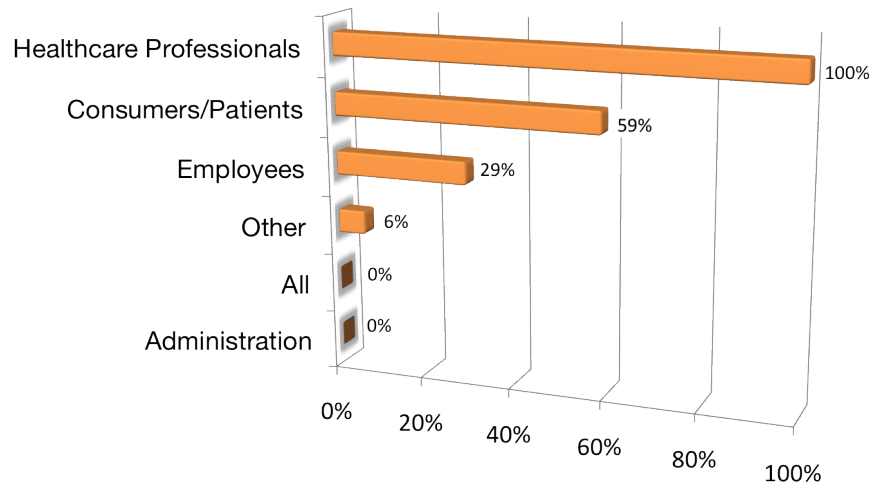
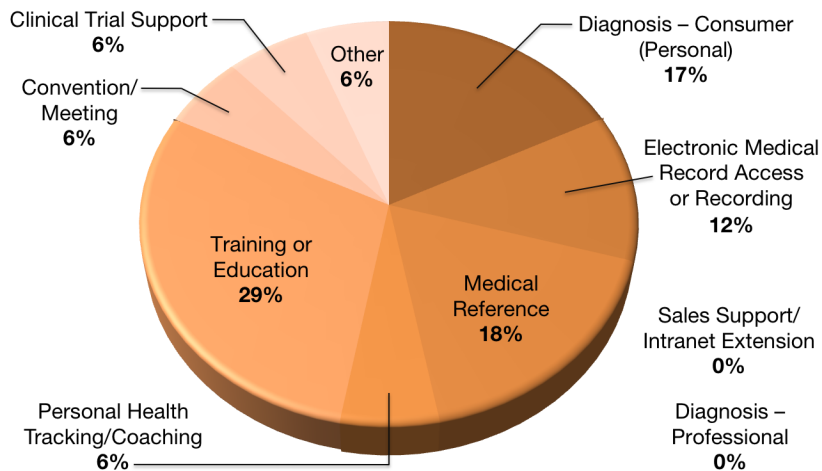


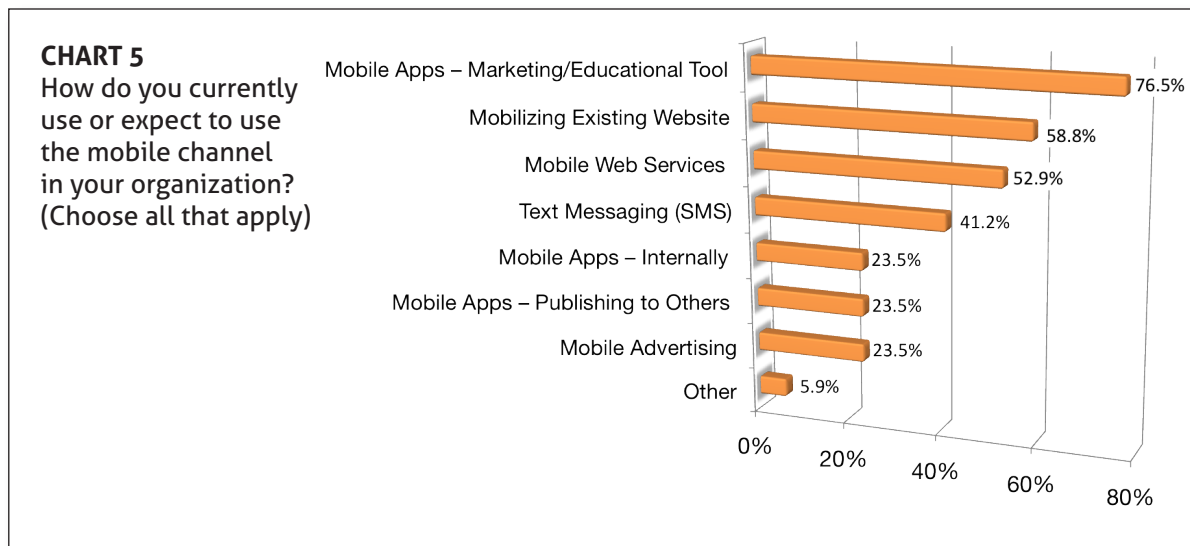
CHART 4
What is the primary objective of your mobile initiative?



Mobile Apps will be Primarily for Marketing and Education

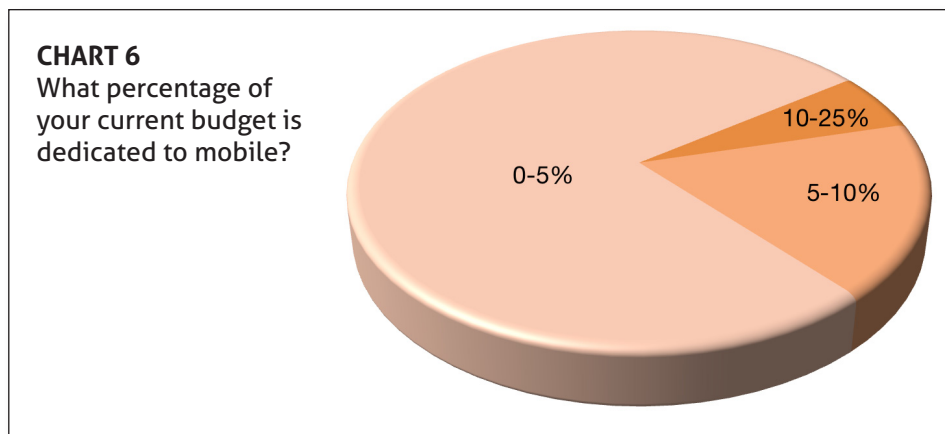
Of respondents that currently have mobile health initiatives, the majority are interested in developing mobile apps to use as marketing and communication tools. They are also interested in developing mobile Websites and creating versions of their existing websites, which can be accessed via mobile devices. Text messaging (SMS) is also on the list of items that they are looking to initiate.

New revenue streams and creating internal efficiencies did not rank high on their expected use.



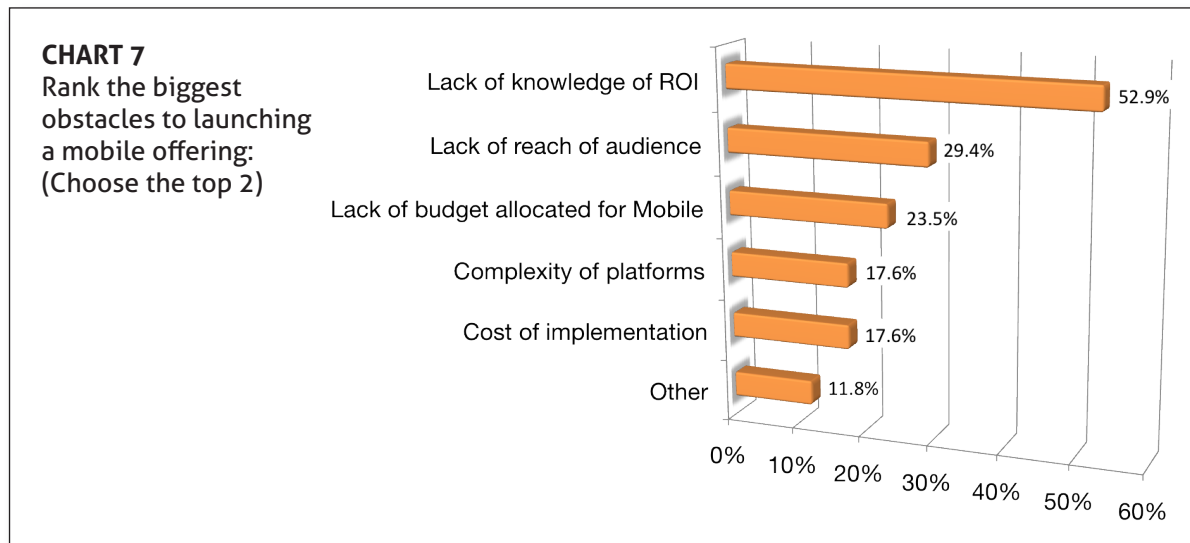
Limited Budgets for Mobile

As to be expected, budgets for mobile are relatively low, compared to other types of marketing. Roughly three-quarters of the respondents indicated that their mobile budget is 5% or less of their total budget. Just about 18% indicated that they allocate between 5 - 10% of their budget, while only 6% spend more than 10% of their budget on mobile.



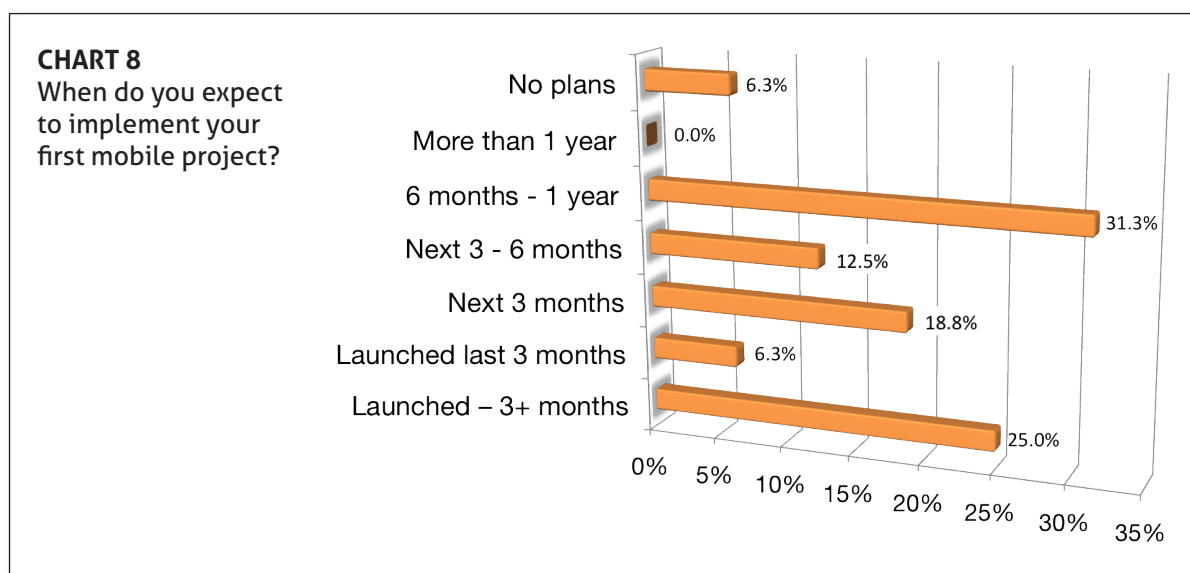
Mobile ROI is the Primary Obstacle

The biggest obstacle in launching a mobile offering is the lack of return on investment. This is indicated by almost half of the respondents. The lack of reach and lack of allocated budget dollars are also high on the list. The cost of implementation and complexity of the platforms provided some resistance as well.



2011 Will Be the Year Manufacturers Launch Mobile Initiatives

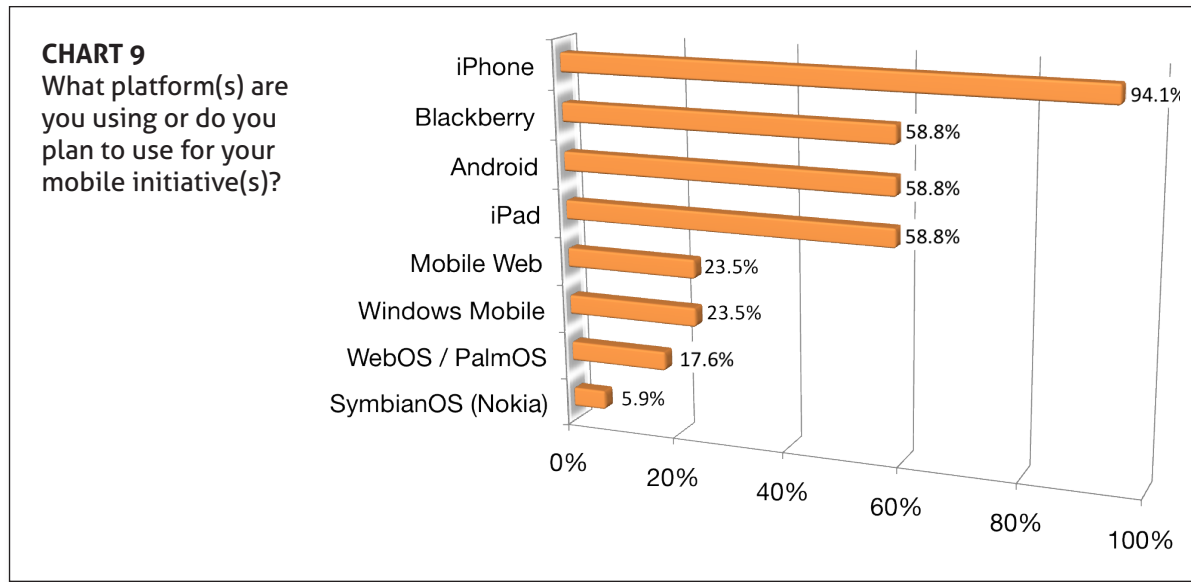
Of the healthcare manufacturers, about one-third have launched mobile initiatives. Sixty-one percent indicate that they are planning to launch initiatives within the next year. Of those, 18% expect to launch this year, while another 40% will launch within the next 6 months to a year.



iPhone Apps Lead, but Others Are on The Radar

Not surprisingly, the top mobile platform being considered for mobile initiatives is Apple - primarily for the iPhone, but the iPad also is a top consideration. Coming in close behind is both the Android and RIM (Blackberry) platforms. Less than a third of the respondents identified Windows platform or others. (Chart 9)

Although slow in getting to the mobile party, Healthcare manufacturers are poised to introduce new mobile initiatives beginning in 2011.



The Healthcare Manufacturer 2011 Mobile Trends survey was created jointly by Vital mHealth and Trinsic Interactive. To receive future mHealth reports by email contact Karen Warth at karen.warth@vitalmhealth.com. For a media kit with graphs please contact Bob Gear at bob.gear@trinsicinteractive.com.

About Vital mHealth

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Vital mHealth is a mobile-first digital agency specializing in market-driven solutions for healthcare. We use our 20+ years of experience in interactive marketing to develop mobile strategies that deliver valuable customer connections, extends brand conversations and provides important behavioral insights. We offer a full-range of mobile solutions including website development, applications and campaigns.

About Trinsic Interactive

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Trinsic Interactive is a full service digital agency with a focus on serving key verticals including health care. We utilize our 17+ years of digital health care marketing expertise and weave in the new web 2.0, mobile and current digital trends to create a new way of marketing healthcare products. We work with our clients to identify the right digital channels, tactics and messaging mix to reach and engage their target audience and drive ROI.

Trinsic Interactive services include:

- Interactive Strategy
- Website / Microsite – Design and Development
- Social Media
- Online Media Planning and Buying
- Mobile

