



The Chair's Theme Award (this year's theme: Social Media)
sponsored by IMS Health

WINNING ENTRY

From Early Warning to Front Foot Forward

sanofi-aventis / Artesian

Executive Summary:

The World Wide Web and social media are offering increasing empowerment to customers and patients and therefore possibly great potential as an information source for pharmaceutical marketing. Sanofi-aventis' vision is to travel a journey of listening and collating results to understand the viability and value to be gleaned, and then to consider appropriate response or engagement.

A number of teams were brought together; Business Innovation, Market Research and Marketing and an agency was chosen – Artesian Solutions - who provide a surveillance application, reporting systems and technical and strategic guidance. Critical to the success of this initiative is adherence to Adverse Event Reporting Guidelines - our Pharmacovigilance team were an essential partner throughout the development of this project.

*Sanofi-aventis now monitors individual conversations in mediums such as news, blogs and Twitter, together with the *themes* and the volume of conversations to better assess their value to product planning.*

The objective, in terms of listening to, and then using the information, with regard to improving or changing strategy has been met with several examples already across different Brand Teams. Work is now being undertaken to engage with customers and patients through Web based technology together with the development of related Key Performance Indicators to measure results and Return on Investment.

The UK process has also been shared with Global colleagues as a demonstration of best practice.

Judges' comments:

The underlying idea of 'listening in' as a passive means of gaining customer feedback is an interesting one. The judges commented that this entry was well articulated & structured, expressing the strategic need of the organisation. It included good examples of what was tracked and powerful endorsement from senior management.

RUNNER-UP (Judges' comments):

Connecting via the Hospital Intelligence Group

IMS Health / Colin Wilson, Novartis Pharmaceuticals UK Ltd

An interesting idea of sharing information – this paper described a communication platform to help companies access additional information to help them stay ahead in a competitive landscape.