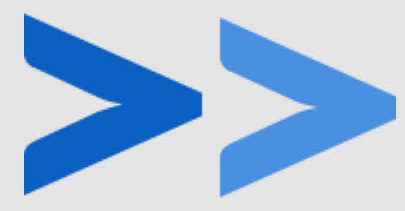


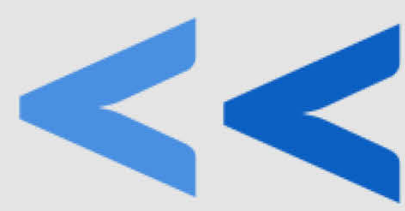


Digital marketing in *Rare Disease*

Katie Cadge, Bsc Natural Sciences with industrial placement



About Pfizer



- Pfizer is an American pharmaceutical corporation, with offices in over 50 countries across the globe.
- There are around 2500 employees in 5 locations across the UK, with the national head office based at Walton Oaks, Surrey.
- The biopharmaceutical unit of the business develops and delivers innovative products across 6 business groups: Hospital, Inflammation & Immunology, Internal Medicines, Vaccines, Oncology, and Rare Diseases.

Pfizer's purpose:

Breakthroughs that change patients' lives

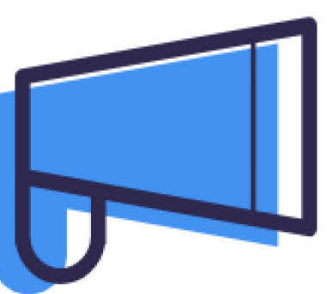
My role in digital marketing

As the digital marketing undergraduate, I was granted the responsibility of leading on the RD digital strategy.

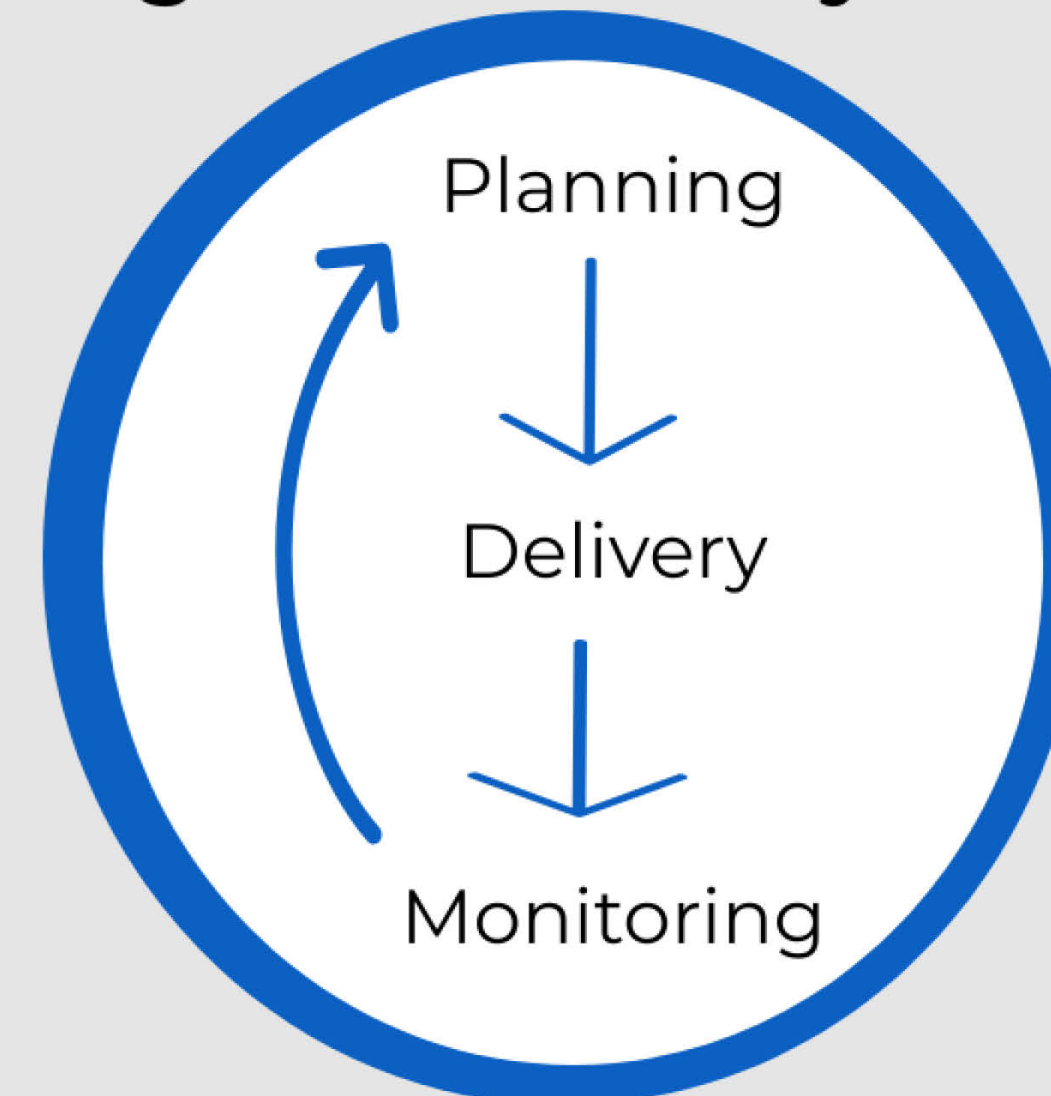
This involved coordinating and advising on our multi-channel content plans; ensuring timely delivery in line with our content calendar every quarter; and lastly monitoring, interpreting and sharing operational metrics in order to assess the success of each campaign and content piece.

OBJECTIVE:

Assist the team in implementing a more planned approach to digital strategy in order to produce effective omni-channel content which will improve customer experience and ultimately increase sales.



Digital content cycle:



Methods

- Arranging relevant training to ensure colleagues are able to produce and deliver content proficiently across our range of channels.
- Collecting data via analytics software and building complex spreadsheets in order to track operational metrics and measure success.
- Adaption of complex metrics into visual reports including interpretation of results and future recommendations. Distribution of reports amongst wider team in order to increase digital awareness and buy-in.
- Organisation & facilitation of multiple workshop series in order to create protected time in team for reflection on our current performance and thus inform and improve future content plans.

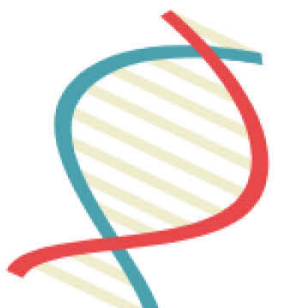
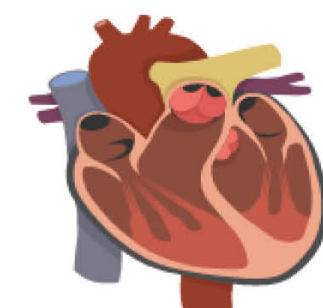
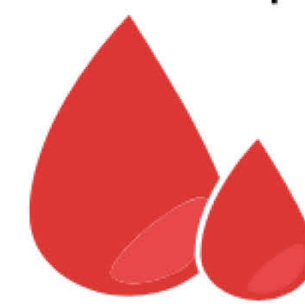
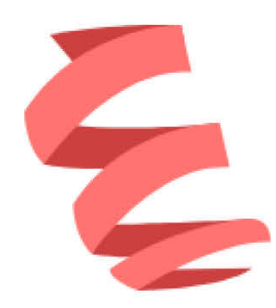
What is Rare Disease?

Today there are an estimated **7000 rare diseases** in the world, however currently **only 5%** of these have available treatments (1).

Though individually rare, collectively these diseases affect **3.5 million people** in the UK alone and **1 in 10 people worldwide** (1, 2).

Pfizer Rare Disease (RD) UK encompasses 6 brands across 3 main therapy areas: **Endocrine, Haematology, and Amyloidosis (cardiology)**.

RD are also working on **advancing their gene therapy capabilities**. Specifically, they are investigating highly specialised, potentially one-time gene therapy treatments for patients with rare diseases.



Results



Highest delivery rate and volume across the business units. Increased content delivery vs content plan from **33% in Q4 to 71% in Q1**.



Firsts for RD: Production of 'story-sequence' email campaign; social media campaign; and third party promotion with BMJ.



First for Pfizer UK: creation of 'Proactive RTE', a new channel explored in response to Covid and lack of access to customers.



As consequence of our digital exploration & successes, we secured an extra £100,000 of global funding for 2020/21.

Skills developed

Time management

Industry knowledge

Presentation skills

Business strategy

Analysis

Teamwork

Networking

References:

1. Rare Facts. 2019. Available at <https://globalgenes.org/rare-facts/> (last accessed August 2020). 2. What is a Rare Disease? 2020. Available at <https://www.raredisease.org.uk/what-is-a-rare-disease/> (last accessed August 2020).