

Omnichannel Marketing 2016

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From the editor

One of the biggest difficulties pharma marketers face, according to a former brand portfolio lead I spoke with, involves taking a parochial view of "omnichannel." Like Saul Steinberg's *New Yorker* cover "View of the World from 9th Avenue," many marketers view the Field Force as the center of healthcare promotion and tend to measure ROI in isolation. That's dangerous because when any one channel gets credit for a better ROI without consideration of the role played by another channel, "potentially devastating results can occur in brand performance." To help readers be sure that all of their efforts are in sync with, and measured alongside, one another, we present this supplement, *Engaging Healthcare Audiences in an Omnichannel World*, a road map of tips, trends, and data to help healthcare brands reach multichannel engagement.

Marc Iskowitz, Editor-in-Chief, *MM&M*

4 Rules of Engagement

Patients and doctors are looking for omnichannel excellence and orchestrated customer engagement, but is pharma ready? A look at the industry's culture of optimization

9 Marketing Tech Opens New Doors

Healthcare's engagement arsenal is growing fast and includes a host of tech advances that are making the job easier, from programmatic buying to targeting and other innovations

14 Vox Pop: Crossing Channels

Five long-time sector pros on harmonizing healthcare campaigns in today's complex marketing world

17 Partners

A showcase of select healthcare marketing and media companies marshaling strategies across channels

30 Companies at a Glance

Alphabetized advertiser index of healthcare marketing and media companies



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