



# ***STREAMLINING FULFILLMENT, SIMPLIFYING COMPLIANCE, & STAYING COMPETITIVE FOR THE 21ST CENTURY LIFE SCIENCES MARKETER***

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*A Quick Start Guide for Marketing to Your Distributed Sales Force to Overcome the Challenges of Broader Territories, Less Face-time, and Greater Regulation in the Pharmaceutical and Health Sciences Industry.*

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***JETMAIL***

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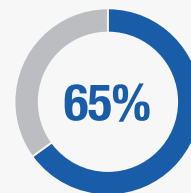
## SECTION 1 / INTRODUCE THE PROBLEM

# Physical Marketing Collateral in a Digital World

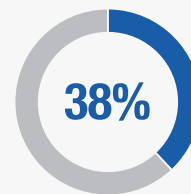
*Print isn't dead. In fact, in today's life sciences marketing landscape, print is thriving.*

Print isn't dead. In fact, in today's life sciences marketing landscape, print is thriving. Pharmaceutical, biologic, medical device, and medical supply companies routinely report superior results when their sales efforts are boosted by printed promotional material and marketing collateral. This might seem counterintuitive now that the digital era is well underway, but the facts speak for themselves:

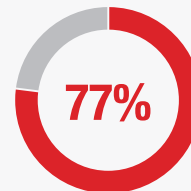
- According to a recent 2012 CMI/Compass report, email has steadily declined as the preferred channel, and direct mail has grown to become its rival, owning 65% of the healthcare professional audience. That figure is almost twice as much as it was in 2009, at only 38%. Doctors are going back to the basics. Whether it has to do with channel saturation, information overload, human mobility or a combination, this shift in preference cannot be overlooked.
- In the same report, print was the most selected format across all medical specialties; it received the highest rankings among physicians in each specialty.
- According to a similar CMI/Compass report from 2012 that surveyed physician assistants and nurse practitioners, "... Direct mail ranks second only to email as a top information delivery preference. On this point, when asked if they personally read mail from Pharmaceutical companies, 60% of the PAs and 77% of the NPs answered 'Yes.'"



**65%** of doctors in 2012 with preference for information via direct mail



**38%** of doctors in 2009 with preference for information via direct mail



**77%** of Nurse Practitioners that answered 'YES' to reading mail from Pharmaceutical companies



**60%** of Physician Assistants that answered 'YES' to reading mail from Pharmaceutical companies

Simply put, when it comes to receiving important product information that can help doctors help their patients, more and more healthcare professionals are adding a heavier weighting to underutilized, basic, high-access information delivery channels, such as printed marketing collateral, to some of their existing and possibly more saturated higher-tech media preferences.



*...it's often up to the marketing collateral to do the heavy lifting.*

Doctors and healthcare professionals are busier than ever. As their patient loads increase and staffing numbers decrease, healthcare professionals have less time on their hands to meet personally with sales representatives, let alone attend conferences and trade shows. Sales representatives are discovering that the old tried-and-true approach of “just dropping by” to chat with doctors unannounced results in a face-to-face conversation only about 20 times out of 100 (again, from the CMI/Compass report). That doesn't mean doctors don't want to hear about new drugs or new medical products that will improve their practices and the health of their patients. However, it does mean it's often up to the marketing collateral to do the heavy lifting. Certainly, digital outreach methods like email have their place in the modern marketing world, and they're not going away. But printed collateral, thanks to its permanency, shareability, attractiveness, and ease of reading, will continue to be an effective and appreciated method for informing healthcare professionals about pharmaceuticals and other medical products.

Common forms of printed and physical collateral used by life science marketers and their distributed sales force include:

- **Marketing Literature** like brochures, catalogs, articles, white papers, flyers, booklets, and leaflets
- **Direct Mail Templates** for mailers, postcards, proposals, & letters
- **Office Supplies** like stationary, folders, business cards, and envelopes
- **Trade Show Giveaways**, promotional business items, posters, signs, and graphics

## ***Life Sciences Marketing Challenges***

While life science marketers can still count on the effectiveness of their printed marketing collateral, they increasingly need faster, more reliable methods for marketing collateral fulfillment and printing. Competition is getting fierce in the life sciences field, with more players entering on a regular basis. Product lifecycles are decreasing. Beating out the competition requires speed and flexibility, two qualities that aren't traditionally associated with printing and fulfillment or, for that matter, the distributed sales force that is common among life sciences companies. To keep up—and, especially, get ahead—in this fast-paced sector, life sciences companies:

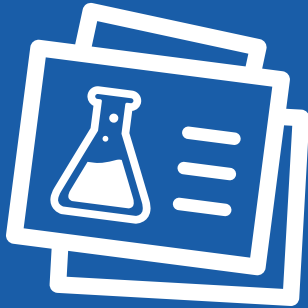
- Can't afford to waste time on inefficient, manual processes for managing, producing, and distributing printed marketing collateral
- Must make the most of their marketing spend. They can't overstock, wasting money and space on storage and marketing materials they'll never use
- Need timely insight into how and where their marketing assets are being used

***Building relationships with doctors will always be a key marketing strategy...***

Building relationships with doctors will always be a key marketing strategy, but because face time with doctors is becoming a rare privilege, printed collateral needs to be more targeted. Life sciences companies need to tailor their collateral for its specific use: by geographic region, job role, product/service offering, even the specific individual. This requires a certain amount of flexibility from printing and fulfillment providers.

## Increased Compliance Demands

The Physician Payments Sunshine Act (or just the Sunshine Act) went into effect as part of the sweeping Patient Protection and Affordable Care Act on Aug. 1, 2013. *The American Medical Association summarizes the act this way:*



*“Manufacturers of a drug, device, biological, or medical supplies participating in federal health care programs will have to report to [the Centers for Medicare & Medicaid Services] any direct payments or transfers of value to physicians and/or teaching hospitals of \$10 or more. However, there are 12 exceptions where a direct payment or transfer of value is not subject to reporting. These include product samples and educational materials that directly benefit patients.”*

Physician Payments Sunshine Act of 2009, S.301, 111th Cong., 1st Sess. (2009). Accessed online at <<http://thomas.loc.gov/cgi-bin/query/z?c111:S.301>>

The risk of noncompliance with the Sunshine Act is high. Life sciences companies that fail to report transfers of value in a timely manner could be charged a penalty of up to \$10,000 for each violation. Those who knowingly fail to submit information face fines of up to \$100,000 per incident.

Because of the high risk involved, most companies view compliance as a high priority. Some have resolved to simply not transfer anything of value to physicians. The problem with this approach is clear; sales efforts without physical collateral will fall flat. But those companies that do choose to continue using physical collateral are finding that the new regulations aren't that easy to follow.

What, for example, gives any given piece of collateral value, and how can a company determine if it is over or under \$10? One of the exemptions of the Sunshine Act is “educational materials that directly benefit patients or are intended for patient use.” The line between promotional and educational is sometimes a fine one; how can companies find it?



***Life sciences companies that fail to report transfers of value in a timely manner could be charged a penalty of up to \$10,000 for each violation.***

To cover all their bases and avoid liability, some companies have decided to record all transfers – regardless of value. However, even that approach can be imperfect when deployed over a large, decentralized sales force. Tracking distribution of materials from individual salespeople to doctors and other healthcare providers is a challenge, one that increases with the size and geographic reach of the sales force.



*...no matter how many pieces have already been printed, if the Surgeon General issues new rules or a new study reveals previously unknown side effects to a drug, a life sciences company must update all of its marketing collateral and discontinue any material that doesn't include the new information.*



The Sunshine Act has the potential to slow down the sales process at a time when life sciences companies need to be more, not less, nimble. And the Sunshine Act may not be the end of it. Regulations are always changing. The healthcare and pharmaceutical industries are frequent targets of lawmakers and government regulators. Life sciences companies need to be prepared to respond quickly to new regulations and recall (if necessary) any noncompliant material.

Insight into and control over the use of printed marketing collateral and promotional material is essential.

### **An Industry in Flux**

Unlike in other industries, where standards change slowly and with plenty of warning, life sciences marketers must keep pace with ongoing research into their pharmaceuticals and medical devices. Any changes to a drug or significant piece of data from a clinical study must be reflected in the physicians' information included with any marketing material. Thus, no matter how many pieces have already been printed, if the Surgeon General issues new rules or a new study reveals previously unknown side effects to a drug, a life sciences company must update all of its marketing collateral and discontinue any material that doesn't include the new information.

A system that allows life sciences marketers to quickly and centrally control all printed content is key.



## SECTION 2 / HOW COMPANIES ARE DEALING WITH THESE PROBLEMS

## Two Fulfillment Strategies: In-House & Outsourcing

Life sciences companies can take one—or a combination—of two different approaches to managing, fulfilling, and printing their marketing collateral. They can perform these functions on their own, printing, storing, and distributing materials in-house. Or they can outsource them to one or multiple vendors. What follows is an analysis of these two approaches.

### *In-House Printing and Sales Force Fulfillment*



The perceived advantage of an entirely in-house fulfillment operation is the level of control. When a company manages, prints, and stores all of its collateral, it just seems like a more reliable way to avoid compliance violations. The company doesn't have to rely on another company to understand its compliance obligations and make sure they're met.

In-house fulfillment also seems like a cheaper solution. Companies reason that if they have the capacity to print, store, and manage marketing material in-house, there's no reason to pay a premium to outsource those functions to other companies.

### *Disadvantages of In-House Printing and Fulfillment*



Perceptions can be deceiving. While in-house fulfillment might seem like a more affordable, reduced risk course for life sciences companies, it has significant drawbacks. In many cases, fulfilling and printing collateral in-house costs companies more and creates more risk than outsourcing. Here is why:

- ***It's a distraction.*** The more time and resources marketing departments spend on fulfillment and logistics, the less they spend on their core competency: marketing.
- ***It's not scalable.*** As a sales force grows, the in-house fulfillment staff (and the space dedicated to the operation) should be increased as well. Otherwise, this small support staff gets stretched thin, which could lead to mistakes, delays, and missed opportunities.

- ***It's often disorganized.*** Successful sales and marketing efforts rely on a seamless flow of information between departments. But when compliance management, brand management, and fulfillment logistics aren't unified, important information can fall through the cracks.

- ***It's a waste of space.*** In-house fulfillment, printing, and storage isn't a purely monetary cost. The amount of square footage it takes up and the other uses to which that space could be put should also be considered.

There are software solutions available for automating many of the tasks required for in-house fulfillment, but choosing among the many different "silo solutions" available and integrating them can be daunting. Someone must also be assigned to administer the system, which can be a drain on IT resources.



## **Outsourcing Marketing Fulfillment and Sales Support**

Outsourcing—done right—removes the many burdens of fulfillment from companies and allows them to focus on marketing. It also frees up space and resources for other, more strategic functions.

### **Disadvantages of Outsourcing to Multiple Vendors**

Problems with outsourcing usually arise when companies choose to work with multiple vendors. For example, a company might use one vendor for printing, another vendor for storage, another vendor for packing, another vendor for shipping, and so on.

When life sciences companies work with multiple vendors for fulfillment:

- **Communication, tracking, and coordination must be done manually.** Orders are made by phone or email. Compliance is tracked using spreadsheets. As is true for any business systems, any manual element is an additional opportunity for human error or delay.
- **They have less flexibility.** This is because they have to coordinate efforts across several different vendors with different workflows and deadlines. This reduces the ability for life sciences companies to roll out creative solutions and campaigns on a timely basis.

*Problems with outsourcing usually arise when companies choose to work with multiple vendors.*

- **The time from order to distribution is slow.** This is, again, due to a manual process spread over multiple vendors. As this paper has already discussed, speed is of the essence when trying to compete in the modern life sciences marketplace. Delay can kill a marketing campaign.
- **It's inefficient.** Mistakes in shipping, picking/packing, storage, order processing, mailing, and print production cost time and money.



## SECTION 3 / OUR RECOMMENDATION

## A Better Solution: Marketing Resource Management (MRM)

In the modern competitive life sciences environment, in which speed, flexibility, and compliance make the difference between successful and unsuccessful sales efforts, outsourcing the printing and fulfillment of marketing collateral and promotional material often has more benefits than doing it in-house. Even better is outsourcing the entire operation to a single provider. This all-in-one solution is called **marketing resource management (MRM)**.

Marketing resource management is a centralized approach to producing, managing, and distributing marketing assets and promotional material. Cataloging, storage, retrieval, printing, production, and distribution is done as a holistic, integrated process. In short, MRM is a way for companies to systemize the entire production workflow through a single environment.



### How MRM Works

Marketing resource management is powered by the Internet. According to a typical arrangement, a printing and fulfillment vendor offers a life sciences company with complete real-time access to its inventory of collateral through an online portal, accessible from anywhere. Among other activities, the life sciences company can monitor the status of its orders, receive low-threshold reorder alerts, and use online tools to generate reports for compliance purposes.

The following is an example of a typical MRM workflow:

- 1. A pharmaceutical sales representative orders some brochures he needs through a web store interface.** The ordering experience is very similar to what the representative might be familiar with from common e-commerce websites, with a search function, product descriptions, a cart, and a checkout.
- 2. The order is recorded centrally,** where it can be accessed later in a report.
- 3. The estimated value of the order is logged for Sunshine Act compliance management.** The representative's company has already determined the value of each piece of collateral and passed it on the MRM vendor, which automatically keeps track of transfers of value.
- 4. The order is fulfilled immediately from existing inventory, packaged, and shipped.** Alternately, if the item is not in the existing inventory, the MRM vendor can print it on demand.

## The Benefits of Marketing Resource Management

Companies that use an all-in-one fulfillment vendor following the principles of marketing resource management find the approach has several benefits over in-house fulfillment or contracting with multiple vendors. Among them:



- **It's faster and more efficient.** A single vendor handles everything: printing, mailing, warehousing, order processing, inventory management, and distribution to domestic and international locations.
- **It's simpler to control and monitor.** Order controls, order limits, budgets, data logging, and tracking information is centralized and up-to-date reports are available in real time. This gives marketing departments and executives more insight into what their company is spending on marketing assets. It also provides a way to track orders for compliance purposes.
- **It allows for more precise brand management.** Because assets can be printed on-demand in smaller batches, templates for different regions, specialties, and even individual doctors can be created. For example, two different versions of the same brochure can be created, one using sunshine imagery for distribution in Texas and another with coastal imagery to be distributed in Maine.
- **Ordering is role-based.** Sales representatives have individual logins, and therefore are only granted access to the collateral they need for their jobs. This gives their employers the ability to implement order limits and enforce budgets.

*...an all-in-one MRM solution gives a life sciences company more control over its inventory of marketing collateral.*

The recurring theme throughout these points is that an all-in-one marketing resource management solution gives a life sciences company more control over its inventory of marketing collateral. By reducing waste and streamlining the fulfillment process, companies will also reduce costs and find themselves able to react more quickly to changes in the market or new governmental regulations.



## **How to Choose an MRM Vendor**

Because marketing resource management is now viewed by many in the life sciences industry as the most reliable, cost-effective method for the fulfillment of printed collateral and promotional material, many fulfillment vendors are now marketing themselves as MRM providers. Some of these vendors fall far short of being all-in-one providers or are not a good fit for life sciences.

True all-in-one vendors are also full-service printers that can handle both storage and logistics. That means they don't outsource anything and offer a seamless integration between print, fulfillment, and mailing workflows. Vendors with experience in the life sciences industry understand the fulfillment requirements of a life sciences company, with all their associated costs and efforts. They have built their order control, data capture, and reporting capabilities in response to the specific compliance requirements of life sciences.

Flexibility is also an important differentiator between MRM providers. The capabilities of an MRM vendor should mirror a life sciences company's need to make frequent and speedy changes to its assets. That means making changes to a stored digital asset with just a few mouse clicks and print-on-demand. It also means that the vendor can receive orders through any number of means:

- **Through the webstore**
- **Batch file transfers**
- **Business-to-business integrations via xml**
- **Other web services**

Finally, a vendor with a global reach will have the advantage when it comes to logistics. Pharmaceuticals and other life sciences aren't limited to the United States. A good marketing resource management provider will be able to ship anywhere, worldwide, and should be able to integrate easily with other business-to-business or business-to-consumer systems.

**True all-in-one vendors offer  
a seamless integration  
between print, fulfillment,  
& mailing workflows...**

## SECTION 4 / NEXT STEPS

# All-in-One Marketing Fulfillment Solution for Life Sciences Sales Teams



For more than two decades, Jet Mail Services has specialized in direct marketing and e-fulfillment solutions, offering a complete range of services in support of **smart branding, marketing communications, and customer engagement objectives**, including marketing, printing, mailing, international shipping, data processing, e-commerce storefronts, web-based order management, and warehousing and distribution services.

**We specialize in helping pharmaceutical, biologic, medical device, and medical supply companies** meet their compliance obligations and launch fast, effective marketing campaigns. Anywhere from design to print, Jet Mail's direct marketing experts determine the most cost-effective solutions, tailored to each organization's needs. From digital printing to offset presses, Jet Mail has the firepower to quickly process and execute requests.

Jet Mail empowers life sciences companies with branded online storefronts and advanced marketing fulfillment systems. We give companies the tools necessary to manage their customer information and effectively market and fulfill their products. From click to ship, Jet Mail offers order processing, web-to-print services, e-commerce integration, warehousing, and distribution services. As a division of GeoPost Intercontinental, Jet Mail puts a worldwide network of courier services at your service. GeoPost is a global provider of customized delivery and transportation solutions. We ship over 2.5 million parcels per day to 230 countries worldwide from 800 locations.

From product brochures and promotional flyers to tradeshow signage and direct mail campaigns, Jet Mail can produce, manage, and distribute marketing and sales collateral to health care providers, sales teams, branch offices, physicians, dealers, distributors, and other key audiences around the world. End-to-end integration of marketing supply chains from print production to order processing to warehousing to delivery is more than a cost saver; **it's a strategic advantage.**



**Cost Effective Print Solutions**



**Data-Driven Campaigns for your Marketing Team**



**Expertise in Direct Mail & Postal Regulations**



**Advanced e-Fulfillment Capabilities**



**A Worldwide Network of Courier Services**



SECTION 4 / NEXT STEPS

## Contact Us to Learn More or Schedule a Free Assessment

For more information on how Jet Mail can help your life sciences marketing efforts, contact us by visiting:

[www.jet-mail.com/contact-us](http://www.jet-mail.com/contact-us)


or giving us a call toll-free at :

**1-800-JET-MAIL (1-800-538-6245)**

Connect & Interact with Jet Mail online:



 **Request Your Free Assessment Today!** >

 **Schedule a Brief Discovery Call** >

If you're ready to get started, request a free **Cost-Savings Assessment and Roadmap**. During your free Cost-Savings Assessment, a marketing fulfillment specialist from Jet Mail will:

- **Complete an analysis of your organization** to determine your marketing fulfillment needs.
- **Provide a comprehensive audit** with the most current tools, software, and postal efficiency practices to make your programs more targeted and cost efficient.
- **Present recommendations** on how to optimize your programs, while demonstrating the specific features and benefits of our services.
- **Deliver an on-the-spot price estimate** with a custom print, mail, or fulfillment solution that meets your unique needs.

There is absolutely **No-Cost** and **No-Obligation** to schedule a consultation, but you'll receive plenty of valuable information!





**JETMAIL**

*Your One-Stop Shop for Direct Marketing & Fulfillment Solutions!*

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