

DIGITAL MARKETING GUIDE

FOR MEDICAL TECHNOLOGY COMPANIES

A five-part industry guide to the biggest digital marketing opportunities available to medical technology marketers today

Part 3

MOBILE MARKETING FOR MEDICAL TECHNOLOGY COMPANIES



GREY MATTER MARKETING

MARKETING SMARTS FOR YOUR BUSINESS

The healthcare marketing landscape is undergoing a dramatic transition brought on, in part, by a wave of new regulations. Now, more than ever, it is important that medical technology companies and their customers evolve together. Manufacturers can no longer succeed by simply delivering incremental product and cost improvements and deploying a retail/detail sales force. Instead, hospitals and physicians are seeking broader, more strategic relationships with manufacturers.

Nothing lends itself better to this new buying process than digital marketing. Digital marketing initiatives allow manufacturers to engage with prospects earlier in the sales funnel to communicate their value offering while reducing the cost of sales. When done right, digital marketing aids in the discovery of meaningful insights, allowing you to engage customers better and cause changes in their behavior. The more meaningful customers find your solutions, the more profound and favorable these changes will be. As the campaign progresses, digital marketing also provides real-time access to performance metrics so marketers can maximize the efficiency of their investments.

In the spring of 2013, Grey Matter Marketing fielded an online survey of 108 marketing professionals employed by U.S. medical technology companies. Grey Matter Marketing requested that respondents share opinions and comment on current trends and challenges in digital marketing. Using the insights from this survey and experience in the field of digital marketing, Grey Matter Marketing has developed a five-part industry guide to provide medical technology marketers with a roadmap for the biggest digital marketing opportunities available today.

Part three of our five-part series shows medical technology professionals how to leverage mobile marketing to enhance their digital marketing strategy to reach, interact with and influence customers. Even more importantly, it gives readers the supporting evidence needed to recommend specific mobile strategies to management and internal legal and regulatory teams.

Mobile Marketing Defined

For most U.S. adults, a mobile device is a constant companion. Your mobile phone is likely the first thing you pick up when you wake up in the morning. You use it throughout the day, in multiple physical locations, and you also probably check it one more time before going to sleep at night. We look up the weather, read our emails, go shopping, and search for information with this tiny handheld device. So defining mobile as a channel, strategy or technology does not quite do it justice; mobile is how we behave. It is how we live, research, document, and communicate.

The point is: if you are a marketer and are not considering how to reach your target audience on mobile, you are missing a large portion of their day. Mobile can no longer be ignored by marketers who want to succeed and thrive in the new healthcare marketing landscape.

But what is considered mobile marketing? The Mobile Marketing Association defines mobile marketing as a set of practices that enable organizations to communicate and engage with audiences in an interactive and relevant manner through any mobile device or network.

Why Mobile? Why Now?

Patients and physicians have embraced mobile health apps, smartphones, and tablets rapidly and in droves. Of those adults who own cell phones, **53%** now own smartphones. About one in three cell-phone owners (**31%**) have used their phone to look for health information. In a comparable national survey conducted two years ago, only **17%** of cell-phone owners had used their phones to look for health advice.¹

¹ Susannah Fox and Maeve Duggan. "Mobile Health 2012." Pew Research Center, Washington, D.C. (Nov. 8, 2012). http://www.pewinternet.org/files/old-media/Files/Reports/2012/PIP_MobileHealth2012_FINAL.pdf, accessed June 17, 2014.

For physicians, mobile devices fit like a surgical glove. **Eighty-six percent** of clinicians now use smartphones in their professional activities, up from **78%** in 2012. In addition, **53%** use tablets at work, compared to **34%** last year. Mobile has become the primary screen where healthcare professionals seek information and communicate.²

A mobile device is arguably the closest you can get to your customer, without coming face-to-face. There is no other device as personal (everybody has their own individual phone) or as pervasive (we have them with us all of the time), and nothing else provides the opportunity for proximity (we hold them in our hands and keep them in our pockets or purses). As marketers seek to understand and leverage the customer's path to purchase, mobile devices have the potential to be a tremendous enabler.

This segment of the industry offers the most promise, but is also the most difficult to truly understand. Compared to other digital tactics, mobile marketing is in its infancy. So it is no surprise that the Grey Matter Marketing Digital Marketing Survey revealed that, while medical technology marketers understand the value of mobile, with more than one-third reporting that mobile was "very important" or "extremely important" to their overall digital marketing strategy, **43.6%** are not currently engaging in mobile marketing tactics.

Answer Options	Response
Not at all important	2.3%
Slightly important	20.5%
Moderately important	40.9%
Very important	31.8%
Extremely important	4.5%

²"Epocrates 2013 Mobile Trends Report: Maximizing Multi-Screen Engagement Among Clinicians." Epocrates, Inc. (2013). [http://www.epocrates.com/oldsite/statistics/2013 Epocrates Mobile Trends Report_FINAL.pdf](http://www.epocrates.com/oldsite/statistics/2013%20Epocrates%20Mobile%20Trends%20Report_FINAL.pdf), accessed June 17, 2014.

Outside of mobile web, very few survey respondents reported any mobile marketing initiatives. According to the survey, mobile marketing activities included:

- Mobile web **39%**
- QR codes **28%**
- Apps **19%**
- Text messaging **10%**

Answer Options	Response
Mobile web	38.5%
Text messaging	10.3%
Application development	19.2%
QR codes	28.2%
Mobile advertising	11.5%
None, we are not currently engaging in mobile marketing initiatives	43.6%
Other (please specify)	3.8%

To QR or not to QR

QR codes seem hot because they create an instant pathway from print to purchase. In fact, Grey Matter Marketing Digital Marketing Survey respondents cited QR codes as the second most popular mobile tactic. But here in the U.S., QR codes are a hassle! To make use of QR codes, users must download a QR code scanner application, and they also have to trust the application, the brand, and the material scanned. So should you make QR codes standard practice for printed materials? Only when your offer is really enticing! In the meantime, new and exciting technologies will provide a simpler and richer experience as we attempt to connect the offline and online worlds.



With half of the audience active on mobile today, why is there so little focus on mobile marketing? The simple answer is, mobile marketing is tough!

Specifically, mobile marketing is complex and has a learning curve even for those well-versed in non-mobile strategy. Also, it is all-encompassing — it is an entire way of life, one where people are engaged all day, every day. New tactics must be learned and adapted, and campaigns must be useful to people without requiring them to change their behaviors or endure inconveniences. And a mobile strategy cannot be static — it must adapt, and it must continue to adapt to and anticipate shifting demands.

As a result, businesses seem to get stuck asking, “What can I actually do to market my company effectively on mobile?”

What Med Tech Marketers Need to Know About Mobile Marketing

With mobile marketing, there are many factors to consider and strategies to choose from, but fortunately, the basic principles are common-sense. You need to adapt to customer expectations by meeting them where they are, making it easy for them to interact with your online presence, and providing them with relevant, helpful, up-to-date information. While there are a plethora of mobile tactics, here, we will discuss two tactics in more depth that seem to hold great potential for medical technology companies:

- Using responsive website design to make sites accessible and easy for mobile viewers to use, and
- Devoting resources to developing and maintaining mobile apps, an important avenue for connecting with customers and prospects.

The Responsive Web

A website needs to be accessible to users when and where they look for it. With over 50 million people accessing the web on mobile devices, it is reasonable to assume your consumer will expect a functioning mobile website. If your website cannot provide a seamless user experience on a mobile device, **40%** of people will choose another result.³

³ Norris A. A. Rowley, Jr. "Mobile Behavior: Big Game Seating — A Study with SurveyMonkey," iAcquire (April 3, 2013). <http://www.iacquire.com/blog/mobile-behavior-big-game-seating-a-study-with-surveymonkey>, accessed June 17, 2014.

Responsive web design (RWD) is a new design approach that aims at crafting websites that provide an optimal viewing experience — easy reading and navigation with a minimum of resizing, panning, and scrolling — across a wide range of devices, including smartphones, tablets, and laptops.

A site created with RWD adapts the layout to the viewing environment by using fluid proportion-based grids, flexible images, and CSS3 web queries. If that language is too technical, just try visiting your website across a variety of devices, from phones to tablets, and evaluate how it looks and functions. Is the experience the same? Is the information easy to read? Can you complete the lead generation path smoothly? If the answer is no, your website is likely not responsive.

A responsively designed website allows content to exist in only one place on the internet, with a single URL. You don't have to manage content or divide page rank or back-links across multiple sites, as you do when you use m-dot sites for mobile. If that is not enough to convince you, even Google is now recommending responsive design for mobile-optimized websites.⁴

Most importantly, RWD is forward thinking; it adapts based on the size of the screen so it is naturally ready for devices that have not been released yet. When the next version of the iPhone is released, for example, you will not have to re-code your site to suit the screen size. This makes responsive design well worth the investment.

A Small Screen Needs a Large Focus

Mobile screens have fewer distractions and less real estate. Companies should provide simple, easily actionable mobile interfaces. If users have to go through multiple steps to complete a task or access information, they will typically leave or, if the site is not responsive, download the desktop site. The best mobile interface is focused and outcome-oriented.



⁴"Building Smartphone-Optimized Websites." Google.com (Dec. 19, 2013).

<http://developers.google.com/webmasters/smartphone-sites/>, accessed June 17, 2014.

The Case for Mobile

To help you make the case for mobile marketing, here are some facts and figures that show how vital mobile is to your organization.

Video represents a majority of activity on mobile devices



By 2018, mobile video will represent **69%** of all mobile traffic, which is an increase from **53%** in 2013.⁵ Last year, users watched about two hours of video per month on their mobile phones.

Video advertising on mobile should be on the short list as a method of capturing the attention of your audience using mobile devices, whether that is a pre-roll ad or branded video content. Video is a viable option for medical technology marketers to reach their audiences, especially at the scale of mobile. It caters to the different consumption patterns of users, develops messaging that can meet the nuances of various platforms, and can help build long-term relationships with your customers.

Facebook mobile users exceed Facebook desktop users

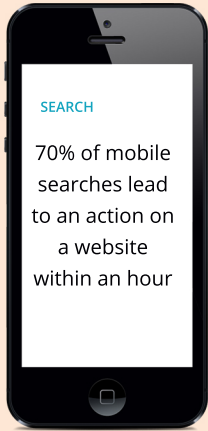


Facebook recently reported that it has one billion monthly active users on its mobile app.⁶ With Facebook's large network of all types of users, as well as comprehensive targeting capabilities to reach them, it has potential to be a powerful channel to reach your target audience on mobile.

⁵ Connie Guglielmo. "Mobile Traffic Will Continue To Rise, Rise, Rise As Smart Devices Take Over The World." Forbes.com (Feb. 5, 2014).<http://www.forbes.com/sites/connieguglielmo/2014/02/05/mobile-traffic-will-continue-to-rise-rise-rise-as-smart-devices-take-over-the-world>, accessed June 17, 2014.

⁶ Josh Ong. "Facebook now has over 1 billion active mobile users," thenextweb.com (March 25, 2014). <http://thenextweb.com/facebook/2014/03/25/facebook-now-1-billion-active-mobile-users>, accessed June 17, 2014.

Mobile searches result in immediate action



According to iAcquire, **70%** of mobile searches lead to an action on a website within an hour.⁷ People are constantly seeking information, so it is vital that a site is optimized to be viewed on mobile devices. This also suggest mobile searchers are more motivated than their counterparts using desktops and laptops.

Brands are more trusted on mobile



People believe brand messages are more trustworthy when received on a mobile device than other personal communication devices because mobile users self-identify with their mobile devices. They are invested in these devices, which translates into trust: people typically trust themselves, leading them to also trust things they self-identify with. Research has demonstrated that branded content that would elicit a neutral response on any other platform leaned positive when it was viewed on mobile devices.⁸

⁷ Norris A. Rowley, Jr. "Mobile Behavior: Big Game Seating — A Study with SurveyMonkey," iAcquire (April 3, 2013). <http://www.iacquire.com/blog/mobile-behavior-big-game-seating-a-study-with-surveymonkey>, accessed June 17, 2014.

⁸ Eois McRae, Joseph Carrabis, Susan Carrabis, Stephane Hamel. "Want To Be Loved? Go Mobile!" International Journal of Mobile Marketing (Winter 2013 edition). <http://www.mmaglobal.com/files/vol8no2/vol8no2-5.pdf>, accessed June 17, 2014.

App Based Marketing

The number of mobile health apps is on the rise and predicted to grow for the foreseeable future. One-fifth of smartphone owners have at least one health app on their phones. Exercise, diet, and weight-management apps are the most popular types.⁹ Some tech-savvy doctors are even helping their patients choose apps, essentially “prescribing apps.”

In 2013, the regulatory environment for mobile health apps improved. The Food and Drug Administration (FDA) indicated it would take a limited approach to regulating medical and mobile app developers. The FDA stated that the focus would fall on products that pose a potential risk to patients, while exercising enforcement discretion over medical devices that pose minimal risk to people.

Like the draft guidance issued in 2011, the final guidance states that the FDA intends to regulate mobile apps when they meet the lawful definition of a “device” and when they are intended to be “used as an accessory to a regulated medical device or transform a mobile platform into a regulated medical device.”¹⁰

Patients and physicians alike are drawn to apps that provide something of value, are convenient, and are useful when used regularly. Here are some ways medical technology companies are incorporating apps into their marketing systems:

- Providing a simple way to consume your marketing materials, such as videos and brochures
- Helping patients manage a disease state “on the go,” instead of at their desktop
- Creating calculators and other tools to help them assess their condition or knowledge of a disease
- Personalizing the experience of products to the needs of the individual patient

⁹Susannah Fox and Maeve Duggan. "Mobile Health 2012." Pew Research Center, Washington, D.C. (Nov. 8, 2012). http://www.pewinternet.org/files/old-media/Files/Reports/2012/PIP_MobileHealth2012_FINAL.pdf, accessed June 17, 2014.

¹⁰ "Mobile Medical Applications." US Food and Drug Administration (June 4, 2014). <http://www.fda.gov/MedicalDevices/ProductsandMedicalProcedures/ConnectedHealthMobileMedicalApplications/default.htm>, accessed June 20, 2014.

- Communicating with a user base, inviting them to learn about other products or to take part in limited-time offers
- Managing the messages that the field sales force delivers on smartphones or tablets during the sales call, keeping materials current and focused

Keep in mind that apps do not replace professional medical evaluations or diagnoses. They are also not a “set it and forget it” tactic. Apps need to be monitored and must evolve over time, just as your product would. A smartphone app is a direct connection to your customer, whether you market to physicians or patients, and an app is not erased from users' phones simply because the developer stops updating it.

If Nothing Else

The conclusion is simple: mobile is here to stay. If forecasts are correct, mobile will soon eclipse desktop usage. Smart marketers are getting ready for this sea change — and many are already using these new techniques to their advantage, even as we speak. People strongly identify with mobile devices and search for health information more and more — and, notably, they trust what they find on mobile devices more than information they find on their computers.

A robust strategy that takes these things into account and prioritizes responsive website design, places a focus on mobile apps, and responds to the overwhelming popularity of video on mobile devices is an important part of a comprehensive marketing effort as we advance into the mobile future.

If you are interested in learning more about digital marketing as it relates to medical technology companies — including the latest trends, ROI, and how to sell-in digital marketing to your management team— we're offering readers a free phone consultation. Email Grey Matter Marketing at info@greymattermarketing.com to set up a call.

ABOUT GREY MATTER MARKETING

Grey Matter Marketing is a full-service, award-winning marketing agency working exclusively with medical technology companies. We provide the marketing architecture to build strong connections with providers and patients to drive adoption of innovative technology that improves lives. We have a proven track record in developing both traditional and digital plans that create compelling marketing experiences and drive business results. Our strength is finding the important truth in any communication effort, and translating that truth into something your customer understands, and more importantly, feels. Armed with this knowledge and insight, we roll up our sleeves and do what we do best: work hard, think strategically and deliver.

ABOUT THE BOOK

In the spring of 2013, Grey Matter Marketing fielded an online survey of 108 marketing professionals employed by U.S. medical technology companies. Grey Matter Marketing requested opinions and information on current trends and challenges in digital marketing. The results of that survey combined with the changing digital landscape inspired this guide. Digital Marketing for Medical Technology Companies outlines how to communicate and engage with audiences in an interactive and relevant manner through a mobile device or network. Even more importantly, it gives readers the supporting evidence needed to recommend specific mobile strategies to management and internal legal and regulatory teams.

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