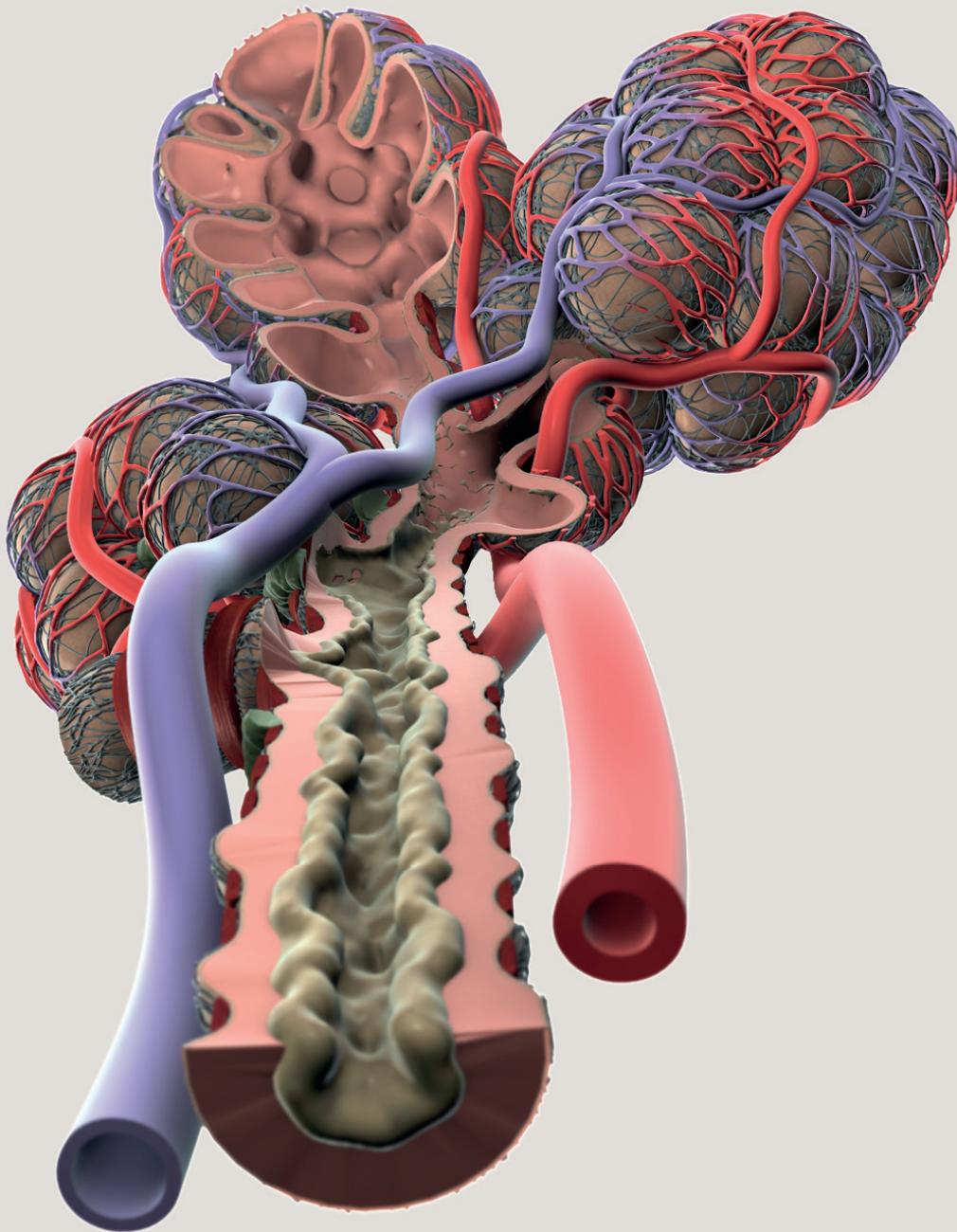


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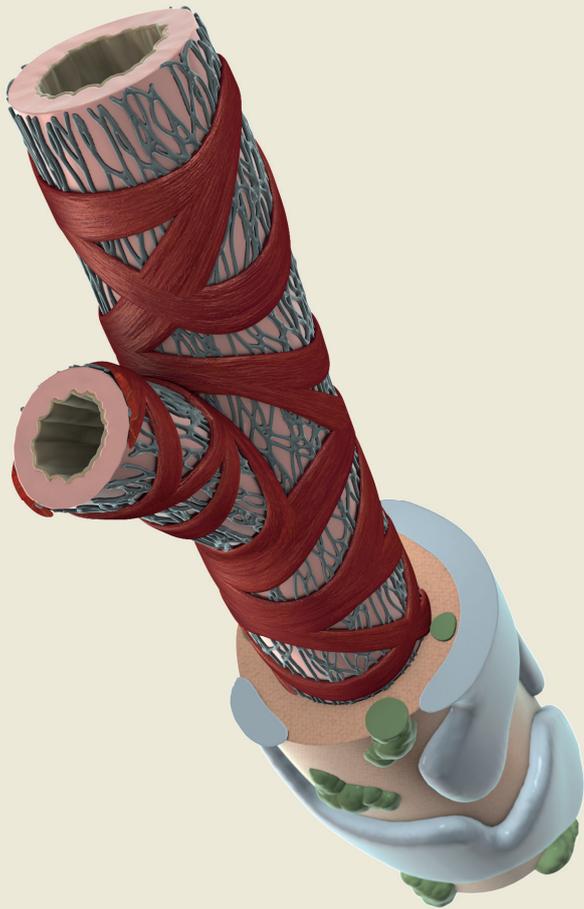


CREATING MAXIMUM IMPACT WITH ANATOMY CONTENT CONTINUITY



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Introduction

In the crowded pharmaceuticals and medical devices industries, companies marketing to healthcare providers (HCPs) and patients find it increasingly challenging to stand out from the competition. To distinguish themselves from competitors, smart companies look for new and effective ways to engage with their audience, drive value and promote better treatment outcomes.

This paper will explore the importance of brand continuity in creating strong brand awareness, trust, and engagement, how consistent visual anatomy content – specifically critically-important anatomical perspective – supports brand continuity, and its importance in promoting successful patient outcomes.

The paper will also discuss the need for clear, medically accurate anatomy content depicting abnormal anatomy of diseases, injuries and other medical conditions.

What is Brand Continuity, and Why Does it Matter?

For marketing teams and businesses, brand continuity is one of the top ways to ensure continued profitability and success. For an organization to have brand continuity, it must follow a consistent approach throughout all of its marketing efforts. A unified branding approach is about ensuring that a brand's styling, colors, images, typeface and visual elements are the same on all printed and online materials, and it's also about ensuring that the messages and experiences offered to customers are consistent.



Consistency, Consistency, and Consistency

Keeping customers (or in this case, HCPs) happy and loyal requires consistency of three things, says McKinsey¹:



CUSTOMER-JOURNEY CONSISTENCY

Every interaction with your company is consistent.



EMOTIONAL CONSISTENCY

Encompassed in a feeling of trust.



COMMUNICATION CONSISTENCY

Not only delivering on the promises you make to customers with your products and therapies, but proactively shaping communications and key messages to highlight your delivery on those promises.

For example, let's say your company markets a therapy to help control the symptoms of Crohn's disease in a way that provides faster relief than other treatments. Your marketing materials must uniformly demonstrate how and why your treatment is preferable. If your "before and after" images of affected areas of the body don't clearly support your claims of efficacy, why would HCPs trust that your treatment works?

When your HCP engagement materials are consistent and high quality, you provide continuity that increases brand awareness, builds trust in your message, your people, and your offerings, and reinforces the delivery on your value proposition.

Establishing Brand Continuity and Credibility Through Consistent Use of Anatomy Content

When selling to general practitioners and specialists, a pivotal competitive strategy must include a robust, medically accurate, visually compelling anatomy content solution to credibly support both product story and market readiness. (To learn more, read our white paper *Achieving Competitive Advantage with Anatomy and Physiology*). The goal is to build a strong, recognizable – and most critically – credible visual brand that is uniquely and consistently yours. Your anatomy content should come from the same trusted source to support brand continuity and build that all-important credibility.

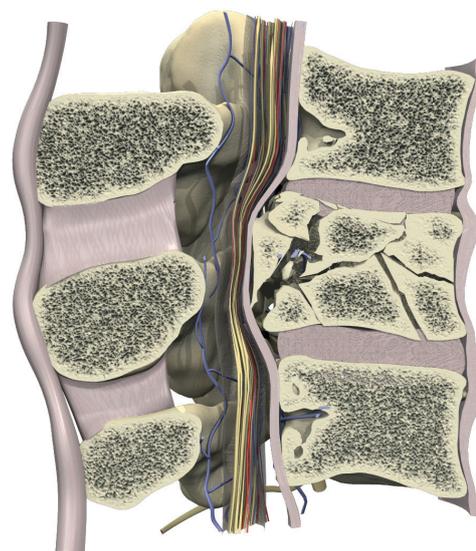
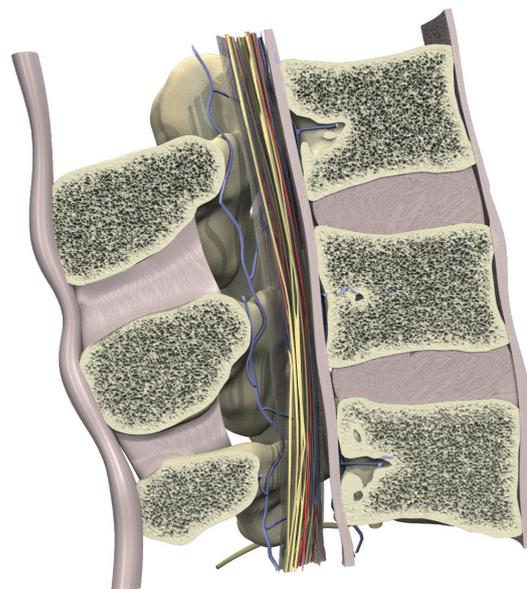
1. <https://www.mckinsey.com/industries/pharmaceuticals-and-medical-products/our-insights/medical-affairs-key-imperatives-for-engaging-and-educating-physicians-in-a-digital-world>

What to Look For

The opportunity for pharma and medical device companies to provide their HCPs with better access to content is ripe. According to McKinsey, “there is an increasing need for high-quality information, given the proliferation of specialty and more complex medicine, as well as escalating external demands to demonstrate the additive value of therapies, along with increasingly stringent requirements related to transparency and compliance.”¹

A key method for demonstrating the value and purpose of a company’s offerings to HCPs is to incorporate anatomy content that is richly detailed yet easy to understand, and – of course – medically accurate. When acquiring anatomy content, it’s a good idea to ask whether it has been verified by experts.

Aptitude Health, a life sciences and business communications consultancy, says HCPs need better access to educational content. “While an abundance of medical imagery is available to HCPs, the quality, accuracy, and validity of the medical images they access are inconsistent. Traditionally, pharma companies supply HCPs with their own branded promotional materials. However, there are many other types of medical images that HCPs find useful that your company can provide, positioning yourself as a first-line resource.”²



Importance of Disease and Condition Content

What companies need to realize is it’s equally important to utilize the same high-caliber of abnormal or disease-state anatomy content – for a variety of reasons: to demonstrate brand and product credibility, for effective HCP engagement programs, to build customer value by providing HCPs with helpful reference in their day-to-day work, and to promote productive doctor-patient exchange for better health outcomes. (More on engagement programs further in the paper.)

1. <https://www.mckinsey.com/industries/pharmaceuticals-and-medical-products/our-insights/medical-affairs-key-imperatives-for-engaging-and-educating-physicians-in-a-digital-world>
2. <https://www.apptitude-health.com/blog/maximizing-hcp-engagement/>

Why Visual Continuity is a Must

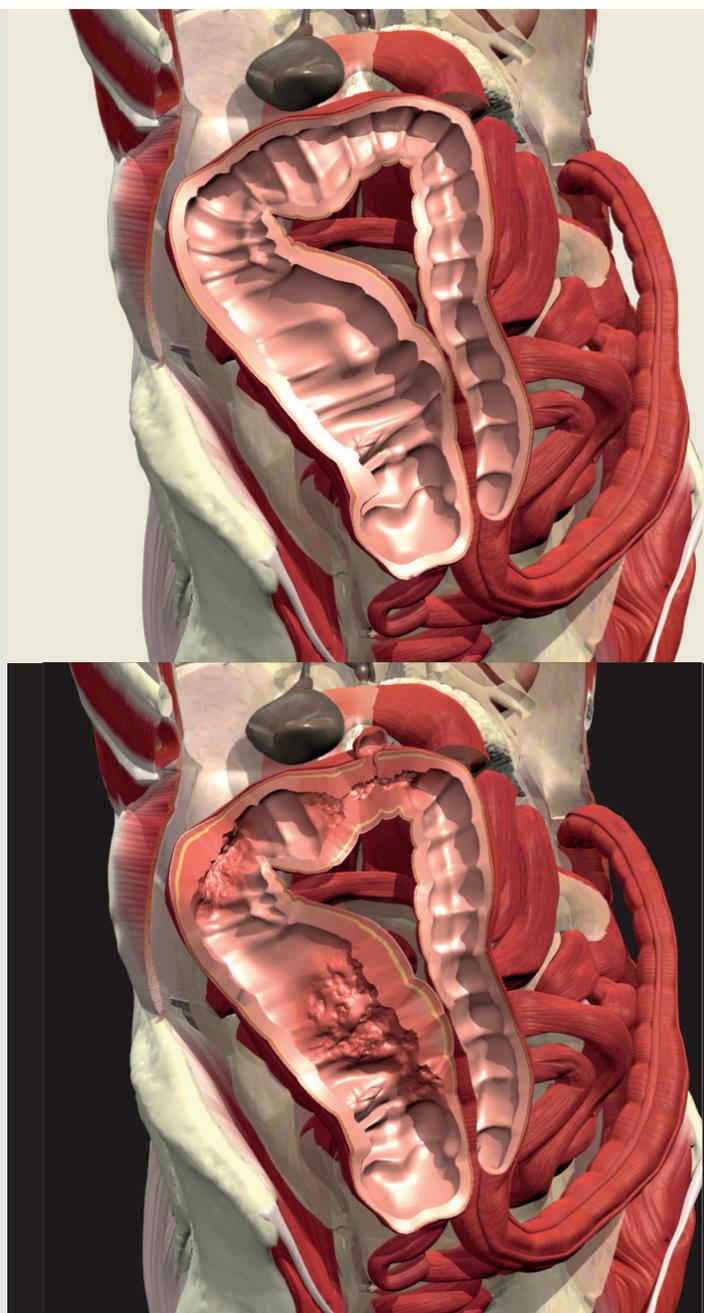
We've all seen those games where we're asked to scrutinize two seemingly identical images to spot subtle differences – the child's ball is a different color in one, a cloud is missing, and the mailbox is in a different spot. Now imagine playing the same game where the scene is the same in both images, only the one on the left was created by one graphic artist and the one on the right by another. Same child with a ball, the mailbox is there, and the clouds, too – but the graphical styles are different. Now, in addition to being asked to compare the two scenes, your brain has to process variations in color, shapes and shades. The perspective could be different, or the angle or size. The puzzle no longer makes sense, does it?

Anatomy image comparisons are no different, though arguably more complex. Using multiple image sources creates challenges on the part of the user who is being asked to understand the images and make mental allowances for disparities that make it more difficult and time-consuming to draw conclusions.

The Power of Visual Continuity – an Example

Crohn's disease is a type of inflammatory bowel disease which can cause inflammation of any part of the digestive system. Here is an example of how disease and condition anatomy content provide easy comparison, contrast and understanding of the disease's effect on the human body.

A healthy lower digestive system is shown above an image of the lower digestive system damaged by Crohn's. The images are uniform in style, color, perspective, shading and level of detail. They are indeed identical, save for their clear depiction of different conditions of the intestine. The image similarities support comparison and study. *(All images come from Primal Pictures' portfolio of 3D Human Anatomy content.)*



Effective Physician Engagement

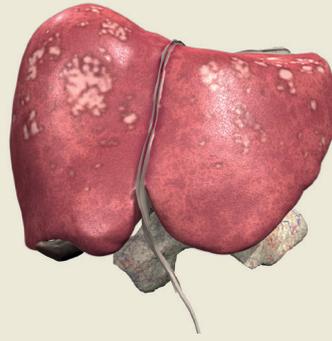
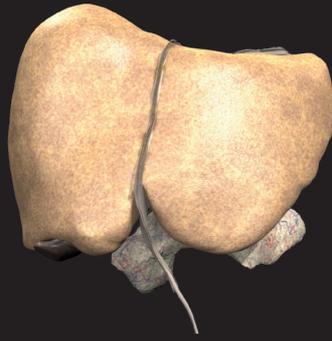
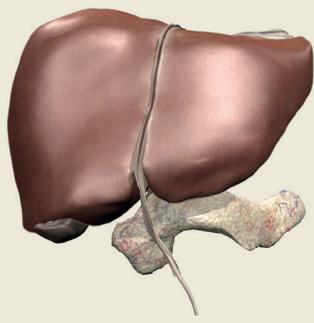
Now that you've seen how effectively Primal's disease-state anatomy content tells the story of Crohn's Disease, it's easy to see why your engagement program materials should include normal and condition-state anatomy content from a single source. When the reference point comes from the same source as the abnormal state images, their ability to understand becomes far easier.

For busy HCPs, instant access to diagnostic tools saves time and helps to explain and illustrate the abnormalities to patients. You can achieve maximum impact with HCPs by including content depicting both normal and disease state anatomy to demonstrate the value of your therapy or device. For example, to illustrate how your medical device corrects a particular anatomic abnormality of the heart, you could show the structure of the normal heart next to an image of an abnormal one. For the HCP, viewing the two images side by side for comparison promotes deeper understanding, provides context, and demonstrates the connection to your product or treatment.

CONSISTENCY BETWEEN NORMAL AND DISEASE STATE ENGAGEMENT CONTENT

- **Educates HCPs** on your products, promoting deeper understanding of how your therapy or device interacts with the body and addresses a specific condition.
- **Furnishes helpful reference** to HCPs in their daily workflow, reducing the time they must spend on research.
- **Through consistency** of source anatomy, HCPs gain a higher level of confidence and satisfaction.
- **Provides useful communication vehicles** that promote product doctor-patient exchange.
- **Improves the effectiveness** of their diagnoses and treatment plans.
- **Increases the value of your brand** by making your offerings more relevant for better care and health outcomes.

The same holds true when planning multi-channel HCP engagement programs. HCPs often refer to more than one medium for research, education and patient treatment sessions, and once again, same-source materials for normal and abnormal content will be more effective in your multi-channel program. For example, the normal and disease-state images you share in your brochures should be carried in digital format on your website and online portal. If you use animations, movies and slides as well as static images, utilize one anatomy source that provides a variety of content and media types. Make sure the content they offer can be embedded seamlessly into your sales and marketing materials, and proprietary user environments without losing its dynamic nature and clarity.



Benefits of Visual Continuity in Patient Materials

It's undeniable that integrating continuity of content and consistency of visual branding into patient engagement materials can be invaluable. When prepared and used properly, patient education materials can have an enormous impact on promoting positive treatment outcomes, can help prevent disease, instill healthy behavior, and reduce medical costs.

Patient education needs to be comprehensive and easily understood. It is estimated that over fifty percent of Americans are healthcare-illiterate³ – meaning they are unable to understand health-related information and what they need to do with it.

Humans are visual beings, and information presented as a visual is much more likely to stick than any other type of marketing content. It can be challenging enough for any patient, let alone one lacking in medical background, to understand how your product can help. When they must also compare visual inconsistencies in color and shading, position and perspective, and other differences, it can be confusing. As the saying goes, “best to compare apples with apples”.

Clear and consistent normal to disease state anatomy content makes a condition more relatable and provides context to what the physician is telling the patient about their diagnosis, and the importance of following the treatment plan. When a patient understands what is happening in their body, they can make the connection between a proposed therapy and how it can have a positive impact on their health. These kinds of patient engagement materials can significantly improve the patient's ability to manage their own health, so be sure yours include normal and abnormal content from the same source.

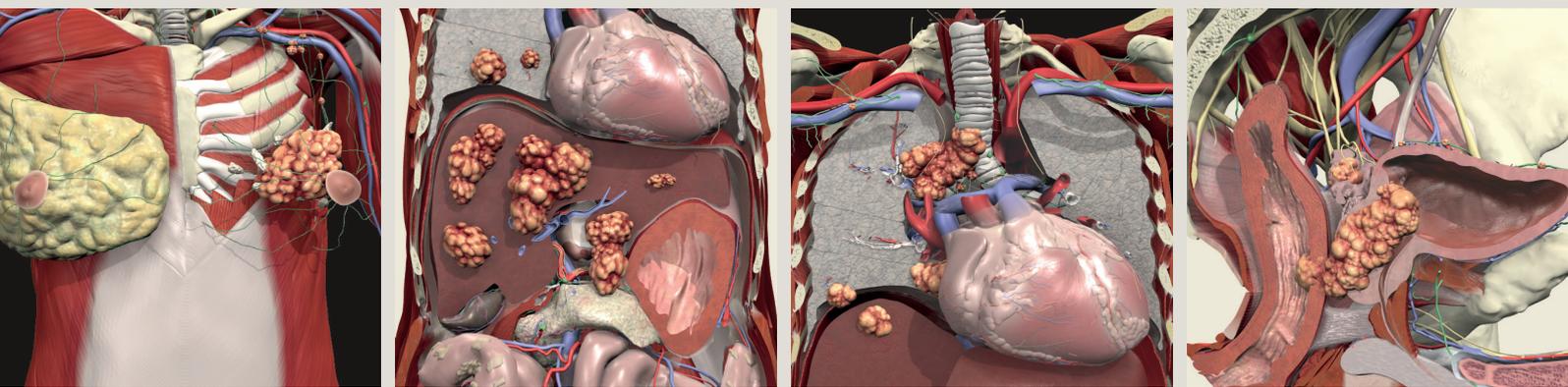
3. <https://nursejournal.org/community/tips-to-improve-patient-education/>

Bringing Disease State Content in House

Just as you need to include abnormal content for HCPs and patients, your team also needs ready access:

- Provide reference for R&D and product development teams as they develop new products.
- Train employees to understand and compare anatomical abnormalities against the normal anatomy reference point.
- Teach sales reps the functions and value of your products so they can communicate successfully with HCPs.
- Furnish multimedia, embeddable content to marketing teams for digital and print asset creation including engagement program materials.

Engagement programs have maximum impact when there is continuity of anatomy source across normal and disease state content. When human anatomy content is clear, detailed and medically accurate from healthy to disease-state, you elevate your brand and products over those of your competitors in the minds of physicians and patients.



Christchurch Court, 10-15 Newgate Street, London EC1A 7AZ

(USA) +1 888 670 8900 (toll free) or (908) 547 2200

(EU) +44 (20) 337 73737 or (Australia) +61 2 8705 6907

info@primalpictures.com

www.primalpictures.com | www.anatomy.tv