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ADEM Santé +

Organize at **EDHEC Paris** :

Tuesday 4th June 2024

The 8th International Health Marketing Day

Under the patronage
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association
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du marketing



Call for Papers

Submission of papers in French or English

Submission deadline: April 1st, 2024

The central but not exclusive theme addressed during this 8th IHMD will be:

**« Toward a (R)evolution in the World of Health: What
Innovations in Marketing for the Future? »**



The pharmaceutical industry (PI), a strong pillar of global health for decades, is currently undergoing significant transformation. This transformation is not solely the result of scientific advancements but also impacts the field of pharmaceutical marketing, especially in the digital realm, which must reinvent itself to meet the new demands of an ever-changing industry. This 8th International Health Marketing Day will be an opportunity to explore the key elements contributing to this reinvention, while examining implications throughout drug innovation, manufacturing, and distribution chain, from pharmaceutical industry players to patients, through healthcare professionals (Crié & Chebat, 2013).

In France, the various laws governing the financing of social security, which have reduced the share of medication from 15% to 11% in the CSBM¹ between 2010 and 2022, and have demoted the French pharmaceutical industry from the 3rd to the 5th position in Europe, impose increasingly strong economic, political, and regulatory constraints and intense regulation of the sector, resulting in near-zero growth over the past 10 years (2010-2020), despite numerous therapeutic innovations facing skyrocketing costs and significant market access challenges (health economic evaluation, guidelines for proper use, performance contracts, real-world effectiveness measurement, etc.). These constraints have several consequences for patients, including increasingly frequent and numerous drug shortages, a loss of health sovereignty (a concern for 85% of the French population), and a financialization of the pharmaceutical industry that reduces research in favor of acquiring innovative startups.

In the heart of this era of transformation, certain pillars, which can vary depending on market dynamics, regulatory changes, and technological advances such as genomic research, personalized medicine, artificial intelligence, digital twins, are emerging as driving forces of this true technological explosion. Rapid advances in understanding the human genome have opened unexplored horizons up to now, as personalized treatments, designed to adapt to the unique genetic makeup of each patient (Daviet et al., 2022), or antigenic targeting of cancer cells, that are becoming a tangible reality, although their production may be taken up by academic structures. Simultaneously, virtual clinical trials, artificial intelligence algorithms capable of analyzing millions of data in an instant, are revolutionizing the drug discovery process (e.g. DeepMind-Alphabet with AlphaFold or Qubit Pharmaceuticals in France), paving the way for major scientific advances and substantial cost savings (Finelli and Narasimhan, 2020). Thus, personalized or precision medicine, generalizing the concept of theranostics, and AI are redefining therapeutics in a more effective and targeted manner, bringing invaluable value to the field of healthcare and also changing how pharmaceutical companies interact with individual patients rather than through practitioners or patient associations. In the same vein, the market for Digital Therapeutics (DTx) funded by the PECAN² device is poised for exponential growth in the coming years; how does intellectual property position itself in this field? On the other hand, blockchain can enhance transparency and traceability in the supply chain, ensuring the authenticity and quality of pharmaceutical products. This convergence of science and digital technology represents not just an advancement but rather a true revolution, equally in the field of marketing, marking a new era of possibilities for the pharmaceutical industry.

However, in this new environment, it is imperative to adopt an ethical (Latham, 2004) and transparent approach by prioritizing compliance with regulations related to marketing and communication, especially regarding data confidentiality and disclosure requirements (e.g. FemTech companies sharing data with "third parties" unbeknownst to users - Vidal, 2023), advertising transparency to establish emotional connections with patients to maintain trust and credibility. This demonstrates that the pharmaceutical industry shares their quest for a healthier future.

The COVID-19 pandemic has reshaped the healthcare landscape, providing opportunities in the field of telemedicine and, more broadly, telehealth (Arenas & Ramírez, 2023). These technologies, driven by the urgency of social distancing, drastically reduce geographical barriers, potentially providing access to care in the most isolated regions. In this constantly evolving environment, healthcare companies and stakeholders are called

¹ « Consommation des Soins et Biens Médicaux », Care consumption and medical goods

² Prise En Charge Anticipée des dispositifs médicaux Numériques, <https://gnius.esante.gouv.fr/fr/a-la-une/actualites/lancement-de-la-prise-en-charge-anticipee-des-dispositifs-medicaux-numeriques>

to play an essential role by developing innovative solutions to facilitate telemedicine, telehealth, and remote monitoring. By adopting an appropriate marketing strategy, they can not only offer better access to healthcare, monitoring (e.g., Voluntis partnering with Sanofi, Roche, AstraZeneca or Qualcomm with Roche, Novartis), and prevention but also enhance their reputation and commitment to the health of populations.

In this context, the pharmaceutical industry must continue to embrace digital technologies for marketing and communication (Furtner et al., 2022). This involves leveraging social media platforms, mobile applications, and other digital channels to reach patients (Reeck et al., 2023), healthcare professionals, and other stakeholders, engaging with them (Autelitano et al., 2018). Collaborating with influential individuals, such as healthcare professionals, patient advocates, or social media influencers, can help pharmaceutical companies increase their brand awareness, but more importantly, educate the public and reinforce awareness of harmful behaviors for their health (Kapoor, 2019). Digimind (2022) shows that out of 55 international pharmaceutical and biotech laboratories studied, 100% are present on YouTube, 88% on Instagram, but less than 20% on TikTok.

Thanks to the increasing availability of patient data and advances in analysis to understand customer behavior and market trends, pharmaceutical companies can create personalized marketing campaigns. By tailoring messages and content to specific patient segments or even individuals in terms of prevention, companies can enhance relevance, engagement, and outcomes for patients (Weihrauch & Huang, 2021). Healthcare is increasingly patient-centered, and pharmaceutical companies must align their marketing strategies accordingly. This involves understanding the needs, preferences, and experiences of patients to develop marketing campaigns that prioritize patient well-being, education, and empowerment. In this context, the pharmaceutical industry could invest more in creating content and education marketing by disseminating high-quality informative content to educate patients (Stellefson et al., 2014) and healthcare professionals, notably through virtual interactions, webinars, online forums, podcasts, etc., thereby taking up the mantle of "disease management" in the most orthodox way possible (Setia et al., 2018).

Pharmaceutical companies will increasingly rely on data analysis to better understand market trends and campaign performance in relation to the needs and desires of patients and healthcare professionals (Wild, 2021). By leveraging big data and advanced analytics, companies can refine their marketing strategies, more effectively target their audiences, and optimize resource allocation. Patients will be the major beneficiaries of this transformation, with improved access to healthcare and potentially reduced long-term costs.

In this era of transformation and so-called "beyond-the-pill" strategies (beyond mere drug treatment), pharmaceutical companies are no longer limited to developing medications. They are exploring new opportunities by establishing strategic partnerships with innovative technology companies, as seen in the eHealth France alliance. Are we moving towards a service-oriented marketing or an entirely new business model, combining medicine with e-health services? These alliances enable pharmaceutical companies to leverage technological expertise while providing their partners access to health resources and expertise. For instance, in June 2021, AstraZeneca partnered with Docaposte and Impact Healthcare to create Agoria Santé, focusing on real-time health data analysis. Docaposte also acquired Maincare, a leading health software editor in February 2023, specializing in the digital transformation of hospitals. Other partnerships are emerging, such as the establishment of collaborative innovation labs. An example is the LEO Innovation Lab, dedicated to developing non-pharmaceutical solutions to improve the daily lives of psoriasis patients. Servier Laboratories are engaged in open and collaborative innovation to offer treatments that significantly enhance patients' quality of life. Roche, too, acquired the diabetes management platform MySugr.

These "beyond-the-pill" strategies are diverse and multifaceted. They involve investment in social networks (Costa, Borges-Tiago, Tiago, 2018), the development of connected medical devices, monitoring and coordination of health journeys, therapeutic and preventive advice, peer-to-peer digital services, and a commitment to reducing the information asymmetry specific to the doctor-patient relationship in order to enhance patient empowerment. In short, an infinite number of service offerings have emerged in the strategies of pharmaceutical companies in recent years to better support patients, especially those with chronic conditions, by

educating them and encouraging preventive behaviors (nearly one-third of French people have already discussed their health on the web, at least 15 million, providing an endless source of information, Odoxa, 2018).

Virtual reality, augmented reality, or mixed reality, as well as voice-activated devices and virtual assistants, the integration of health applications and wearables, and AI-powered chatbots can be used to present certain products, simulate patient experiences (Puntoni, et al., 2021), or provide virtual training to healthcare professionals. Gamification techniques and virtual assistants can also be used to engage patients and professionals in the best practices of care and prevention. This reflects a desire to assert their value proposition to both patients and their numerous essential or peripheral stakeholders, particularly to restore trust seriously eroded by several health scandals still present in our minds, and to affirm their position in relation to potential newcomers such as the GAFAMS³.

This position on social media conflicts with the, not initially desired, surge in off-label or unauthorized consumption of medications, such as currently with Ozempic, followed by Wegovy and Mounjaro launched in 2022, antidiabetic drugs used to treat obesity, with parallel promotional channels through these same social networks... outside of the Pharmaceutical Industry.... What to do... or not do in terms of communication, knowing that the share of fake news and misinformation reaches 25% on social networks and platforms like YouTube or other information and community sites (Digimind, 2022)?

In the context of Corporate Social Responsibility (CSR) and adherence to Environmental, Social, and Governance (ESG) criteria, which are becoming increasingly important for consumers, pharmaceutical companies can highlight environmentally friendly manufacturing practices, support community initiatives, or promote equitable access to healthcare. Due to the imperative of ecological transition, "decarbonization" has become a fundamental goal in the manufacturing and trade of healthcare products.

More generally, in the era of decarbonization of healthcare systems and the emergence of concerns regarding Corporate Social Responsibility (CSR) in the pharmaceutical and medical sector, the One Health concept takes on crucial importance. By integrating human, animal, and environmental dimensions, this holistic approach provides an appropriate response to the complex challenges of public health. It promotes interdisciplinary collaboration, thus allowing better anticipation and management of emerging risks, while fostering sustainable and socially responsible practices. The implementation of the One Health concept is therefore a strategic imperative for companies, ensuring a comprehensive and ethical vision in the research, production, and market placement of medical products.

The goals of the 8th IHMD

The **8th International Health Marketing Day** must occupy a central place in this period of profound reinvention of the pharmaceutical industry. Its main purpose lies in the exploration of technological advancements, medical breakthroughs, and revolutions in biotechnology and digital transformation that are radically reshaping the ergonomics of healthcare. This highlights the need to rethink pharmaceutical marketing, thereby promoting the adoption of ethical, transparent, and patient- or healthcare professional-oriented approaches. Furthermore, it encourages reflections on strategic alliances with innovative technology companies. This day positions itself as a day of scientific exchange on the challenges and opportunities inherent in marketing, while emphasizing the imperative of placing patients and healthcare professionals at the center of this transformation to improve accessibility to the healthcare of tomorrow.

The revolution of the Pharmaceutical Industry constitutes the focal theme of this IHMD session, which remains naturally open, as usual, to other major themes of health marketing.

³ Google, Apple, Facebook, Amazon, Microsoft, Samsung

Five thematic axes

For the IHMD 2024, we encourage works from various perspectives: empirical or conceptual, organizational or individual, qualitative, quantitative, or a combination of both, originating from academics, doctoral candidates, and field practitioners. International contributions are welcome. All submissions should clearly focus either on issues related to the two axes of pharmaceutical marketing, or around hospital marketing or healthcare providers, or even social marketing.

Within this general framework, communications may include, but are not limited to, topics related to the following axes:

AXE 1: The Scientific Revolution in the Pharmaceutical Industry: Genomics, Personalization, Digital Twins, and AI

As described above, this axis focuses on scientific, technological, and medical advancements related to genomics, personalized medicine, digital twins, and artificial intelligence. It closely examines innovations, their applications, and the consequences they generate in the healthcare sector. It dissects the impact of these advances on pharmaceutical marketing strategies, with a particular emphasis on the customization and precision of treatments, while deciphering the opportunities and challenges inherent in drug promotion, for example.

AXE 2: Ethical Pharmaceutical Marketing and Innovations: Challenges and Opportunities for the Future of Healthcare

This axis is committed to analyzing the marketing challenges revolving around the pharmaceutical industry, with particular attention to the advertising of medical products, regulatory promotion (HAS) of drugs, and communication methods among various healthcare stakeholders and patients. Simultaneously, it explores the latest trends in pharmaceutical marketing, including the integration of artificial intelligence (Bedenkova et al., 2021), the execution of campaigns on social media platforms, and the constant adaptation to technological advancements and changing patient preferences. Ultimately, this axis offers an analysis of the challenges that the pharmaceutical industry must face in the marketing domain, while highlighting opportunities to build and reinforce patient trust and support healthcare quality through both ethical and innovative strategies.

AXE 3: Social Marketing

This axis, traditionally defined by IHMD (Crié and Gallopel-Morvan, 2019), offers different perspectives on its principles, strategies, or even its best practices that have been – could have been – or should not have been applied to manage the Covid-19 crisis (Ghosh Dastidar, Sunder & Shah, 2023). It also explores the field of prevention by focusing, for example, on the scope and personalization of messages, on the productive or counterproductive issues of social networks, on the development of applications dedicated to prevention strategies or treatment adherence, and on the rise of individualistic behaviors. Is it still useful, in a "Covid-19" type campaign, to use social norms in a society fragmented into multiple communities (Murdock & Rajagopal, 2017)? How can the individualization of prevention messages be used and implemented? In another domain, can we "digitize" the concept of successful aging (Crié et al. 2022)? In terms of methodology, how can qualitative-quantitative approaches be employed to better understand the desires, wishes, and satisfactions of patients (Bell, 2006)?

AXE 4: Hospital and Medico-Social Marketing

Within healthcare institutions, considerable challenges are emerging related to the organization of the healthcare system, a shortage of personnel, and today, the increasing and rapid digitization of the sector coupled with growing administrative complexity (Sunder & Thirumalai, 2023).

In the field of health, artificial intelligence (AI) has enormous potential to transform practices both in the "cure" or therapeutic domain, including diagnostics, treatments (Yoon et al., 2023), patient journeys, and monitoring, as well as in the "care" or caregiving and patient experience domain (Autelitano et al., 2018).

Big data, data science, and AI promote precision medicine to enhance the performance of patient care, although the deployment of these innovations is a logical but somewhat tempered evolution due to inertia and anticipation anxiety among professionals, reinforced by health authorities allowing their use (Torrents, 2022). Generally, more than a year of cumbersome administrative processes is required before the implementation of an AI protocol. On the other hand, there is a risk of reducing the expertise of young doctors through too frequent reliance on automation in terms of diagnosis and treatment, as well as possibilities of errors due to their limited experience in distinguishing possible errors/anomalies from AI (Torrents, 2022).

In order to attempt to address all these challenges, modernization programs are currently being implemented (e.g., SUN-ES⁴ program). These initiatives aim to optimize resource management while preserving the fundamental missions of these institutions, which are intrinsically linked to the general interest and social utility. When nearly three-quarters of the French population (74%) believe that there has been a real deterioration in the healthcare system in recent years (Ifop⁵, 2022), these transformations raise increased constraints on resource utilization, creating a significant gap between stated principles and the reality experienced by professionals in the field. The stakeholders in these organizations face major challenges, such as stress, professional burnout, high absenteeism rates, and the deterioration of working conditions, especially regarding patient care, which can lead to situations of medical mistreatment.

This passage discusses the exploration of new practices in terms of incorporating elements of marketing, both internally and in human resources. It emphasizes key aspects such as job attractiveness, professional retention (employer branding, magnetic hospitals), and the enhancement of the patient experience within healthcare facilities (measures, dimensions). In the same vein, attention is also given to team management, issues related to Generation Z personnel, problems of authority, legitimacy, and harassment increasingly encountered within teams and in relationships with patients (Mattei, 2022). The nursing and medical professions, subject to social changes, patient aggression, limited institutional support, and unattractive remuneration, are generating fewer vocations. How to communicate and recruit? Employer branding? Social networks? Referral or sponsorship? On the other hand, external actors are preparing to invest in the sector. Not only the GAFAMS but also French actors with international ambitions, such as La Poste, which is entering the digital health field with La Poste Santé & Autonomie and Docaposte through various partnerships, such as with Medtronic (sovereign generative AI solutions, data valuation, patient pathways, multipathological telemonitoring and tele surveillance solutions, etc.) or through acquisitions (e.g. Heva, inAdvans, Maincare, Weliom, and Axonal Biostatem, Openvalue...), or the creation of SaaS support platforms (Careside), to improve the patient journey, develop home healthcare, and promote health data.

AXE 5 : healthcare providers

Overall, the health sector, in constant evolution, requires a reassessment of marketing and communication strategies for healthcare professionals to meet the needs of patients (Bell, Lee & Gruca, 2023). Pharmacies are facing increased competition from online sales, pharmaceutical chain networks, and supermarket parapharmacies, prompting them to prioritize customer engagement, prevention, and service development. Despite a growing number, independent doctors, constrained by limited available medical time, seek to reconcile their medical mission with the principles of Hippocrates by investing in their online presence while preserving their role in conventional care. By freeing the doctor from routine and/or administrative tasks, the use of digital technology will allow them to better focus on their patients. Furthermore, it will also facilitate more sustained interaction among various healthcare practitioners and stakeholders and with the patient themselves, giving them a more active role in maintaining and managing their health. Similarly, independent nurses, often on the front lines, focus on personalized psychological support, tailored care, and interprofessional collaboration, although

⁴ « Ségur Usage Numérique en Établissements de Santé »

⁵ Observatoire Biogaran de la santé au quotidien – Enquête Ifop – Janvier 2022

their contribution remains underestimated. Ultimately, the local healthcare sector requires ongoing reflection on marketing challenges to better meet the evolving needs of patients. This focus then examines the role and mobilization of healthcare professionals in managing local care.

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Three expected forms of communication

1. Academic contributions examining theories applicable to health marketing in its various components.
2. Pragmatic contributions presenting on-the-ground issues describing the implementation of innovative operational methods, which will highlight changes in practices towards the establishment of "marketing" strategies and policies (contributions from field actors).
3. Ongoing research programs or "work in progress" that pose a theoretical or practical question, consider a field, and await defined results.

Three presentation modalities. ...

1. Communications in the form of a scientific article for a 15-minute presentation (10 minutes for questions).
2. Communications in the form of around ten PowerPoint slides for pragmatic contributions and a 15-minute presentation (10 minutes for questions).
3. Communications of "work in progress" type (10 minutes for presentation and 5 minutes for questions) or "poster" format to present ongoing work or bibliographical and/or theoretical syntheses.

Publication of communications

Accepted and presented communications (in French or English) will be published in the form of proceedings on the 8th International Health Marketing Day website, unless otherwise specified by the authors (only presentation slides or the abstract will be made available online in such cases). A selection of the best communications will be made by the Scientific Committee to propose them for publication in an academic journal affiliated with AFM or ARAMOS.

Si votre recherche, fondamentale ou appliquée, présente une contribution académique significative, soumettez-la sans plus attendre à l'une des deux revues scientifiques de l'afm (www.afm-marketing.org)



Calendar

Monday, January 8, 2024	Possibility to submit an intention to present in a maximum of 400 words.
Monday, April 1, 2024	Deadline for submission of complete academic communications in French or English (on electronic word file) or pragmatic contributions (with sending of the power point presentation). – Communications must not exceed 5 pages (excluding annexes).
Monday April 29 2024	Return to the authors of accepted academic communications , with or without revision with the evaluations of the scientific committee. Return to the pragmatic proposals accepted.
Monday May 2024	Deadline for receipt of final academic communications revised by authors (on electronic file).
Mardi 4 juin 2024	IHMD, 8th Edition at EDHEC Paris

Authors' Instructions

All correspondence relating to the process of submitting contribution proposals must be made in electronic format (lastname_firstname.doc or .ppt) to the following address: jimsedhec@gmail.com

1/ Academic format articles in French or English will be presented as follows:

- Papers presenting successful research on a conceptual and/or empirical level. (5 pages maximum (times 12, single spacing and margins 2.5), excluding title page-abstracts, figures, bibliographic references and appendices). Submitted papers will be subject to double-blind evaluation by two reviewers.

2/ Power point presentations will have a free format. The first page will include the title, the name of the author and his institution as well as his contact details, the last page will be devoted to the bibliography if applicable.

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