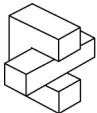
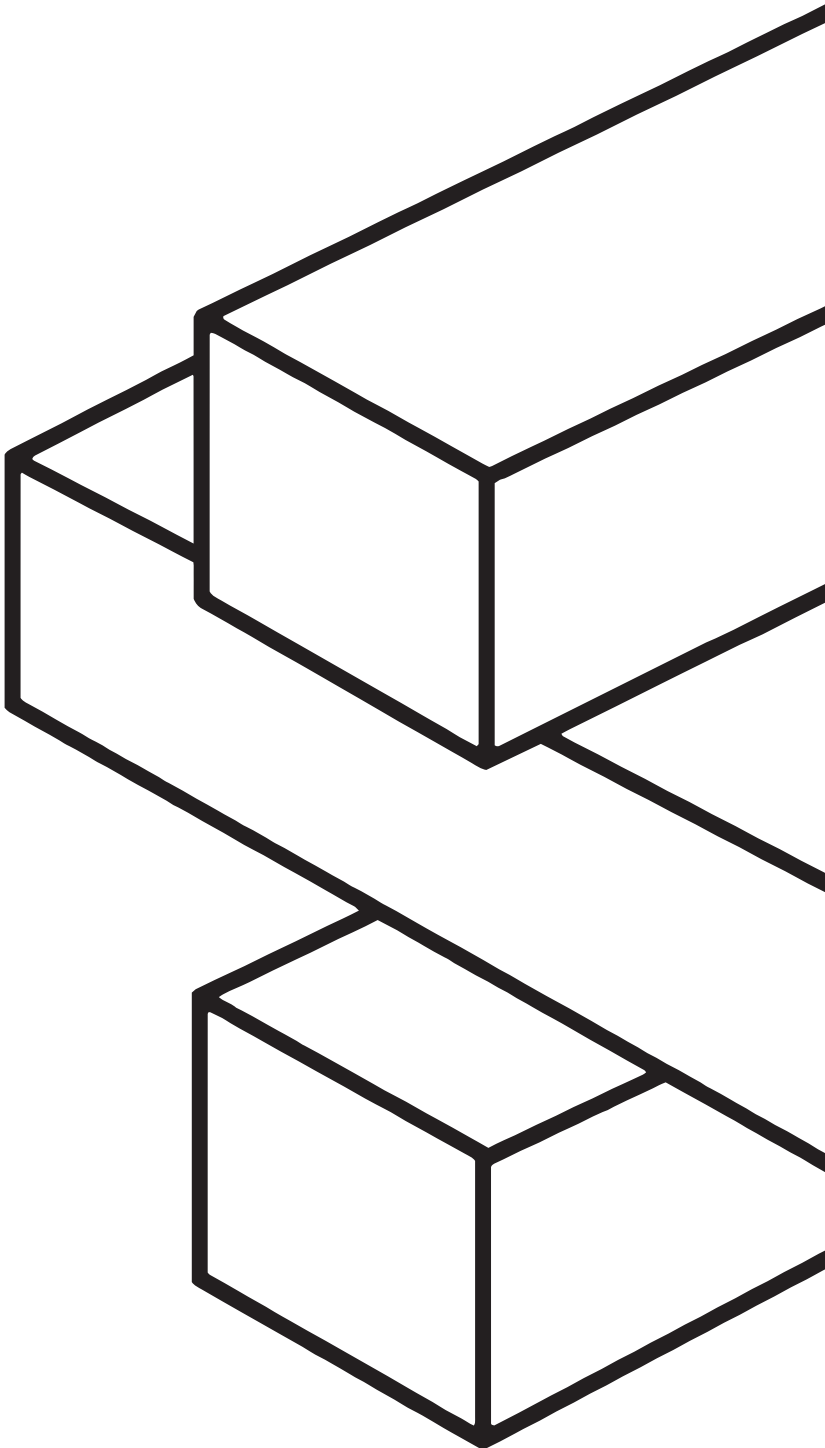


AS WE SEE IT

A look into healthcare's future

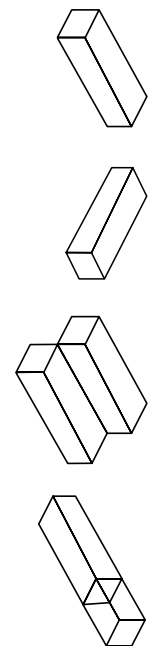
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ENTRADA

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CALLING IT LIKE WE SEE IT

At our quarterly meeting in January, I challenged the ENTRADA team to ponder what healthcare in 2022 will bring in terms of trends, changes, and innovation. We saw tremendous shifts last year, in large part due to the pandemic – shifts that were accelerated and bring hope that more is possible in our industry, right now.

The exercise we undertook as a team was primarily about thinking, not necessarily about the predictions themselves. It was the act of creating diverse predictions that was valuable, and I can't wait to revisit them

next year to talk about why these did or didn't come into fruition.

The team had a wide variety of thoughtful viewpoints, each rooted in their own expertise and experience. Putting our design thinking methodologies into practice – the same ones we often use with clients – we gathered a plethora of ideas, and then voted on the stand outs.

I am pleased to share the results of our predictions exercise and look forward to your feedback!

Best,

A handwritten signature in white ink that reads "Duren".

1: WE'RE ALL HUMAN

The days of one-size-fits-all messaging are over. It is no longer enough to provide a list of MLR-approved product features and benefits. As marketers, we need to make our audience feel as though we understand their individual journeys and that we are meeting them where they are on that journey.

Reaching this level of understanding with our audience will take a human-centric approach. We need to understand our targets' needs and desires, develop the right messages, and share these messages with them at the right time. To get there, we need to do the work of insight mining. Insight mining will help us uncover deeper understandings about our targets, which in turn will inform how we approach creating new experiences for them.

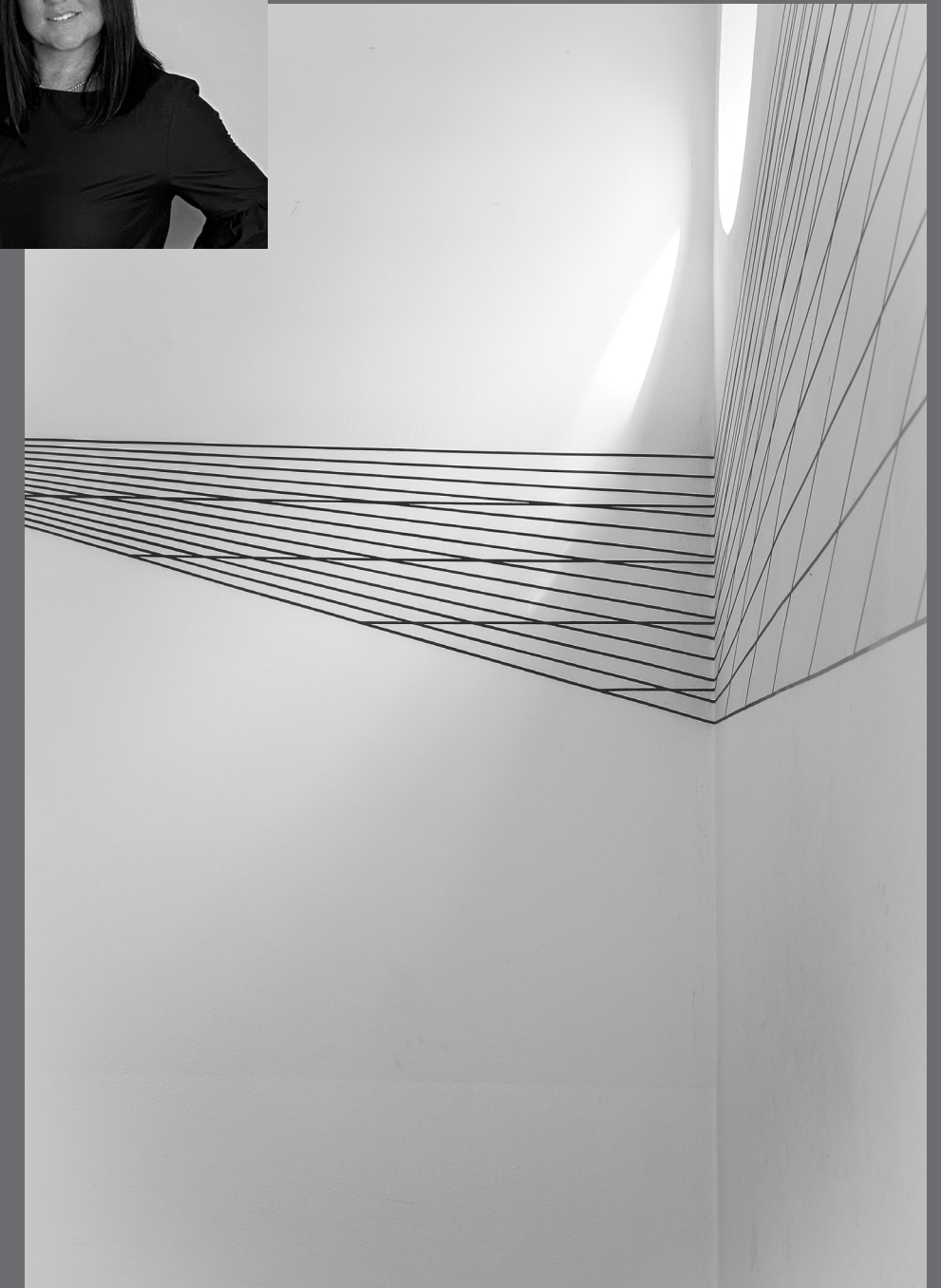
Historically, marketers have been serving messages that are beneficial to their brands (think efficacy and safety claims). Yet what we have learned over time is that our customers, HCPs and consumers alike, crave an experience that benefits them over time. One that makes them feel supported and understood. It's this type of experience that will help us gain their trust and loyalty.

How do we learn to truly "see" our audience? We zoom out until we have the big picture view of the customer journey and its resulting health outcomes. Then we use what we learn to provide users with valuable resources and experiences along the path. If we continue to simply serve up a list of features and benefits, we will only be speaking to ourselves.



Bethanne Toci
VP, Ideation & Design

We need to place less emphasis on brand features and benefits, and more focus on the customer journey and experience.



"IF WE CONTINUE TO SIMPLY
SERVE UP A LIST OF FEATURES
AND BENEFITS, WE WILL ONLY
BE SPEAKING TO OURSELVES."

A month into 2022, the extended impact of COVID on the US consumer and our healthcare workforce is becoming clearer. Our HCPs are burnt out. Administering basic patient care seems monumental—there is a massive backlog of visits being worked out of the system and fewer professionals able to manage the workload. As a result, the focus on patient education and communication is dwindling.

On the heels of this healthcare crisis, we now face an economic squeeze. Inflation is here and the cost of nearly everything is more than 10% higher than it was a year ago. The essentials are being hit disproportionately: groceries, utilities, fuel, housing, medical care. Patients who were once compliant and strictly followed their doctor's orders are now contemplating if they can do without their medication—or worse, they are reducing the

frequency or dosages at which they take their meds. These are people on fixed incomes, those who are under-insured, or just not financially resilient. As a pharmacist, I can say from first-hand experience that this could easily become a disaster that has a far-reaching impact.

Perfect storms force painful decisions. Do I pay for my blood pressure medication, or do I feed myself and my family? Such tradeoffs are not new, but we will start to see them occur at record levels. Typically, nonadherence to chronic medications can account for up to 50% of treatment failures, greater than 125,000 deaths, and up to 25% of hospitalizations each year in the United States. In 2022, we expect to see these numbers rise steeply. Discontinuation rates for asymptomatic conditions such as hypertension will go from 180 days to 90 days or less. This represents an increase of more than 50%. The repercussions of this will put further strain on our already taxed healthcare system and disproportionately impact the underserved patient community.

As an industry, we need to address this reality. We must take these new economic and healthcare pressures into account when considering a patient's ability to comply with prescribed medications. We need to positively influence patient compliance and persistence through all means possible, including rethinking how we educate them and their caregivers. Doing so will not only support patients but will also support our HCPs as they struggle to deliver basic care. And we will need to do more to monitor our efforts to ensure they are effective, whether personal or non-personal, patient-supported or HCP-supported.

ADHERENCE TO CHRONIC DRUG THERAPY WILL REACH AN ALL-TIME LOW, IMPACTING THE US HEALTHCARE SYSTEM ON AN UNPRECEDENTED LEVEL.



Carlo P Calcagni, RPh
Co-founder

“PERFECT STORMS FORCE PAINFUL DECISIONS.”

3: TELL ME A (RELATABLE) STORY

Binge watching, the streaming-enabled opportunity to watch episode after episode of our latest guilty pleasure, has conditioned the brain to want to know what happens next. *Immediately*. Our desire for instant gratification is bleeding into other areas of life, including healthcare.

We binge when we are invested in the storyline and/or care about the characters. We get sucked in as the characters become real to us. The same holds true for healthcare consumers. Research shows us that we want to hear from people who are like us or going through/have gone through the same experiences. People we can connect with on an emotional level, and who will “get” what we are going through.

Our patient stories need to elicit the same emotions people experience when following a favorite character’s story. Whether presenting true stories or compilations based on true stories, detailing the journey of someone going through the same experience will make our efforts feel more relatable. After all, HCPs don’t treat patients; they treat people. The stories we tell should reflect that.

We also need to rethink patient personas in our storytelling. In the past, our stories relied on one-off patient personas. Now a campaign might follow the same patient through a series of communications to foster empathy for the patient’s situation. Hopefully, as we tell stories more dynamically, our messages will become “bingeworthy”.



Karen Gaspers
Editor

Patients need to see relatable characters that mirror their experiences.



“HCPs DON’T TREAT PATIENTS, THEY TREAT PEOPLE. THE STORIES WE TELL SHOULD REFLECT THAT.”

NORMS ARE A THING OF THE PAST.”

TODAY'S NEW NORMAL MAY MEAN ACKNOWLEDGING THAT



Taylor Porter
Account Director

4: ALL HYBRID, ALL THE TIME

The word “pivot” has become a way of life for many companies and individuals as the COVID-19 surges come and go. This hybrid world we are living in, this mix of virtual and in-person worksites, is the new normal everyone is talking about.

At ENTRADA, we’ve been fully remote for 5 years. We work with multiple teams and partners (both internal and external) across multiple time zones, and we have quickly come to understand how much personal connection and empathy are at the heart of our business. For example, not everyone feels the same about travelling. Some are comfortable flying to meet in person, while others choose to stay put and meet over Zoom. Still others prefer “walk and talks”—meetings specifically without Zoom. We’ve learned to question our assumptions about workstyles.

As a result, we ask more questions of our clients and of each other about how to get the work done. Expect this trend to continue. We will need to be prepared to deliver service to all preferences. As innovators, it is up to us to create options for collaboration that are convenient, engaging, and productive for all parties. Today’s new normal may mean acknowledging that norms are a thing of the past. This shift in business ideology will require continued empathy, trial and error, and the industry-wide sharing of best practices.



HYBRID
WORKPLACES
ARE HERE TO
STAY.

WE WILL
CONTINUE
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"3D DESIGN IS BEGINNING
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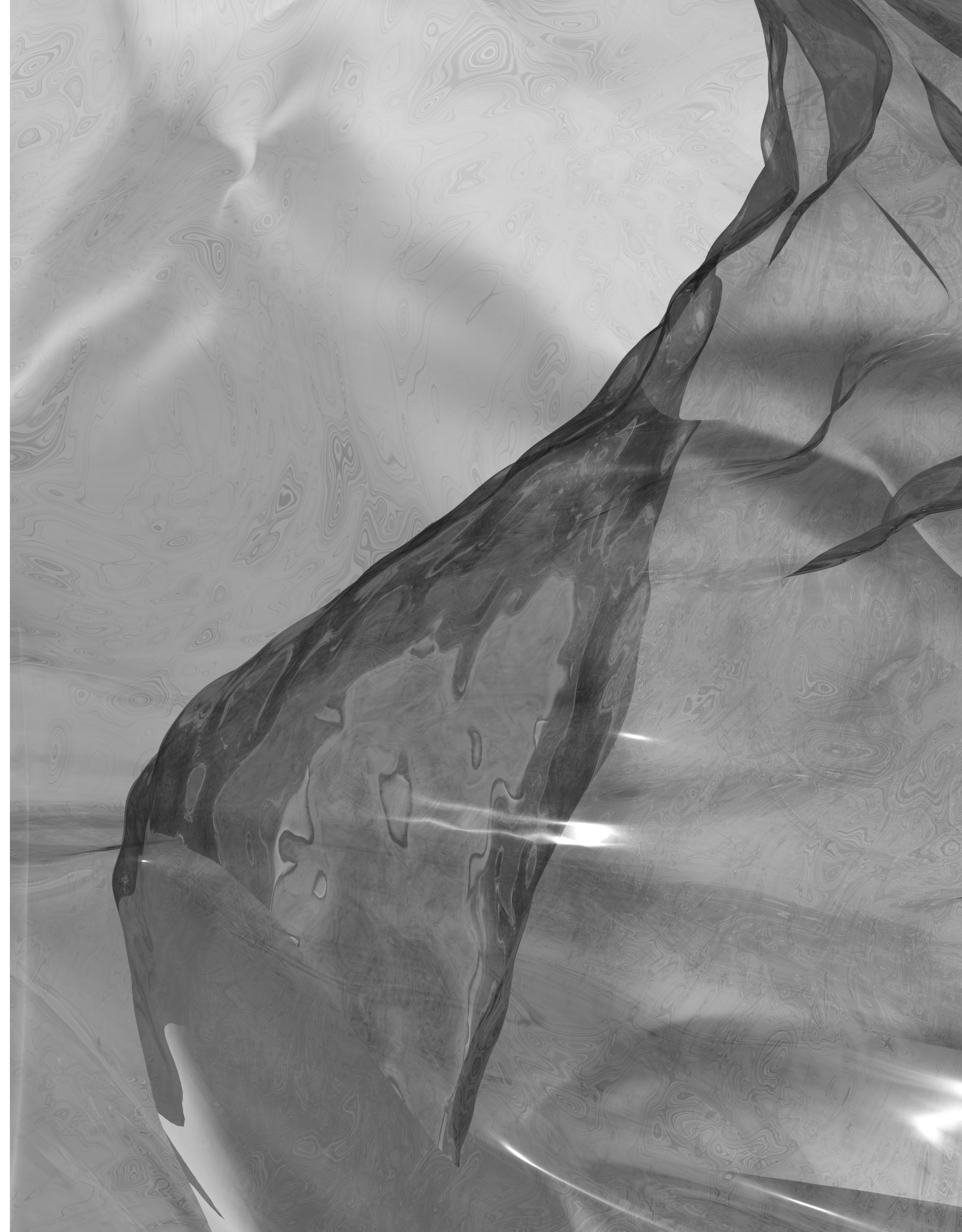
5: WHERE 2D MEETS 3D

Brands continue to embrace emerging technology, providing their customers with unique, engaging, and immersive experiences that are changing the marketing game in 2022. 3D design is beginning to blur the boundaries between the physical and the digital. Augmented reality (AR), for instance, uses computer-generated input to transcend the 2D realm and move into the physical world around us. AR makes the jump by means of a display device—such as the camera on your smartphone—to effectively enhance parts of the user's physical world. This creates a higher need for spatial and adaptable content. As a marketing solution, AR can engage and attract customers by enhancing product packaging, enriching sale proposals, and even transforming extensive instruction manuals to more easily show customers how to use a specific product or service.

In the healthcare world, 3D display technologies such as AR can help improve communication and education with patients and their families. One example is making anatomical images easier to comprehend. AR brings accessibility and enhances the potential of improved understanding through 3D models—transforming health outcomes for the better.



Lacey Hamann
Junior Graphic Designer



"PHARMA COMPANIES ARE SEEKING, AND DEMANDING, PARTNERS WHO CAN HELP THEM STRATEGIZE, INNOVATE, AND IDEATE LIKE NEVER BEFORE."



The demand for highly specialized partners will continue to intensify.

6: AS THE PENDULUM SWINGS

Every few years the pendulum in pharmaceutical marketing swings. Sometimes that means a shift toward agency and partner consolidation in which we witness an explosion of conglomerates that allow clients to address all their needs "under one roof." At other times, the industry swings toward a reliance on boutique shops that have unique expertise in one or two critical areas.

Currently the pendulum is swinging toward the end of the spectrum that favors highly specialized partners. This trend continues to intensify as we emerge from the global pandemic. COVID-19 sent intense ripples through healthcare, and now pharma companies are seeking, and

demanding, partners who can help them strategize, innovate, and ideate like never before. Why? Because the solutions we need to break through our current barriers as an industry do not even exist yet. In 2022, clients will continue to demand the skills of niche experts and will intensify their search to find them.



Kirsten York
VP, Discovery

7: READY (HEALTHCARE) PLAYER ONE

That Facebook has re-branded itself as Meta says a lot about where technology is headed, especially as we think about sharing immersive experiences with other people even when we can't be together in person. The future is about Web 3.0 and diminishing the boundaries between the virtual and real worlds. Big giants like Meta, Microsoft, and Apple are investing heavily to ensure this becomes a reality while also taking it to the next level.

How we work and interact has already changed rapidly in the pandemic era, and there is no going back. In healthcare, sales reps now have additional tools to communicate with HCPs that don't require face-to-face interaction. Expect the options to only get better as advances are made in the metaverse. For example, imagine sales reps virtually visiting an HCP using avatars in an online video chat—no in-person presence required.

We can also expect to see more online collaboration between patients and advocacy groups. Think playing VR games together, attending meetings in the virtual world, and gathering for close to real-life experiences such as having coffee in a VR Starbucks with their unique avatars.

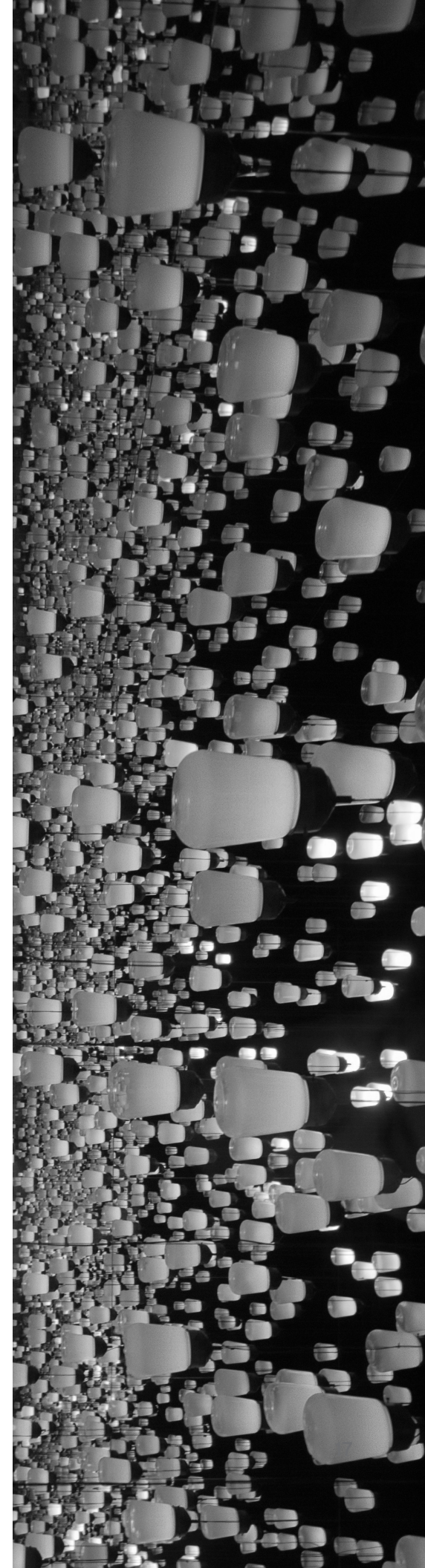
Web 3.0 and the Metaverse is here to stay. It's going to define the world of collaboration and human interaction in ways that have never been thought of before!

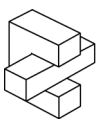
"HOW WE WORK
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Yogesh Varma
VP, Technology

MARKETERS WILL RUSH TO JUMP ON THE METAVERSE BANDWAGON.





ENTRADA

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