



Interactive visual aids (iVAs) have grown increasingly popular with Pharma marketers over the years, yet many companies are still missing the mark when it comes to iPad detailing. This whitepaper outlines some commonly made mistakes and provides insights on how to create an iPad detail your sales reps will actually want to use!

This whitepaper covers:

- ✓ iVA storytelling, user setting and technological considerations
- ✓ Seven common iVA mistakes to avoid
- ✓ Insights on how to get the most out of your iPad detail aid

First off, we're just going to go ahead and say it... Most iVA's aren't taken out of the sales rep's bag because they shouldn't be taken out of the bag!

A bit harsh perhaps, but it's true. Reps are under a tremendous amount of pressure to perform and have to do more with less nowadays. The majority of iVA's in market today are tough to navigate, add little to the product story and end up complicating the conversation between the sales rep and healthcare professional (HCP). Essentially, these iVAs are nothing more than an inconvenience that distracts the sales rep from their main objective: educating and converting physicians to their brand.



Sales tools need to be built audience-first.

It wasn't that long ago when a rep's primary sales tools were just ink and paper. Enterprising reps (to the horror of regulators) would create their own cut-and-paste detail aids by cutting photos and charts from one sell sheet, a headline from another and then combining that content with a clinical reprint to make their own "customized" materials.

Why were reps doing this? Well, they didn't have any alternative. The marketing tools they'd been given weren't relevant to their audiences. The sales materials they'd been given prioritized the needs of the company and the marketing department over the needs of the reps and physicians. Reps were forced to create their own tools in order to tell the product story effectively. When building a tool, the needs of the audience must come first. Always. This rule is even more important these days as brands continue to put ineffective, static marketing content on devices with enough computing power to land a space shuttle!

At Brightworks, we work with our clients to find that magic intersection of marketing and usability.

You may have heard about "User-Centered Design"? Well, now it's time to apply this same thinking to iVAs:

USER-CENTERED DESIGN

| 'yoʊzər · 'sen(t)ərd · də'zīn |

A design philosophy and process in which the needs, wants, and limitations of end-users of a product are given extensive attention at each stage of the design process.

When it comes to iVAs, there are two audience members (the rep and the HCP—which these days could be a doctor, a nurse, a practice manager or a number of other roles) and in order for an interaction to be meaningful, everyone needs to get something from it.

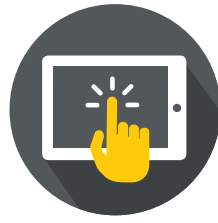
Keeping this in mind, there are three key elements that need to be considered when designing an iVA: storytelling, technology and setting. All three elements are required to create a tool of any real value for reps and HCPs.

As yourself the following questions:



STORYTELLING

- 1 Are the products main messages clear on every screen?
- 2 Are the sales reps able to easily tailor the product story to address the specific needs of individual HCPs?
- 3 Is a conversation between rep and HCP being enabled by the current messaging?



TECHNOLOGY

- 4 Are the device features being leveraged and are the limitations being respected?
- 5 Is the content strategy and design compatible with the chosen platform?
- 6 Does the design consider the needs of potential future phases?



SETTING

- 7 Is the detailing experience appropriate for the realities of the physical sales setting between a rep and a HCP?
- 8 Can the experience be extended digitally beyond just the initial physical sales setting?

Staying true to these three key elements will free you from commonly made iVA mistakes. We'll cover off seven of the most common ones on the following pages.

The 7 Deadly Sins of iPad Detailing

The mistakes below are common for a reason—they're hard for marketers to resist! So read them, remember them—and most importantly, recognize when you're feeling the urge to sin and stay strong!

SIN NO. 1

Lust

|*last*|

An intense desire to make content animated and interactive—to the point of distraction.

Remember, the iPad's only job is to help the sales rep. The moment the flow of conversation is broken because the rep needs to turn their attention to the device or pause for an animation build to complete is the moment you've lost the rep and the doctor.


8.25
SECONDS



THE AVERAGE
HUMAN ATTENTION SPAN.²

Think of it this way: animations and interactive content shouldn't feel like an interruption. Features like tools or calculators, for example, should always provide a payoff bigger than the potential distraction they may cause. Interactive content should only be used to help drive home a key point or answer questions; otherwise reps will rightfully avoid using them.

How to repent:
Use animations and on-screen movement only when they help tell the story.



SIN NO. 2
Gluttony
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Over-indulgence in content to the point of waste.

Mark Twain is credited for saying “I wanted to write you a short letter but I didn't have the time.” The same sentiment applies to the discipline it takes for some to say, “enough is enough!” when creating an iVA. Condensing your content and making it meaningful can take a lot more effort than drawing it out—but when it comes to iVAs it's absolutely essential.

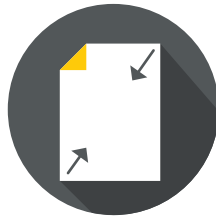
We aren't just talking about including pages of written content and volumes of videos that don't get used—we're also referring to the actual interface itself! Too often, iVA screens are cluttered with menu bars and other navigation that doesn't need to be there.

Remember these three tips when creating content:



PERSONAL SPACE

The rep and HCP interaction demands some breathing room. Here's a thought: don't review iVA creative projected on a screen. Review it on the iPad. Even better, test the content out by presenting it to someone across a desk or in a hallway—because that's how the reps and HCPs will be experiencing it.



AN IPAD SCREEN IS SMALLER THAN A SHEET OF PAPER.


7.3 x 9.5 versus 8.5 x 11. Less space means you need to simplify your messaging so your audience will have something to focus on. If you're just trying to recreate a print detail aid digitally, you've not only missed an opportunity—your customer is likely missing the point.



NUMBER 2 WAS SO IMPORTANT, WE'RE GOING TO REPEAT IT.

That iPad screen is 10% smaller than any typical sell sheet your rep is used to carrying. Stay focused, don't wander and don't ramble. Establish a main message for each screen and determine whether that message is being clearly articulated when reviewing.

How to repent:
Stay focused on saying less! Be painfully concise, use a shockingly large font and don't forget the device margins. Also, tabbed overlays should always be used so reps won't have to navigate away from a page during their conversation.



SIN NO. 3

Greed

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An excessive need to have your iPad be everything to everyone.

The iPad is an amazing, multifunctional device. Just look at all it can do:



Crazy isn't it? Unfortunately, thinking of an iPad the way a consumer does won't really help you much as a marketer or a sales rep.

You need to think of what it should be doing for you from a marketing and a sales perspective. What features, technology, or interactivity helps keep the rep in control while also helping them tell the story they want to tell?

What problems is your brand facing? Are there challenges with application or dosing? What specific day-to-day needs does your audience grapple with? Are there issues with adherence or access? What story do you need your reps to clarify for HCPs? Now, think of how the iPad can be used to address those specific problems.

How to repent:

Ask yourself how each feature, interaction, and functionality supports and enhances the rep's ability to tell the story. If there is no clear answer, take it out! Keep it simple (but not stupid)!



SIN NO. 4

Sloth

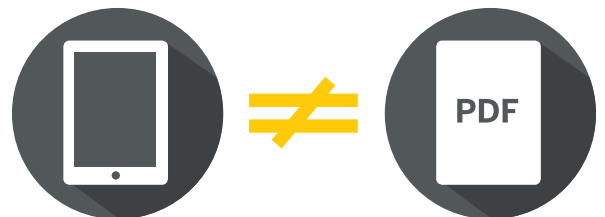
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User experience and creative design laziness.

This is the other side of gluttony and it is just as sinful!

iPads aren't paper. They're not restricted to static, linear content. So don't design them like they are!

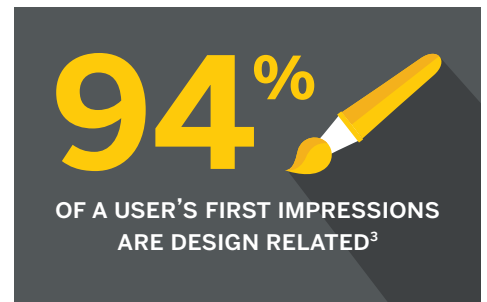
Your goal is to actively engage your audience and position your rep as a master storyteller. If your detail aid could be printed and used by the rep without any real loss of impact, shame on you and your agency!



People interact with an iPad differently than they do a desktop computer. Use this to your rep's advantage!

The iPad is an intimate device. It's designed for exhilarating, immersive experiences and it can bring a rep and their audience together around a topic. What you don't want to do is create content where they are both relegated to just passively watching videos or forcing your rep to do little more than click a repetitive series of "Next" buttons.

Here's a thought: work with an agency that doesn't just design for digital but who designs mobile first (i.e., they know how to prioritize the mobile user experience above all other formats). Make sure your team is designing for a gesture interface and they know the limitations of the detailing platform such as SKURA, VEEVA or Quintiles. Not all platforms utilize the full extent of the iPad interface. Some can't incorporate pinch and zoom to enlarge photos, for example.



Consider these iPad design tips:



There should be no "Menu" page in your detail (this isn't a website!)



Reps should be able to detail dynamically from anywhere in the tool. This means no navigating back and forth and no pages that don't support the story.)



Think in layers and not pages (layers build, pages leave content behind!)

How to repeat:

Think about content in layers, not pages. Use pull down menus sparingly and look for the ability to detail from every page. You need to think outside the "click."



SIN NO. 5

Wrath

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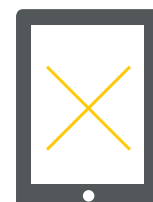
The anger reps feel when they aren't trained.

This tip is very pragmatic and tactical. It's also extremely powerful when you employ it by collaborating with your salesforce. Think of it like this:

Train reps on the context—not on the device or the content. We're hoping that all of your representatives are very well versed in your brand's messaging—its core benefits, claims, studies and so on.

We also hope (by now!) your reps know how to use an iPad. Note, that last point doesn't count when you're implementing digital details for the first time. You'd be surprised how many iPad rookies are out there.

It's absolutely crucial that you commit to train, test, and engage your salesforce on how to use this tool in context.



This is the time to not only clarify the main message but to also educate your team on how to deliver that message on the fly. First, they need to fully understand the different ways the product story can unfold. Then, they need to understand the layout of the iPad screens and the function of the different buttons, swipes and features.

Nothing is more awkward or defeating than stumbling in front of a HCP with your slick digital presentation. Role-play so rep interactions are smoother, more personal and more informed. Develop standard paths for objection handling. The more comfortable sales reps are with their detail tools, the more they can focus on what actually matters—telling the product story.

How to repent:

Training and engaging the sales force early so they can immediately see their needs addressed in the solution.



SIN NO. 6

Pride

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Excessive love of self and your own message.

In a highly regulated environment it's easy to become focused on what your regulators allow you to say. In other words, you start to behave like your boring uncle at a family barbecue, only talking about yourself!

Don't let this happen to you. And don't subject your poor reps to this! While creating content for your iPad detailing, continually ask yourself—what's in it for the audience? What specific audience needs are being met with this content?

The cut and paste days of detail aids and flip charts may be over, but the need for relevant sales tools has never been more critical. Reps have more drugs to detail, more audiences to see in a shorter amount of time, and everyone is swimming in media. In other words, attention spans are shorter and content standards are higher.

We've already discussed the critical importance of defining your customer persona; understanding their culture, their workflows, and their particular struggles that you can clearly solve and address.

Now ask yourself if you can reduce the friction in a customer's day by easily providing insight? Can you use real-time polling to engage and inform them? Do the tools on the iPad surprise and delight them? Why not take advantage of the iPad's ability to compile data on the fly by incorporating interactive conversation starters?

Tactics like these can turn otherwise awkward, 45-second details into multi-minute engagements.



How to repent:

Always ask "what's in this for my customer" not "what do I want my customer to hear?"



SIN NO. 7

Envy

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The feeling of discontent your competitors will feel when your customers actually want to be detailed!

Ok, we cheated on this one a little. But we think this is what you should aspire to. Imagine the outcome when your reps have that kind of firepower in the bag!

How to repent:
Avoid temptation and work with the right partner!



In summary:



Sales reps are under increasing pressure to perform. iVAs need to make their jobs easier, not harder.



Storytelling, setting and technology all need to be top-of-mind if you want to create a successful iVA detail tool.



User-centered design is essential for effective iPad detailing. Remember, less is more when it comes to content.

We hope this has been a helpful read. As you can probably tell, we're passionate about great user experiences and helping our clients get the most out of iVA technology. If you'd like to learn more about what we do, please don't hesitate to get in touch. We always love meeting new people!

Want to learn more? Contact Neil.

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