

brand experience to fit the customized, interconnected nature of the 21st century, according to Mike Rutstein, president, **StrikeForce** Communications (strikeforcenyc.com).

“While the product story will continue to serve an important role in driving awareness and differentiating brands, patients will become the new voice and the publishers of content,” Mr. Rutstein says. “It’s their experience and perspective that will influence the future success of a product.”

With this power shift, marketers need to arm patients by embracing emerging technologies such as mobile marketing. Mr. Rutstein believes that such technologies can act as real-time disease state managers and provide ways to disseminate content. “They can also offer opportunities to intervene at critical points to ensure compliance,” he says. “For example, throughout the day, they can contact diabetes patients as they monitor their blood sugar, or they can send out a message in the morning to remind GERD patients to take their medication.”

Beyond mobile marketing, the iPad is playing an increasingly important role in the marketing mix. Although pharma marketers initially used this tool to provide information via new one-touch technology that allows greater efficiency and scalability, Mr. Rutstein believes that the true vanguards recognize that the iPad is more than an electronic detail aid. It also represents an opportunity to deepen the brand experience through augmented reality.

“Through sophisticated software, HCPs are beginning to benefit from a multidimensional perspective of treatments and conditions that will allow physicians to practice procedures in a virtual world,” Mr. Rutstein says. “The first movers in this space will gain a significant advantage based on the unmatched brand experience this augmented reality represents.”

DTC AND THE MOBILE GENERATION

The next generation of pharmaceutical marketing will redefine and reshape the traditional