

Adobe multichannel communications solution for life sciences manufacturers

Reach busy healthcare professionals and patients with the Adobe multichannel communications solution for life sciences manufacturers

Multichannel communications increase influence with busy healthcare professionals:

- Gain access to “no see” practitioners and influencers.
- Enable on-demand availability to view information outside of office hours.
- Lower per-interaction price of communication—Internet vs. rep delivered.
- Capture analytics to optimize future communications.
- Create compelling multimedia communications combining presentations, graphics, 3D information, and rich media applications.
- Repurpose communications created for healthcare professionals to patient and healthcare advocates.
- Allow extended teams to participate in collaborative review, markup, and content approval process.

Adobe solutions help life science manufacturers streamline critical processes:

- Electronic forms for clinical development
- Regulatory submissions
- Document collaboration

Communicate better—online, live, and on demand

Life sciences manufacturers face increasingly competitive markets. Threats of price controls and imports combined with pressure to reduce costs while increasing sales and marketing effectiveness require new strategies to stay ahead. At the same time, healthcare professionals—seeking to maximize productivity and profitability—are less accessible than ever to traditional contacts from manufacturers’ representatives.

The Adobe multichannel communications solution enables life sciences manufacturers to easily create content and to deploy, manage, and track product information programs. Based on Adobe® Acrobat® software and Macromedia® Breeze® from Adobe technology, the Adobe multichannel communications solution helps ensure that you reach your intended audiences more often with engaging multimedia product information.

Reach, engage, succeed—affordably

The Adobe multichannel communications solution allows manufacturers to achieve immediate time and cost savings:

- Reduce travel to and from face-to-face meetings with healthcare professionals.
- Transfer knowledge faster to growing influencer audiences and patients.
- Communicate more efficiently—and effectively—anytime with communities of care, including primary care physicians, specialists, surgeons, nurses, case workers, and healthcare advocates.
- Increase business productivity.

Now you can quickly gain access and deliver highly relevant content to more physicians and nurses, including “no see” practitioners. Easily target and reach influencer audiences, such as physician assistants, pharmacists, formulary managers, nurses, unit educators, patients, and healthcare advocates, with focused communications. And increase communication effectiveness with rich multimedia presentations that encourage valuable interaction between manufacturers’ representatives and healthcare professionals.

“With Breeze, we can eliminate geographic barriers to world-class expertise for patients and physicians. Hospitals everywhere will look at our program as a new model to help save lives.”

Colin Fahrion
Web Manager
UCSF Fetal Treatment Center

Rapidly deliver engaging, self-paced multichannel communications:

- **Develop relevant content quickly by using the content management library.**
- **Provide instant access on PCs and mobile devices.**
- **Incorporate existing content into new communications vehicles.**
- **Measure comprehension.**
- **Use dashboard reports to monitor results.**
- **Easily update content.**
- **Evaluate content effectiveness.**

For more information

For more details about Adobe solutions for life sciences, visit www.adobe.com/lifesciences.

About Adobe

Adobe revolutionizes how the world engages with ideas and information—anytime, anywhere, and through any medium.

Create compelling messages with powerful, easy-to-learn tools

Acrobat and Breeze empower nontechnical staff to create robust multimedia product information—no specialized graphics or IT expertise is needed. The Adobe solution makes it easy for anyone in your organization to create narrated presentations incorporating a variety of rich-format content, while providing tracking and reporting capabilities at the click of a button.

Acrobat and Breeze extend the power of content creation across your organization via a content management library component. All content is saved in a fully searchable repository, making it accessible for reference and repurposing. The ability to easily update and leverage content enhances productivity throughout your organization and increases the efficiency of your communications delivery.

Capture metrics to increase marketing effectiveness—and update easily

The simple dashboard-style reports within Breeze help you analyze the success of your communications by providing viewer status for each presented slide, so you can easily tell what is working and what is not and update your presentations accordingly. During seminars, you can poll participants to gauge interest and export contact information into a customer relationship management tool for immediate sales follow-up. Content is automatically stored in the fully searchable Breeze library, allowing your team to improve productivity by enabling all content creators to find, retrieve, and repurpose content across the entire organization.

collect and create



1 Collect and combine multiple file types



2 Create compelling Breeze presentation

approve and post



3 Review, comment on, and approve presentation



4 Store and organize content for future use

review and respond



5 View presentation anytime, anywhere



6 Enter feedback in Breeze application

integrate and improve



7 Incorporate, save, and leverage feedback



8 Refine presentation to maximize effectiveness

Minimal investment, maximum reward

The Adobe multichannel communications solution for life sciences manufacturers complements your existing technology infrastructure. It can be deployed quickly and easily, and the time and cost investment to begin customizing a product information program is minimal. Adobe Flash® Player, like Adobe Reader® software, is ubiquitous—no additional technology is required for healthcare professionals to access multimedia content. The easy-to-use technology results in higher adoption rates. And in production, the Adobe solution has a lower total cost of ownership for supporting IT areas.

Better by Adobe.™



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