Adobe

The quick guide to work management for healthcare marketers.

Automate complex workflows.
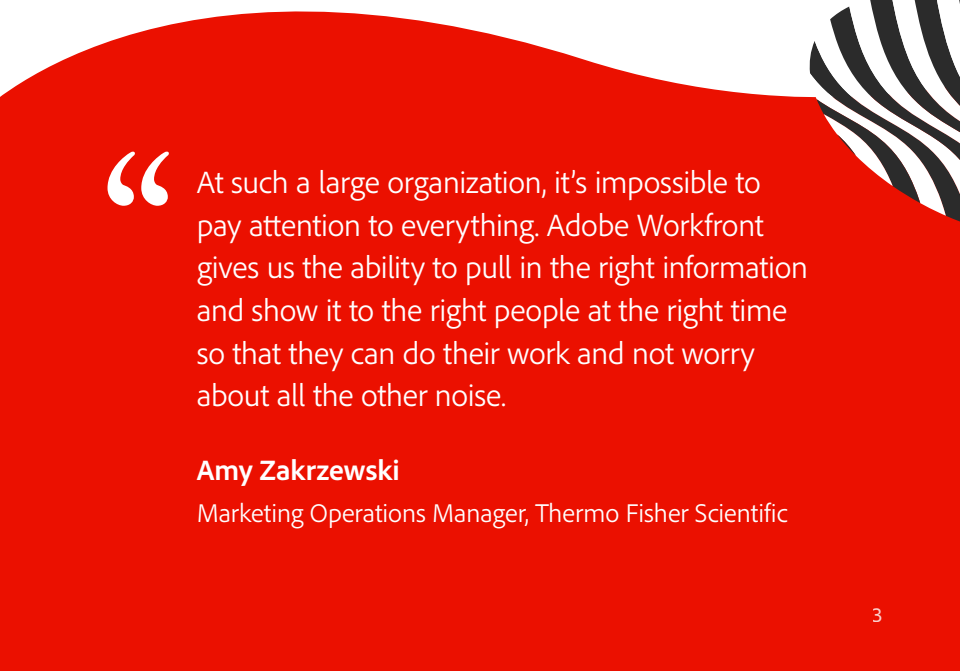Accelerate results.

The global pandemic didn't just transform the healthcare industry—it forever changed the way healthcare organizations market. Faced with a rapidly evolving health crisis and deep uncertainty, healthcare consumers flocked to the internet to find accurate, specific, and personalized information to help them navigate the emergency.

Healthcare marketers suddenly faced a monumental task—get urgent information to market as fast as possible while ensuring it conforms to an array of evolving regulatory and legal requirements. Information also needed to be relevant to different regions of the world. Healthcare consumers depended on up-to-date local information, including where to find a doctor or clinic and the latest regional guidelines on COVID-19 control and prevention. Content and strategy had to adapt rapidly to shifting local, national, and even global markets while adhering to regional regulatory requirements and aligning to corporate goals.

Healthcare marketers did their best to meet the demand—but now that consumers won't settle for less, marketers need to find a way to accelerate content at scale to meet the demand of digital-first healthcare experiences. According to Forrester Consulting, companies that provide these experiences are growing revenue at 1.7 times the rate of those that don't.

Work management applications offer healthcare marketers a simplified, quick, and scalable way to keep pace with an increased demand for relevant, accurate content. With the right system, you can automate and streamline everything from content creation to campaign development and execution to account-based marketing. The result: faster content delivery and more delighted—and loyal—healthcare consumers.
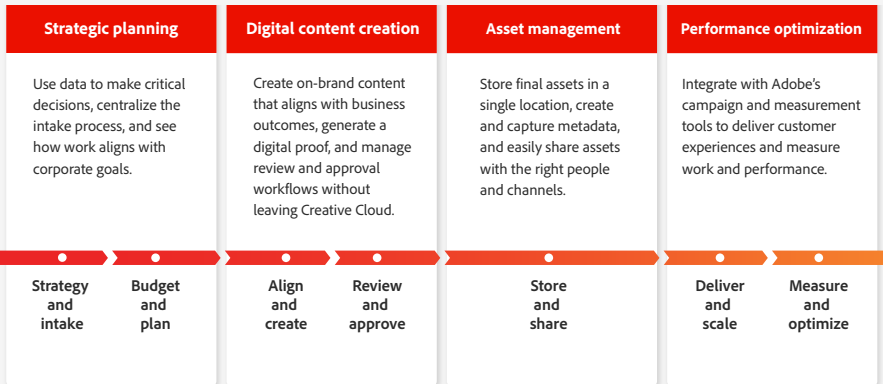
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At such a large organization, it's impossible to pay attention to everything. Adobe Workfront gives us the ability to pull in the right information and show it to the right people at the right time so that they can do their work and not worry about all the other noise.

Amy Zakrzewski
Marketing Operations Manager, Thermo Fisher Scientific

Keeping pace with an accelerated healthcare marketing work lifecycle.

Healthcare marketing has changed for good, which means healthcare marketers need to adapt their approach to managing the entire work lifecycle, from strategy and intake to measurement and optimization. To stay relevant in the market and meet consumer demands, you need to create content quickly, measure its performance, and deliver a better experience each time.

Strategic planning	Digital content creation	Asset management	Performance optimization
Use data to make critical decisions, centralize the intake process, and see how work aligns with corporate goals.	Create on-brand content that aligns with business outcomes, generate a digital proof, and manage review and approval workflows without leaving Creative Cloud.	Store final assets in a single location, create and capture metadata, and easily share assets with the right people and channels.	Integrate with Adobe's campaign and measurement tools to deliver customer experiences and measure work and performance.
Strategy and intake / Budget and plan	Align and create / Review and approve	Store and share	Deliver and scale / Measure and optimize

Adobe Workfront powers the entire marketing work lifecycle, helping marketing teams manage work more efficiently through each stage.

Strategy and intake.

When you're marketing across channels and geographies, you need flexible strategies that adapt to specific local needs and programs that comply with a patchwork of federal, state, and local rules. Healthcare marketers are working with two goals in mind: designing a highly tailored strategy to the local community and the needs of specific demographics while also aligning with company goals and federal and state requirements. Doing it wrong could mean millions in fines and ethical missteps on the ground.

Work management applications help healthcare marketers personalize at scale while complying with government regulations. These applications can centralize requests in one place with standardized intake forms for new projects and automated workflows. This ensures work can be effectively prioritized and repurposed for the right markets, connecting content delivery to strategy every time.

Budget and plan.

Many pharmaceutical companies market their products and services around the world in many different compliance situations. This requires managing different laws, new privacy standards, and shifting regulations that can cause marketing plans to change—which in turn makes it challenging to budget and strategize content creation efforts.

A work management application centralizes your budgeting and planning data, ensuring visibility across teams and regions, encouraging coordination, and reducing the likelihood of duplication. It also allows you to track budgets and plans across their entire lifecycle, so you have the insights you need to allocate resources and meet shifting demands.

Align and execute.

It's a monumental task to create new, localized digital content for patients that focuses on the needs of stakeholders and institutional buyers and complies with legal and regulatory requirements. Think about all the assets that creative teams produce in different formats across every channel. Without the right tools, it's tough to work efficiently—and even tougher to maintain consistency and quality.

A work management application helps you connect execution to strategy, so everyone is on the same page and moving toward the same goal. This allows marketing, sales, and compliance to collaborate better,

faster, and with more impact to create and regionalize the right content. Toggling between systems also slows creative teams down. With the right integrations, they can work directly within the creative tools they use every day, and that means they're working better and faster.

Review and approve.

It's your job to communicate new information quickly— all while mitigating liability. But it's not easy when you're hindered by manual processes, lengthy approvals, and complex medical, legal, and regulatory review cycles across disparate teams. Consider, for instance, a web content project. Without a work management application, you'll have to run every piece of content through several different teams for approval. And you'll likely need to get approval from regulatory bodies—many of which use outdated systems that make vital information difficult to find.

With a work management application, you can review new pieces of web content in modular fashion. Regulatory reviews are centralized, spelled out, and automated, saving precious time and preventing regulatory fines. What's more, it's easy to loop in the appropriate internal people to complete necessary compliance checks, so you can get fast, accurate content to your audiences.

Store and share.

Once the content is created and approved, you need to make it widely accessible to ensure everyone is on the same page. However, issues with version control can create big problems if teams use content that doesn't comply with the latest rules or contain updated medical or policy information. Some regional and local teams may even create duplicative content, unaware that the resources already exist and are available to adapt and reuse.

Chasing down resources, files, and content versions is a workflow norm for many marketers. Work management applications eliminate these bottlenecks by connecting disjointed mechanisms and teams to break down silos. This makes it easier for people to get access to the resources they need so they can get their best work done.

Deliver and scale.

In today's world, healthcare call centers are often overwhelmed with people wondering about safety protocols, insurance coverage, and hospital procedures. The best healthcare marketers respond quickly by creating personalized and deliverable content at scale, providing customized assets for different local markets, and complying with local regulations. Accuracy is essential. Releasing campaigns or content to the wrong audience has legal, regulatory, and ethical consequences.

To deliver the right content at scale, you need to make quick updates without huge reworks. Work management applications help automate and streamline customized content updates by enabling modular reviews of the most recent content and housing it all in one visible, shared, and auditable platform.

Measure and optimize.

Performance data is key to delivering relevant and timely content, and it must also be gathered and analyzed in ways that don't inadvertently violate HIPAA or other privacy rules. However, many healthcare organizations are decentralized, making it challenging to get the birds-eye-view of all the performance, campaign analytics, and project management data you need to create the right content at the right time.

Work management applications automatically sync and gather your data in one place to help you understand the status of work happening across different tools, systems, and teams. They give you visibility into whether the content you create meets your consumers' needs and help you make data-driven decisions to determine ways you can improve workflows and create better content more quickly.
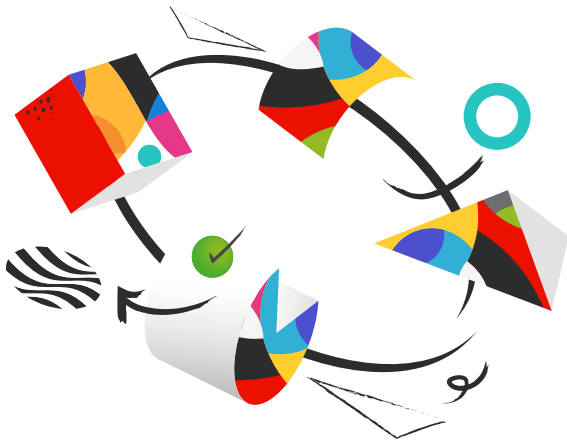
A healthier way to work.

It's never been more important to meet customers where they are—and that's online. Adobe Workfront can help. By standardizing and automating work processes and providing fresh insights, Workfront helps you prioritize the work that matters most—in the moments that matter most for healthcare consumers.

Adobe Workfront

The complete guide to work management for marketers.

A game-changing playbook for the way marketers work.

Take a closer look at how Adobe Workfront helps marketers streamline and automate the entire lifecycle of marketing work. Get the *Complete Guide to Work Management for Marketers* to learn more.

Get the guide

Sources

1   Matt Howard, "Forrester Consulting: Adobe Experience Cloud Drives Growth for Customers," Adobe Blog, March 18, 2019.