

## Customer Co-Creation: Engaging and Activating Advisors

Traditional advisory boards sometimes elicit canned responses that are simply what advisors think the brand wants to hear, and often “reveal” the same insights the key opinion leaders (KOLs) already shared in a competing brand’s advisory board. There’s a need for a better approach; one that uncovers better real world solutions and allows the customer to truly engage.

Drew Beck, our VP, Director of Innovation, outlines how healthcare brands can do this through customer co-creation. Read on to learn how to better activate your advisors.

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### Pharma Comms Should Forget Its Social Media Fomo and Realize That They’re the Gold Standard

When it comes to social media marketing, pharma tends to idolize the efforts of their consumer-focused peers. But as social becomes more regulated, pharma is emerging as the new leader. Duncan Arbour, our SVP Innovation, Europe, elaborates in this MM&M article.

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### Is This the Year of Digital Therapeutics?

Baba Shetty, our Chief Strategy Officer, recently moderated a panel of digital therapeutics experts about the groundbreaking developments in this fast-emerging area, including Megan Coder of the Digital Therapeutics Alliance, Susan Cantrell of the Academy of Managed Care Pharmacy, Yuri Maricich of Pear Therapeutics, Vincent Hennemand of Akili Interactive, and Edward Kliphuis of M Ventures.

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### What Does a Clinical Trial Look Like for Digital Therapeutics?

Digital therapeutics are distinct from digital health products, and are driven by software programs that can be prescribed to prevent, manage, or treat a medical disorder or disease, as stated by the Digital Therapeutics Alliance. Baba Shetty asked panelists: how do you do a clinical trial for software?

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### How Behavioral Science Can Be Used to Motivate Patients and Other Stakeholders

Some of healthcare's biggest challenges are based in counterintuitive patient behavior. Outsourcing Pharma recently interviewed Kathleen Starr, Managing Director, Behavioral Insights at Syneos Health, to find out how behavioral science can help address the issues.

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