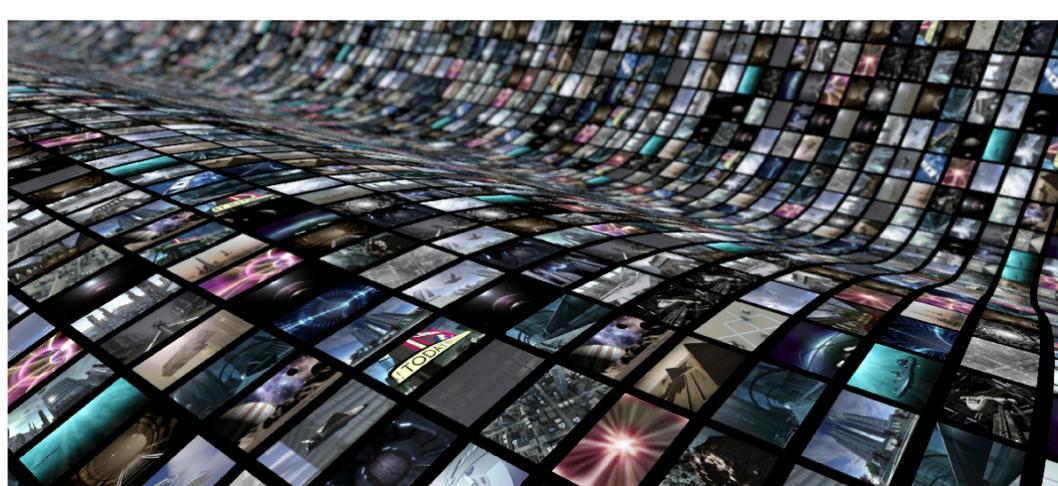


From DTC to DT"Me" - The Future of Communications in Pharmaceuticals

The art of communications in the pharmaceutical industry is becoming more complex. In this podcast, Amy Hutnik, our Chief Growth and Transformation Officer, talks about how communications intelligence and channels have advanced with the availability of data. She discusses how we've evolved from the point of DTC (Direct to Consumer) to the extremely individualized opportunity of DT"Me" (Direct to Me).

Listen in for a discussion on the way the space has changed in terms of decision-making and spend/budget planning, the necessity for breaking down the silos in large companies, why (despite popular belief) personal promotion is not dead – and a look at what lies ahead in the future of communications in pharmaceuticals.

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All signs point to a breakthrough year for digital therapeutics (DTx). With the market poised to hit half a billion U.S. dollars by 2021, the industry is approaching an inflection point. Large and small technology and life sciences companies are approaching the space with different perspectives and agendas. Read our new report to find out what this means for healthcare stakeholders.

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What pressures are prompting changes in commercialization and in what ways do pharmaceutical companies need to change in order to keep up?

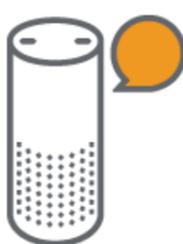
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