Break the Curse

of the B2B Consideration Set

Katie Martell

MARKETING ON-DEMAND

Hi, I'm Katie Martell.

"Unapologetic marketing truth-teller"

@KatieMartell
www.katie-martell.com

HAPPY BIRTHDAY, RXINSIDER!

1999 - 2019

TRUTH #1

1999 was a
very different time

Phone apps in 1999:

Phone calls in 1999:

File storage in 1999:

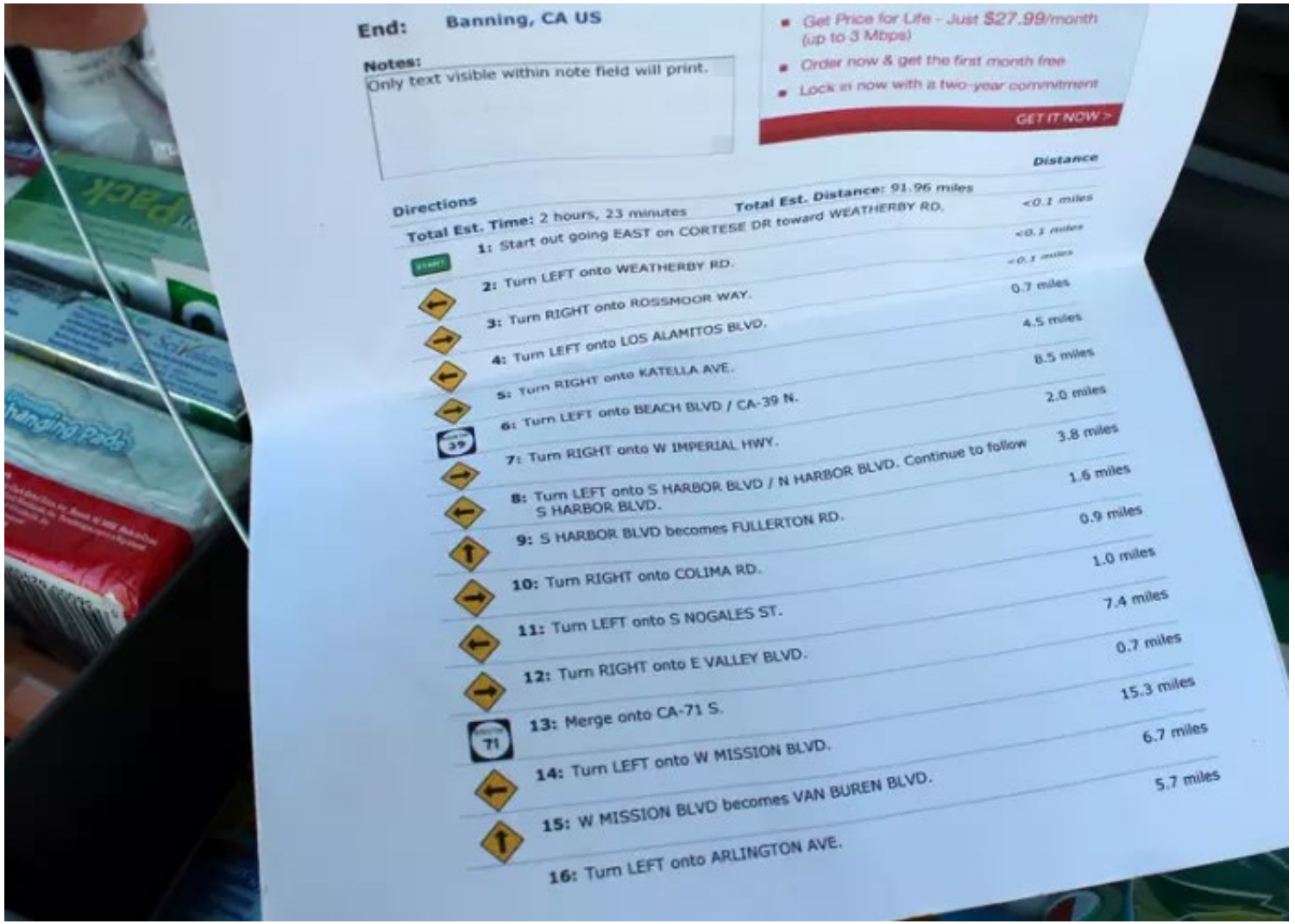
Wikipedia in 1999:

Netflix in 1999:

Google was 1 year old

You got there via

Google Maps in 1999:



End: Banning, CA US

Notes:
Only text visible within note field will print.

- Get Price for Life - Just $27.99/month (up to 3 Mbps)
- Order now & get the first month free
- Lock in now with a two-year commitment

GET IT NOW >

Directions — Total Est. Time: 2 hours, 23 minutes — Total Est. Distance: 91.96 miles

	Directions	Distance
START	1: Start out going EAST on CORTESE DR toward WEATHERBY RD.	<0.1 miles
	2: Turn LEFT onto WEATHERBY RD.	<0.1 miles
	3: Turn RIGHT onto ROSSMOOR WAY.	<0.1 miles
	4: Turn LEFT onto LOS ALAMITOS BLVD.	0.7 miles
	5: Turn RIGHT onto KATELLA AVE.	4.5 miles
	6: Turn LEFT onto BEACH BLVD / CA-39 N.	8.5 miles
39	7: Turn RIGHT onto W IMPERIAL HWY.	2.0 miles
	8: Turn LEFT onto S HARBOR BLVD / N HARBOR BLVD. Continue to follow S HARBOR BLVD.	3.8 miles
	9: S HARBOR BLVD becomes FULLERTON RD.	1.6 miles
	10: Turn RIGHT onto COLIMA RD.	0.9 miles
	11: Turn LEFT onto S NOGALES ST.	1.0 miles
	12: Turn RIGHT onto E VALLEY BLVD.	7.4 miles
71	13: Merge onto CA-71 S.	0.7 miles
	14: Turn LEFT onto W MISSION BLVD.	15.3 miles
	15: W MISSION BLVD becomes VAN BUREN BLVD.	6.7 miles
	16: Turn LEFT onto ARLINGTON AVE.	5.7 miles

Instagram in 1999:

Y2K

REMEMBER
Turn your computer off
before midnight on
12/31/99.
BEST BUY

Y2K
NYE 1999
11:59 PM

Curse of the Bambino still unbroken.

1918 to 2004

TRUTH #2

2019
The year of
information-overload

The typical American hears or reads 100,000+ words every day.

McKinsey Global Institute via To Sell is Human

Every day, Americans take in 5X as much information as they did in 1986.

We are exposed to as much data <u>in a single day</u> as someone in the 15th century would be in their entire lifetime.

The average office worker receives 121 emails per day.

Statista

“Not sure if you saw my last email…”
Statista

Check email or IM 40 times every day

(Once every 7.5 minutes)

RescueTime

Switch between tasks 300X a day

RescueTime

Use 56 different apps / websites a day

RescueTime

Check phones 150 times / day

(Once every 5 minutes)

NBC News, Feb 2018

BREATHE WITH THE SHAPE

PS:

IT'S RUINING RELATIONSHIPS

NBC News
Feb 2018

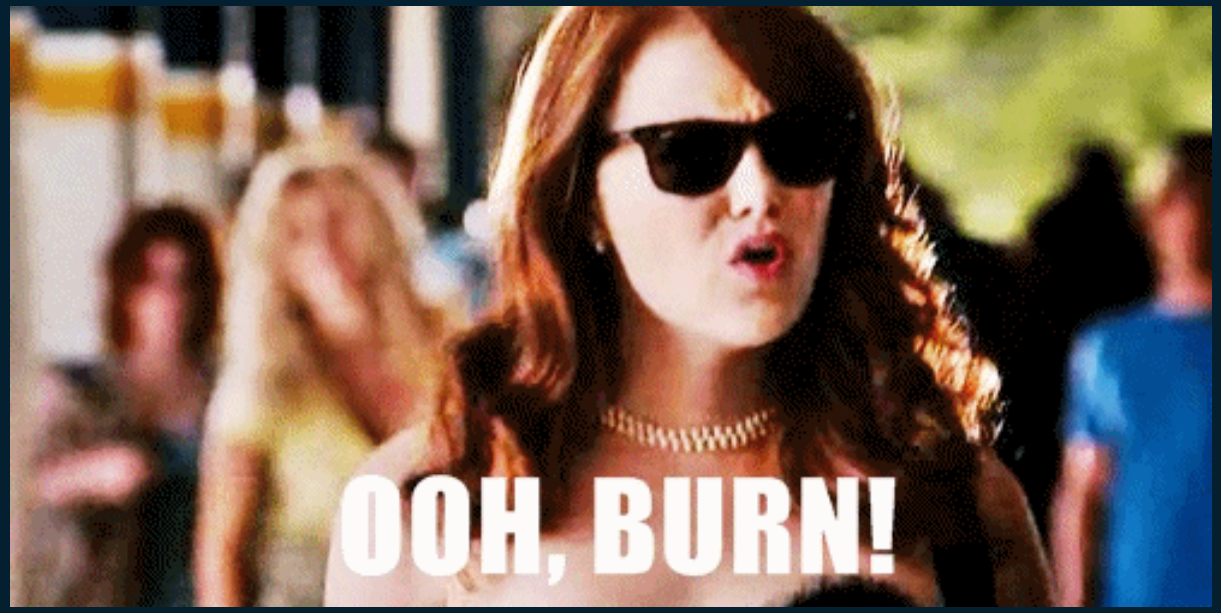
TRUTH #3

This is also the age of commoditization

COMMODITIZATION:

Goods or services becoming indistinguishable from competing offerings.

Interchangeable.
Generic.
Standardized.



TOPSHOP
STELLA McCARTNEY
GUESS
LANVIN
DKNY
GAP
PRADA
V&R
DONNA KARAN NEW YORK
oasis
PARIS
URBAN OUTFITTERS
CHRISTIAN SIRIANO
H&M
ALEXANDER McQUEEN
Chloé
John Galliano
VALENTINO
Paul Smith
roberto cavalli
DIANE von FURSTENBERG
look
fcuk
MANGO
MK
CHANEL
L.A.M.B.
Levi's
Abercrombie & Fitch
RIVER ISLAND
JUICY COUTURE
love angel music baby
HOLLISTER Co.
pineapple
wallis
ANNA SUI
ZARA
Jean Paul GAULTIER
DOROTHY PERKINS
KURT GEIGER
asos
LA CASITA DE WENDY
TALES
GIORGIO ARMANI
FENDI
HARVEY NICHOLS
CK
NINA RICCI
GUCCI
Vivienne Westwood
BURTON
VERSACE
PARIS
Calvin Klein
RALPH LAUREN
KENZO
GIVENCHY
LOUIS VUITTON
Brand Identity
TIFFANY & Co.

KIA MOTORS
HYUNDAI
DAEWOO
HONDA
Mercedes-Benz
LAMBORGHINI
LAND ROVER
HOLDEN
ACURA
TOYOTA
SUZUKI
NISSAN
BMW
FIAT
ROLLS ROYCE
MITSUBISHI MOTORS
mazda
LEXUS
INFINITI
CHERY
MINI
ROEWE
JAC MOTORS
PEUGEOT
Ferrari
ALFA ROMEO
LANCIA
CITROËN
BUGATTI
Das Auto.
ASTON MARTIN
McLaren
BENTLEY
JAGUAR
Ford
GMC
MASERATI

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Bulk Quantity Toilet Tissue

#1

Charmin Ultra Soft Cushiony Touch Toilet Paper, 24 Family Mega Rolls (Equal to 123 Regular Rolls)

★★★★½ 521

$31.49 prime

#2

Cottonelle Ultra ComfortCare Toilet Paper, Soft Biodegradable Bath Tissue, Septic-Safe, 36...

★★★★☆ 498

$24.99 prime

#3

Cottonelle Ultra CleanCare Toilet Paper, Strong Bath Tissue, Septic-Safe, 36 Family+ Rolls

★★★½☆ 516

$24.99 prime

#4

Cottonelle Ultra GentleCare Toilet Paper, Sensitive Bath Tissue with Aloe & Vitamin E, Packaging...

★★★★☆ 1,262

$19.99 prime

#5

Scott Tube-Free Toilet Paper, 24 Family Rolls, Bath Tissue

★★★½☆ 443

$15.99 prime

#6

Charmin Ultra Gentle Toilet Paper, 18 Mega Rolls = 72 Regular Rolls

★★★★½ 661

$21.96 prime

#7

Cottonelle Ultra ComfortCare Toilet Paper, Soft Bath Tissue, 12 Rolls

★★★½☆ 215

$8.99

#8

Scott ComfortPlus Toilet Paper, Large Roll, 18 Rolls (Pack of 2), 36 Total Rolls

★★★½☆ 217

$16.99 prime

#9

Scott Compressed Toilet Paper,32 Rolls (2 packs of 16), Bath Tissue

★★★☆☆ 439

$27.99 prime

#10

Charmin Ultra Soft Cushiony Touch Toilet Paper, 18 Family Mega Rolls (Equal to 90 Regular Rolls)

★★★★½ 146

$26.24 prime

#11

Scott Bath Tissue, 1000 Count

★★★★☆ 433

$7.76 prime pantry

#12

Cottonelle Ultra CleanCare Toilet Paper, Strong Bath Tissue, Septic-Safe, 24 Mega Rolls

★★★½☆ 516

$22.65 prime

#13

Scott Tube-Free Toilet Paper, Toilet Paper Rolls, Bath Tissue,48 Count, Pack of 2

★★★★☆ 175

$24.99 prime

#14

Cottonelle Ultra ComfortCare Toilet Paper, Soft Biodegradable Bath Tissue, Septic-Safe, 24 Mega...

★★★★☆ 498

$25.64 prime

#15

Scott 1000 Sheets Per Roll Toilet Paper, 30 Rolls Bath Tissue

★★★★½ 234

$28.70

#16

Cottonelle Ultra ComfortCare Big Roll Toilet Paper, Bath Tissue, 12 Toilet Paper Rolls

★★★½☆ 4,359

$15.58 prime

#17

Cottonelle Ultra ComfortCare Toilet Paper, Soft Biodegradable Bath Tissue, Septic-Safe, 24...

★★★★☆ 40

$15.99 prime

#18

Charmin Ultra Strong Toilet Paper, 18 Super Mega Rolls

★★★★½ 73

$28.34 prime

#19

Cottonelle Ultra Comfort Care Toilet Paper, Big Roll, 12 Count

★★★½☆ 1,316

$17.24 prime

#20

Genuine Joe GJO2540096 2-Ply Standard Bath Tissue Rolls, 400 Sheets per Roll, 4" x 3", White...

★★★☆☆ 78

$37.51 prime

#21

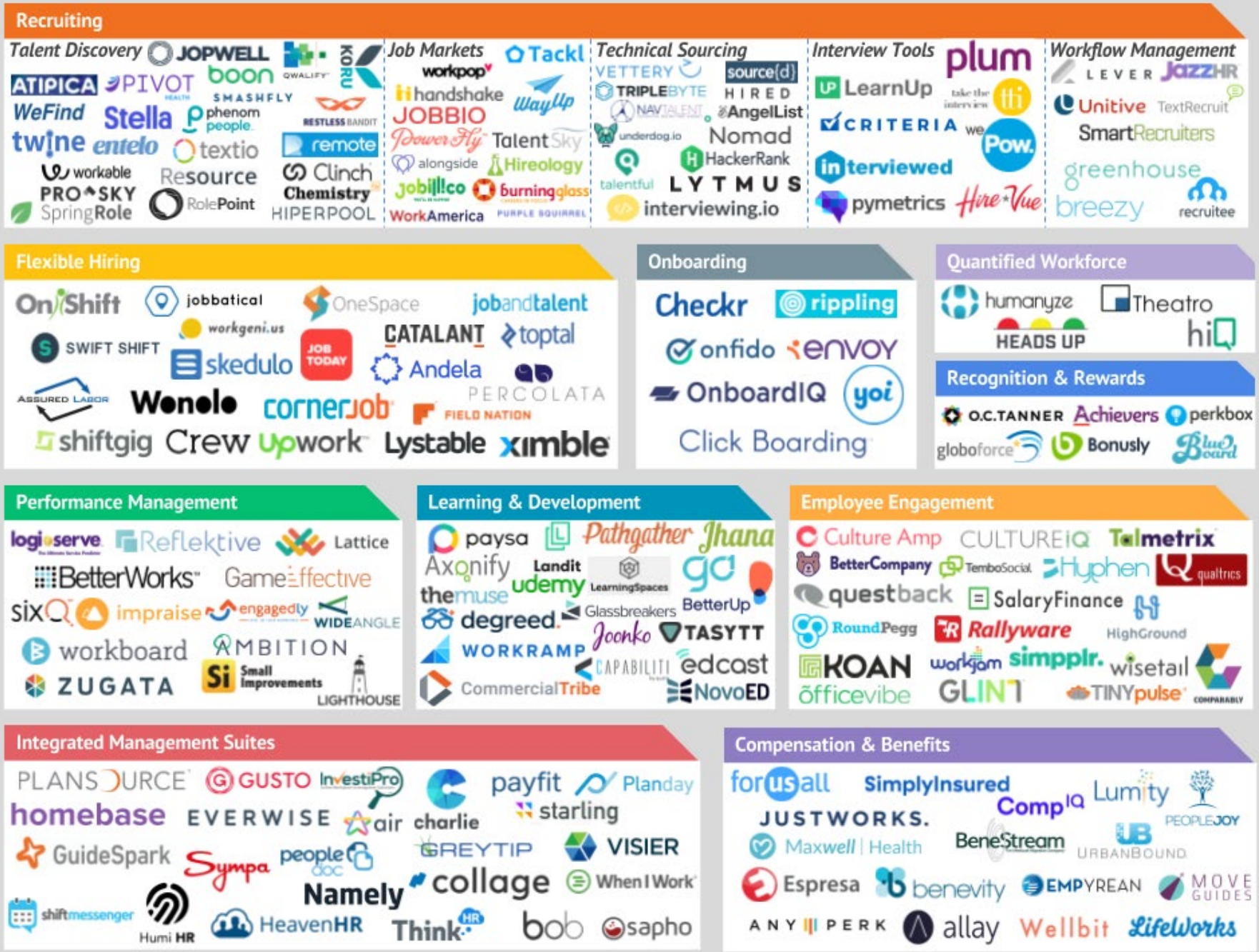
Great Lakes Jumbo JRT Ultra Bath Tissue, 2-Ply, White, 9 in Diameter (Case of 12 Rolls)

★★★★☆ 133

$25.57 prime

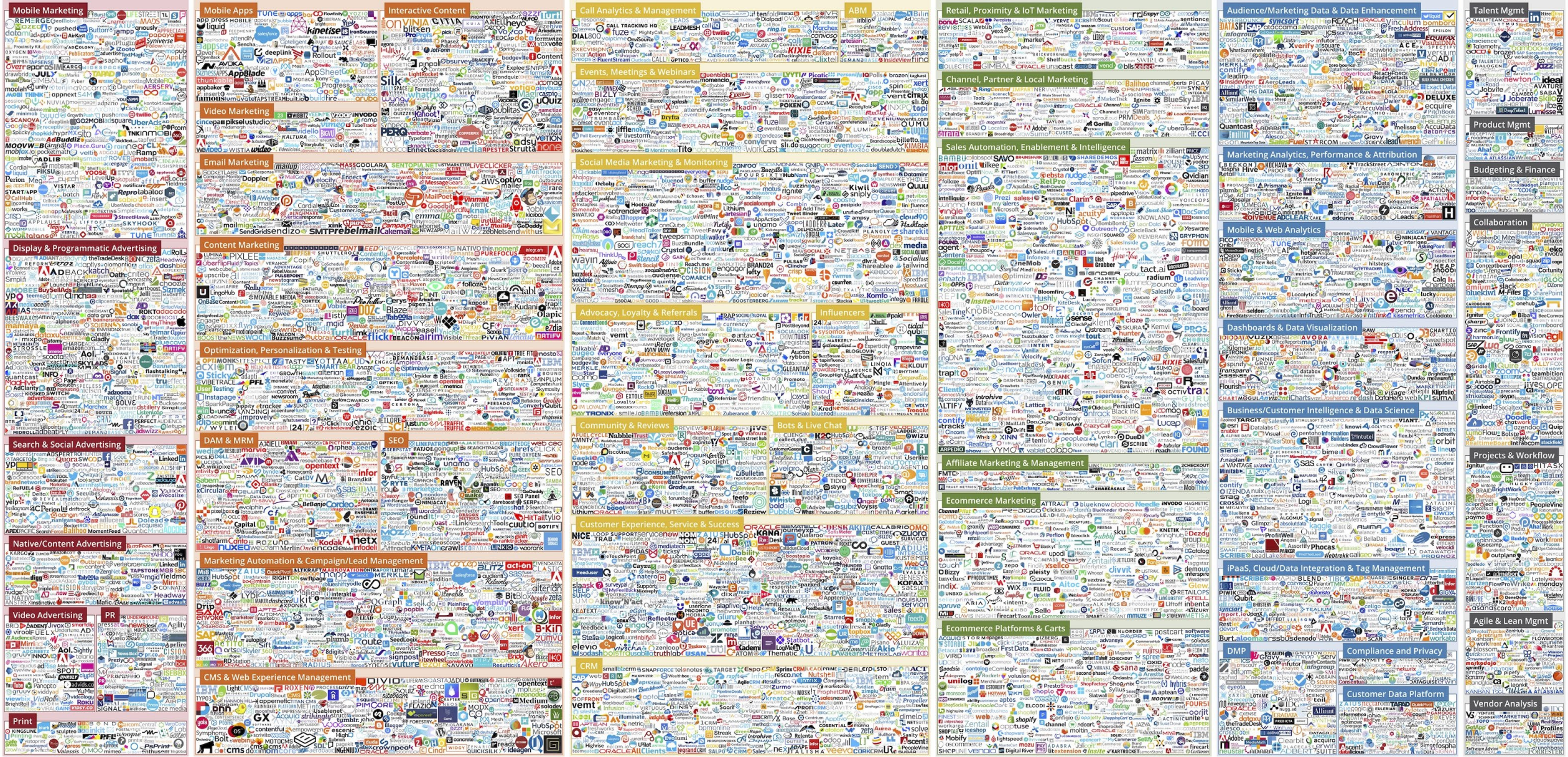
Today's HR Tech Landscape

As of 24 March 2017 | Click logos to visit a company's website | Something missing? Or want to learn more? Reach me at wsaborio@gmail.com :)



chiefmartec.com Marketing Technology Landscape ("Martech 5000")

April 2018



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Produced by Scott Brinker (@chiefmartec), Anand Thaker (@AnandThaker), and Blue Green Brands.

250 FINTECH COMPANIES TRANSFORMING FINANCIAL SERVICES

WALLETS & MONEY TRANSFER

one97, KakaoPay, TransferWise, Revolut, worldremit, CIRCLE, MobiKwik, LevelUp, Toss, Mynt, paga, BitPesa, momo, currencyfair, ZOONA, coins.ph

PROCESSING & PAYMENTS INFRASTRUCTURE

stripe, 拉卡拉, adyen, Klarna, iZettle, SIGNIFYD, YAPSTONE, Ebury, Payoneer, ZOOZ, flywire, MARQETA, Currencycloud, tyro, iyzico, GOCARDLESS, ezetap, PayNearMe, veem, voco, paystack, PINGPONG, rdp, AIRWALLEX, QFPAY

CAPITAL MARKETS & TRADING

Quantopian, TRUMID, MDAQ, KENSHO, Credit Benchmark, alphasense, xignite, iex, riskalyze, STREET CONTEXT, eShares, CAPTABLE.IO, ALGOMI, easynvest, NUMERAI, NYSHEX, Neighborly, Reorg Research, ARTIVEST

CROWDFUNDING

KICKSTARTER, INDIEGOGO, CircleUp, crowdcube, AngelList, SEEDRS, gofundme

REAL ESTATE INVESTING

POINT, CADRE, REALTYSHARES, roofstock, PeerStreet, Property Partner

BLOCKCHAIN

ripple, Digital Asset, Chain, JU, AXONI, Blockstream, factom, coinbase, bitFlyer, brave, xapo, Polychain Capital, BLOCKSTACK

WEALTH MANAGEMENT

raisin., GuiaBolso, PERSONAL CAPITAL, Betterment, nutmeg, wealthfront, THEO, Wealthsimple, FOLIO, ADDEPAR, 富途證券, robinhood, acorns, 老虎證券, STASH, Ellevest, moneyfarm, Guideline

PERSONAL FINANCE & MOBILE BANKING

digit, nerdwallet, claritymoney, clearTax, 51信用卡, tink, 随手记, CAPITAL, Even, Moneytree, PROPEL, monzo, tally, Atom, N26, nubank

FINANCIAL SERVICES & INFRASTRUCTURE

cross river, Cloud9, SYMPHONY, solarisBank, DEPOSIT SOLUTIONS, figo, Quovo, PLAID, openfin, Kasisto, TRADEIT

REGULATORY & COMPLIANCE

EverCompliant, OpenGamma, Perfios, Digital Reasoning, token, verato, SOCURE, Trulioo, fenergo, DROIT, ComplyAdvantage, Merlon Intelligence, onfido

GENERAL LENDING & MARKETPLACES

LU.com, JD, WeLab, paytm, LendUp, TrueAccord, 融360, indifi, Kreditech, auxmoney, Orchard, OPORTUN, finrise

PERSONAL & CONSUMER LENDING

Affirm, activehours, upgrade, SoFi, 用钱宝, 信贷圈, creditas, 嗨分期, earnest, GreenSky, 分期乐, Financeit, 爱钱帮, AUTOGRAVITY, zopa, smava, 拍拍贷, SocietyOne, zest

BUSINESS LENDING

Kabbage, Funding Circle, 点融网, BlueVine, behalf, FUNDBOX, marketinvoice, C2FO, prospa, LENDINGKART, funding societies, CAPITAL FLOAT, 元宝铺, 农分期

MORTGAGE LENDING

lendinvest, LendingHome, habito, ROOSTIFY, better MORTGAGE, blend, 大债据保

CREDIT SCORE & ANALYTICS

credit karma, Wecash闪银奇异, zestfinance, TALA, Juvo, ICE KREDIT, bonify, PEER IQ, nav, branch, CreditMantri

MERCHANT SERVICES

silverfin, avidxchange, TRADESHIFT, billtrust, SirionLabs, wave, freee, Avalara, VATBOX, canopy, zuora, FinancialForce, kyriba, travelbank, ZEITGOLD, PARAŞÜT, Magento

INSURANCE

众安保险, oscar, Clover, bright HEALTH, trov, Metromile, BIMA, Lemonade, 宜信博诺保险经纪, next, simplesurance, CYENCE, Ladder, EMBROKER, 小雨伞, WorldCover, Namely, bob, GUSTO

CBINSIGHTS

The Supply Chain & Logistics Tech Market Map

Digital Freight Shipping

FLEXPORT · FREIGHTHUB · iContainers · FLEET · Shippabo · FREIGHTOS · XENETA · NYSHEX · cogoport · INTTRA · FREIGHTWAVES · CoLoadX

Sensors & Asset Tagging

ALIEN · Omni-ID · altierre · SCANDIT · savi · C3IoT

Inventory Management

tradegecko · ecomdash · optoro · nextail · CELECT · RELEX

Blockchain

FILAMENT · 300CUBITS · ICIX · SHIPCHAIN · PROVENANCE · FoodLogiQ · modum

Food Supply Chain

Clear Labs · FULL HARVEST · AgShift · bluwrap · APEEL SCIENCES

Supply Chain & Logistics Analytics

clearmetal · Shipamax · project44 · Vekia · riskmethods · FourKites · HAVEN

Trucking Marketplace & Fleet Management

uShip · INSTAFREIGHT · RIVIGO · EVEROAD · G7 智慧物联网 · Manbang Group · BLACKBUCK · Vnomics · CARGO CHIEF · cargomatic · TRANSFIX · KEEP TRUCKIN · 福佑卡车 fuyoukache.com · Peloton · FleetUp · SMARTDRIVE · Decisiv · loadsmart · CONVOY · CX CARGOX

Warehousing

6 RIVER SYSTEMS · CLEARPATH · fetch robotics · LOCUS · FLEXE · GREYORANGE · Anchanto · GRAB-IT · COMMONSENSE ROBOTICS · MAGAZINO · EXOTEC SOLUTIONS · Darkstore · Takeoff · IAM ROBOTICS · SEEGRID · FLOWSPACE

Enterprise Resource Planning

rootstock · EXOSTAR · AERA · E2OPEN · nulogy · SIGHT MACHINE · Brightpearl · infor · IQMS · elementum · arena · Llamasoft · KATERRA

E-Commerce Logistics

ShipBob · shippo · LOCUS · sendle · narvar · convey · FineEx 发网 · CAINIAO 菜鸟 · Ecom Express · FarEye · Happy Returns · mandaê · bringg

Autonomous Trucking

EMBARK · 图森 tu Simple · Kodiak · STARSKYROBOTICS

Last-Mile AV & Drones

zipline · MATTERNET · Flirtey · boxbot · STARSHIP · marble · udelv · nuro

Last-Mile Delivery Services

GOJEK · POSTMATES · 云鸟 · deliv · LALAMOVE · ninja · fetchr · 达达 · shadowfax · Glovo · 丰巢 HIVE BOX

Created by You. Powered by CBINSIGHTS

DRONES MARKET MAP: 70+ COMPANIES NAVIGATING UNSTRUCTURED ENVIRONMENTS

MANUFACTURERS

EHANG, HOVER CAMERA, GET, HEXO+, YUNEEC, DJI, Prioria, UMV, TEAL, FLYPRO, IdeaForge

TERRESTRIAL IMAGERY & MAPPING

Airware, CrowdAI, PRECISIONHAWK, propeller, SKYCATCH, Unearth, DroneDeploy, 3DR, TRACEAIR, HANGAR, dronomy, Botlink, kespry

MARKETPLACE

DRONE BASE, airstoc, Hivemapper

PRECISION AGRICULTURE

farmshots, RAPTOR MAPS, SLANTRANGE, droneseed, AMERICAN ROBOTICS

NAVIGATION & AUTONOMY

ECHODYNE, Iris, compoundeye, PERCEPTO, swift NAVIGATION, Skydio, neurala, Dronesmith TECHNOLOGIES, FORTEM TECHNOLOGIES

AIRSPACE MANAGEMENT

UNIFLY, KITTYHAWK.IO, vHive, AIRMAP

INSPECTION & MONITORING

BetterView, SKYSPECS, SKY-FUTURES, CyPhy, SKYX, FLYABILITY, AIROBOTICS

MILITARY & DEFENSE

APTONOMY, AIRSPACE, SkySafe, Aeryon Labs Inc., Dedrone, APOLLOSHIELD

DELIVERY & TRANSPORT

Flirtey, flytrex, NATILUS, STARSHIP, MATTERNET, zipline

ENTERTAINMENT

DRL, VERGE AERO, PRENAV, CAPE

NON-AERIAL

CLEARPATH ROBOTICS, SEADRONE, SAILDRONE

INSURANCE PROVIDERS

FLOCK, Verifly

CBINSIGHTS

Pharmacy Solutions Market

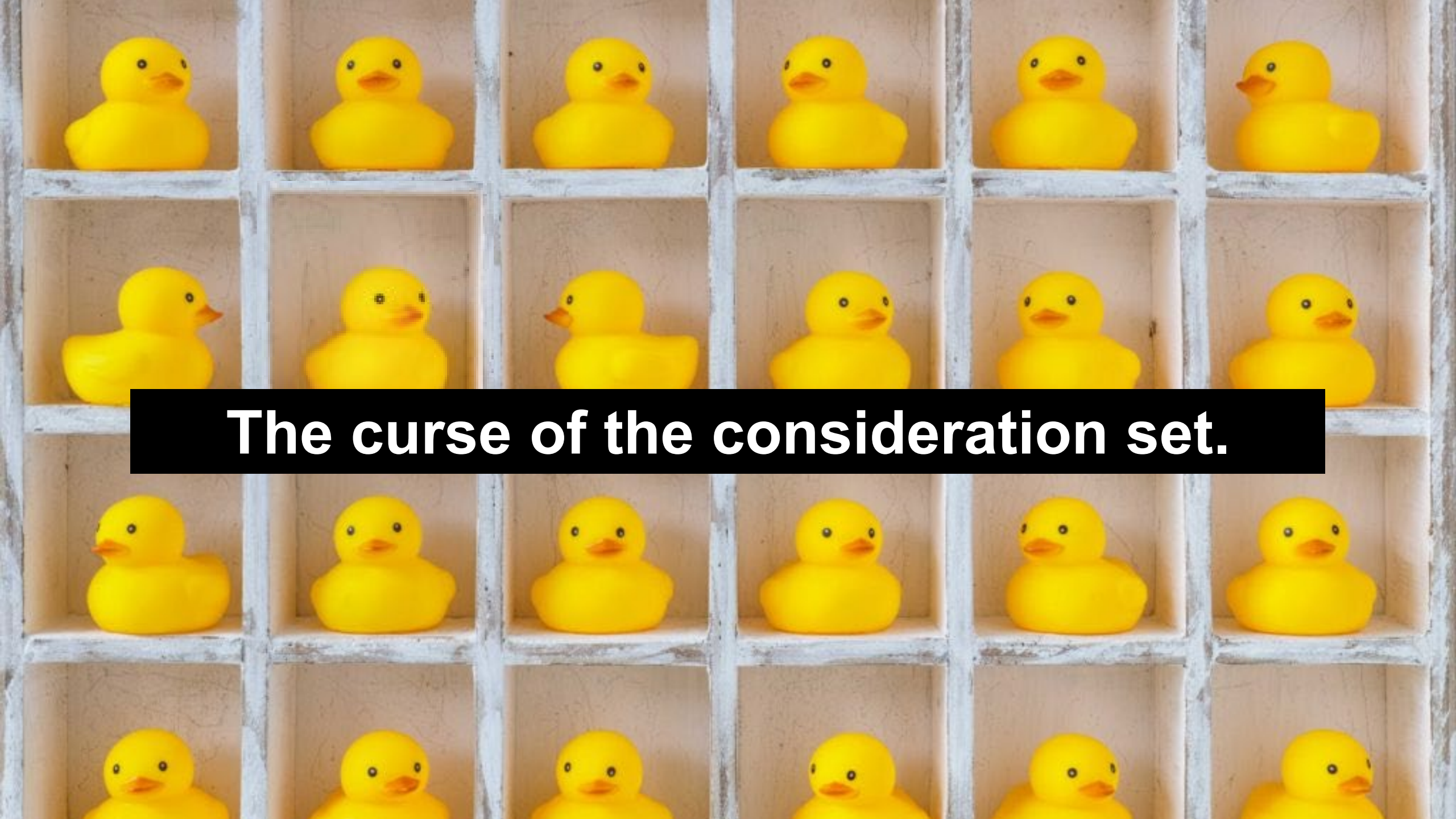
RXINSIDER

BREATHE WITH THE SHAPE

TRUTH #4

You are cursed.

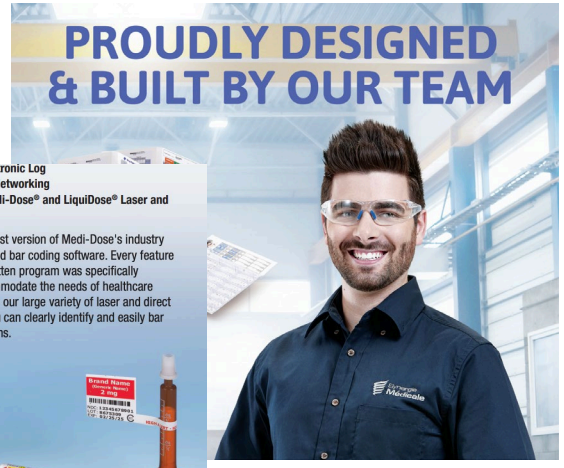
ED SOX

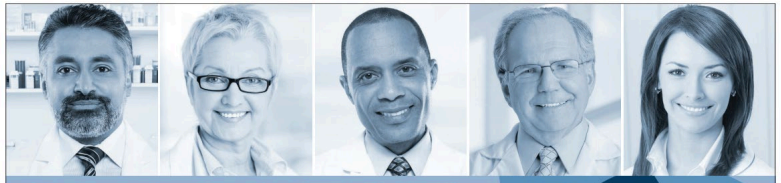

The curse of the consideration set.

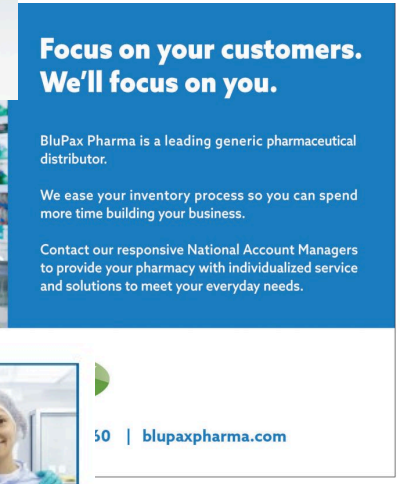
Symptoms include:

- Slow deal cycles
- Price wars
- Low marketing engagement

How do you break free from the pack when the pack looks the same to the buyer?







RXInsider's Pharmacy Platinum Pages

Focus on your customers.
We'll focus on you.

[redacted] FOCUSES ON YOUR PHARMACEUTICAL AND MEDICAL SUPPLY NEEDS SO THAT YOU CAN FOCUS ON PATIENT CARE.

Reclaim time spent tracking expired product return credits so you can focus on what matters most: your customers and your business. We offer both on-site and mail-in options, and you receive a single check, for all credit due through our [redacted]t program, within your choice of 30, 60, or 90 days.

“In the midst of chaos, there is opportunity.”

Sun Tzu

3 Ways to Break the Curse

1st thinker advantage

Get personal

Be radically transparent

3 most important factors in shortlisting and making a final decision on an enterprise sale:

Knowledge and understanding of unique business issues

“Know my business.”

Knowledge and understanding of industry

“Know the industry.”

Fresh ideas to advance my business

“Help me win.”

TOPO

“Can we schedule a 15 minute meeting?

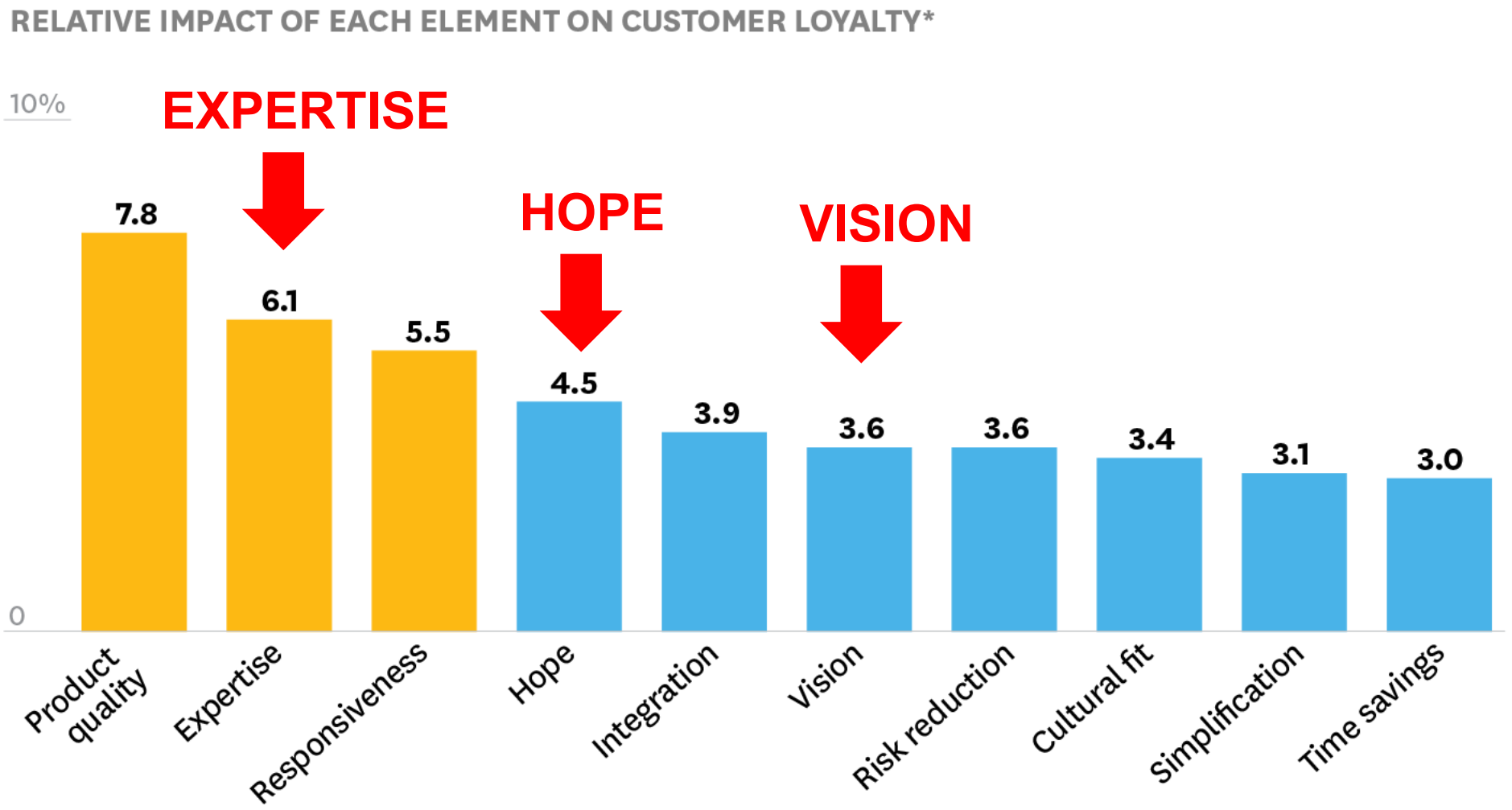
Lead with ideas, not brute force.

Why should I change?
Where are things going?
What do you know that I don't?

First-thinker advantage.

Be first to provide value and insight in a deal.

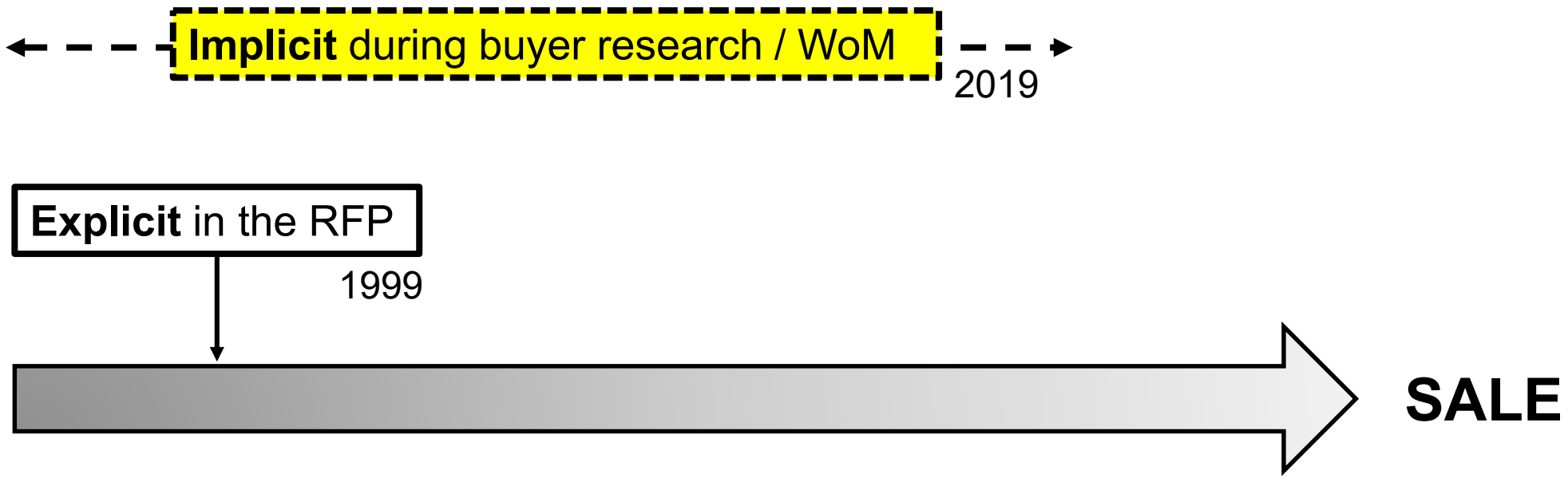
What Matters Most to IT Infrastructure Buyers?



*PERCENTAGES INDICATE HOW MUCH EACH ELEMENT CONTRIBUTED TO PREDICTING THAT A CUSTOMER WOULD BE A LOYAL PROMOTER OF THE VENDOR. THE TOTAL OF ALL 36 ELEMENTS IS 100%.
SOURCE BAIN & COMPANY
FROM "THE B2B ELEMENTS OF VALUE," BY ERIC ALMQUIST ET AL., MARCH–APRIL 2018

© HBR.ORG

How do buyers evaluate their options?



TRUTH #5

We suck at thought leadership.

B2B firms fail at thought leadership:

14%

say the “thought leadership” they read is “very good” or “excellent”

Edelman & LinkedIn

03

Agility is required

Meeting evolving market demands and employee expectations requires fast, efficient adaptation.

CATALANT

What is an agile workforce?

An organization is only agile when its workforce is agile.

"The future of work is agile."

An agile workforce is made up of [illegible] reducing bureaucracy [illegible] workforce ha[illegible] external sk[illegible] ms of an agile w[illegible] projects, with the right people wo[illegible] jects—both aligned with the company's str[illegible] and priorities.

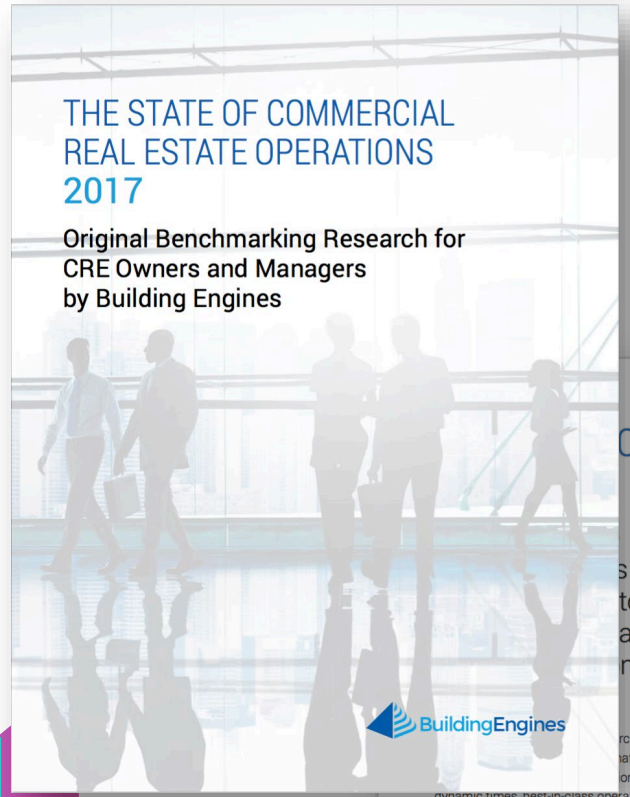
Why does building an agile workforce matter to your company? The most important work in your company is cross-functional. Increasingly, it also involves both internal and external talent. But organizational silos and ingrained behaviors can stifle collaboration, obstruct opportunities, and result in waste. Business agility, to be effective, must permeate your entire workforce, not just executive leadership.

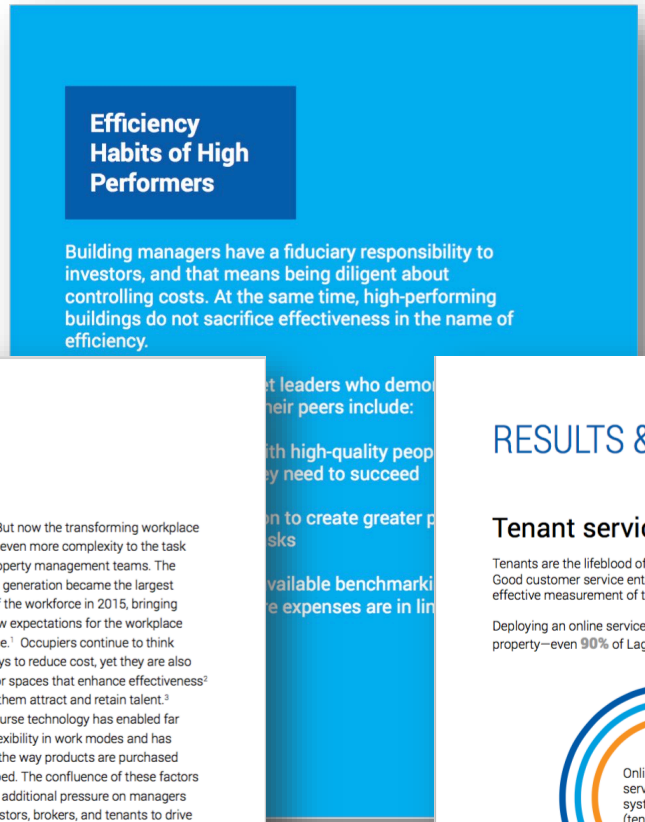
Katie Martell
MARKETING ON-DEMAND

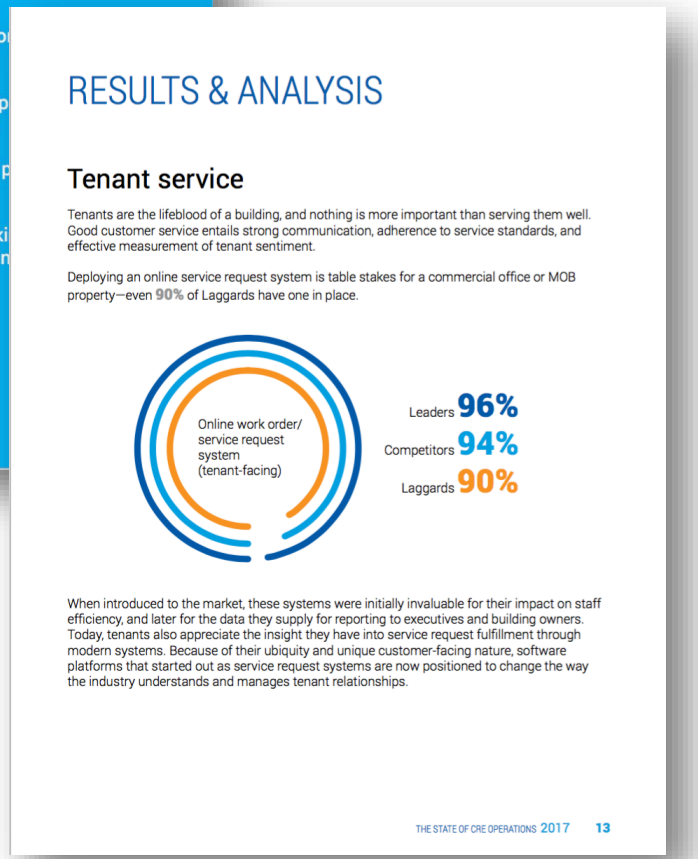
“We want to be thought leaders at a level that goes well beyond what our company does.

Instead, we commit to educate the world on a better way to make talent happen.”

- Rob Biederman
Catalant CEO/Co-Founder







Download Report:

Email: *

First Name: *

Last Name: *

Company: *

Phone: *

Job Title: *

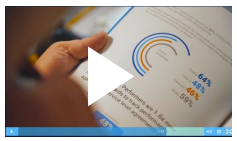
@KatieMartell

Katie Martell
MARKETING ON-DEMAND

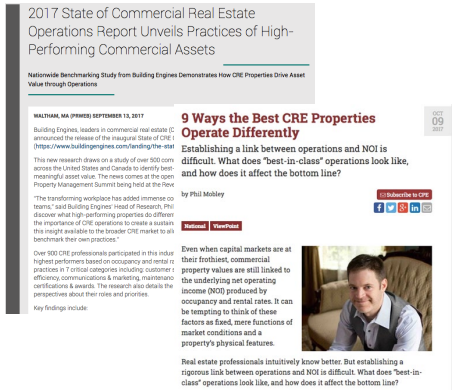
Original research is a powerful asset:

INFOGRAPHIC

VIDEOS



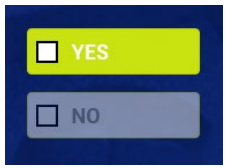
PR RELEASE + BYLINES



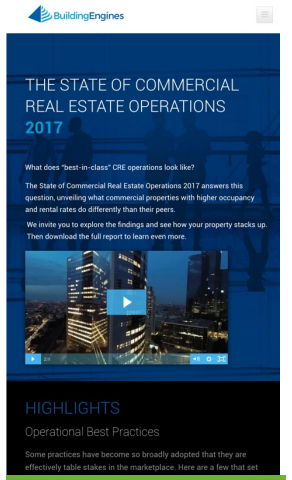
ON-STAGE AT INDUSTRY EVENTS

WEBINAR

INTERACTIVE ASSESSMENT



MICROSITE



"Exec resource center"

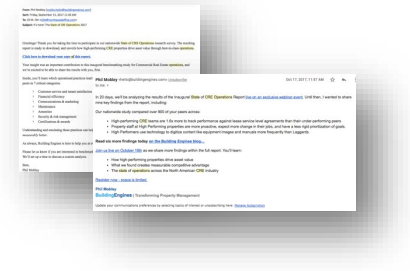
ABM DIRECT MAIL

ONLINE ADS

BLOG CONTENT

SOCIAL CONTENT

EMAIL / NURTURE



Katie Martell
MARKETING ON-DEMAND

Dealing with Rising Workloads and Data Needs Through Au[illegible]ation

By ScriptPro
October 12, 2018

As prescription volumes continue to rise, driven by an [illegible] care coverage, retail pharmacists must shoulder ever-burg[illegible] workloads. Compounding this are heightened [illegible] front-line patient care specialists, taking on greater respo[illegible] networks. To cope with these challenges, pharmacies are increasin[illegible] a smart move.

Pharmacis[illegible]

M[illegible] expected—and want—to provide clinical and preventive [illegible] m[illegible]ensive patient counseling, performing medication therap[illegible] ad[illegible]ng diagnostic screenings. It's a daunting challenge when n[illegible] prescription filling and dispensing tasks while also contribu[illegible]ective, holistic model of patient care.

Gaining back time with pharmacy [illegible]

Pharmacy automation [illegible] in helping retail pharmacy meet these challenges head on. Robotic disper[illegible]ftware systems that streamline workflow, pharmacy financials, and inventory, are helpin[illegible]tionize the way pharmacists work. Pharmacy robots not only help save labor by automating the relatively mundane and repetitive tasks of filling prescriptions, they carry out their duties faster and more efficiently than their human counterparts, and with extreme accuracy. They help contain costs by increasing efficiencies – and by freeing the pharmacist to perform more high-level clinical duties.

Utilizing pharmacy data to improve the patient experience

"Pharmacist as care provider"

"Improve the patient experience"

https://www.scriptpro.com/blog/dealing-with-rising-workloads-and-data-needs-through-automation/

Katie Martell
MARKETING ON-DEMAND

R.J. HEDGES
& ASSOCIATES
Download our Free Pharmacy Compliance Guide,
and let us prepare you for current and upcoming regulatory changes.
This easy-to-follow guide quickly covers the top compliance
headaches including:
PHARMACY
COMPLIANCE
GUIDE
THE OWNERS REVIEW
R.J. HEDGES
& ASSOCIATES
Tips to protect your pharmacy from inspections
How to make the most of medication adherence
How to manage the most aggressive auditors with ease and confidence
Plus stay up-to-date with the most recent regulatory changes with OptumRX audits, Star Ratings, HIPAA regulations, USP <800>
Download Now:
www.rjhedges.com/guide
We're here to help you stay stress-free and in compliance. ™

"How to..."

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WEBCASTS

Recorded on Sep 20 2018

LAST:ASHP Diversion Prevention Guidelines Simplified

Toni Fera, PharmD, Michael Reilly, PharmD, Maria Russo, Pha…

Drug diversion poses a serious risk to healthcare organizations…

Play

66m 31s

Recorded on Nov 02 2017

Minimizing Diversion Risk in Anesthesia Settings

Kimberly New, JD, BSN, RN

Everyone knows drug diversion can be a major challenge for m…

Play

60m 47s

Recorded on Oct 12 2017

Drug Diversion in the Pharmacy: How Are You Preve…

Luke Overmire

Everyone knows drug diversion can be a major challenge in nu…

Play

59m 51s

Recorded on Jul 25 2017

How to Maintain 340B Compliance with a Centralized …

Jeff Johnson, PharmD, MBA and Laurie Garda

Implementing a centralized services model offers health syste…

Play

29m 05s

Recorded on Jul 18 2017

Roundtable: Contributors to ASHP Controlled Substa…

Kimberly New, Toni Fera, JoAnne Myhre, Kim Dove, Bill Churchill

We will be hosting a roundtable discussion with multiple though…

Play

60m 32s

Recorded on Jun 14 2017

How Is Your VA Facility Addressing Drug Diversion?

Kimberly New, JD, BSN, RN

Drug diversion is a serious concern facing all healthcare institut…

Play

60m 21s

https://www.omnicell.com/us/en_us/success-center/webinars-and-podcasts

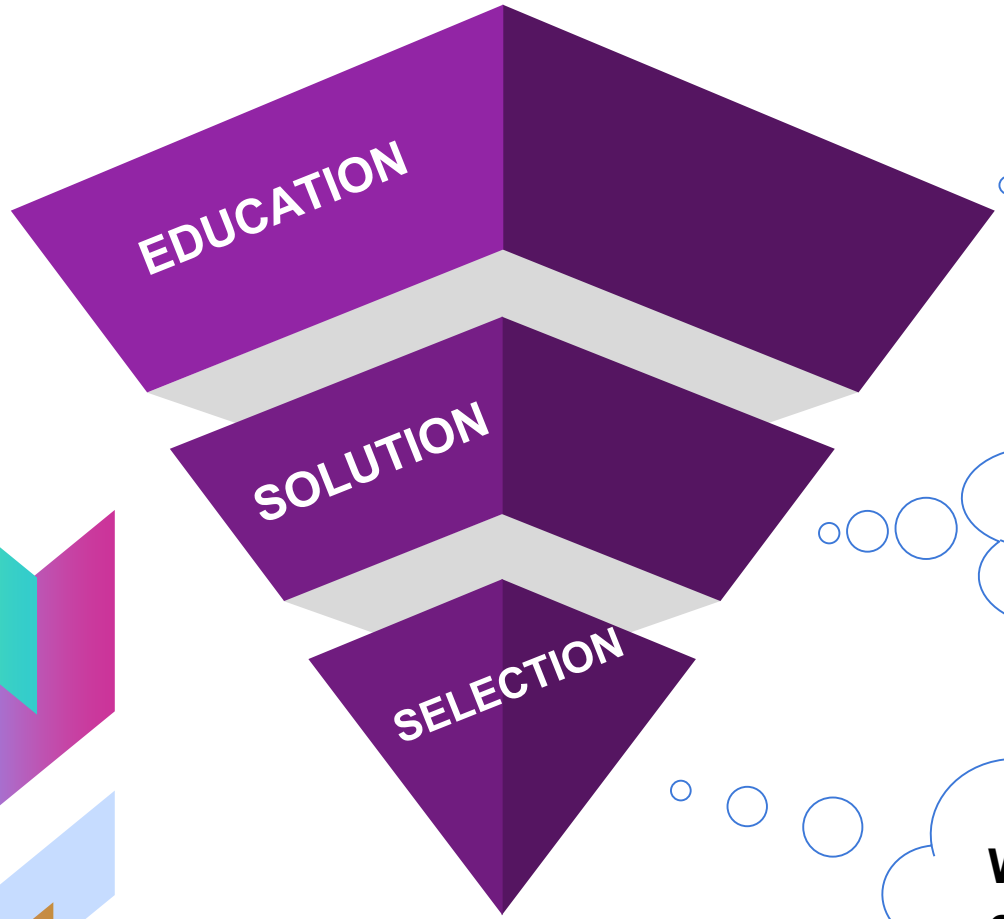
#2: How would a 340B Covered Entity determine the best practice for routine auditing? | Kristin Fox-Smith | Visante Inc.

Everything is content.

1. Social graphics
2. Infographic
3. Instructographics (how-to, steps)
4. Poster
5. Landing page
6. Blog posts
7. Byline
8. Checklist
9. Quick guide (3-5 page)
10. Case study
11. Worksheets or templates
12. Tear sheet (or quick reference guide)
13. Expert Q&A podcast
14. Video interview
15. Slideshare
16. Interactive quiz
17. eBook / guide
18. Whitepaper
19. Interactive quizzes or assessments
20. Email course / newsletter
21. 60 min live webinar event
22. Speaking session / deck
23. Podcast / interview series
24. Research report (original or third-party)
25. Microsite destination

Katie Martell
MARKETING ON-DEMAND

Content answers these questions:



Why should I change?

How do I solve this?

Why should I choose you?

Did I make the right decision?

Katie Martell
MARKETING ON-DEMAND

Real, measurable impact of thought leadership:

Recognized as expert	☞	More inquiries, short lists
Philosophically aligned buyers	☞	Faster sales cycles
Differentiation	☞	Higher close rates & prices
Sharing, organic WOM	☞	Greater reach at lower cost
Emotional connection / trust	☞	Increased loyalty
More value to customers	☞	Higher LTV
Admiration	☞	Attract and retain top talent

Source: Forrester Research

3 Ways to Break the Curse

1st thinker advantage

Get personal

Be radically transparent

TRUTH #6

Most companies don’t understand their customers.

60%

of B2B brands admit they don't understand their buyers.

SiriusDecisions

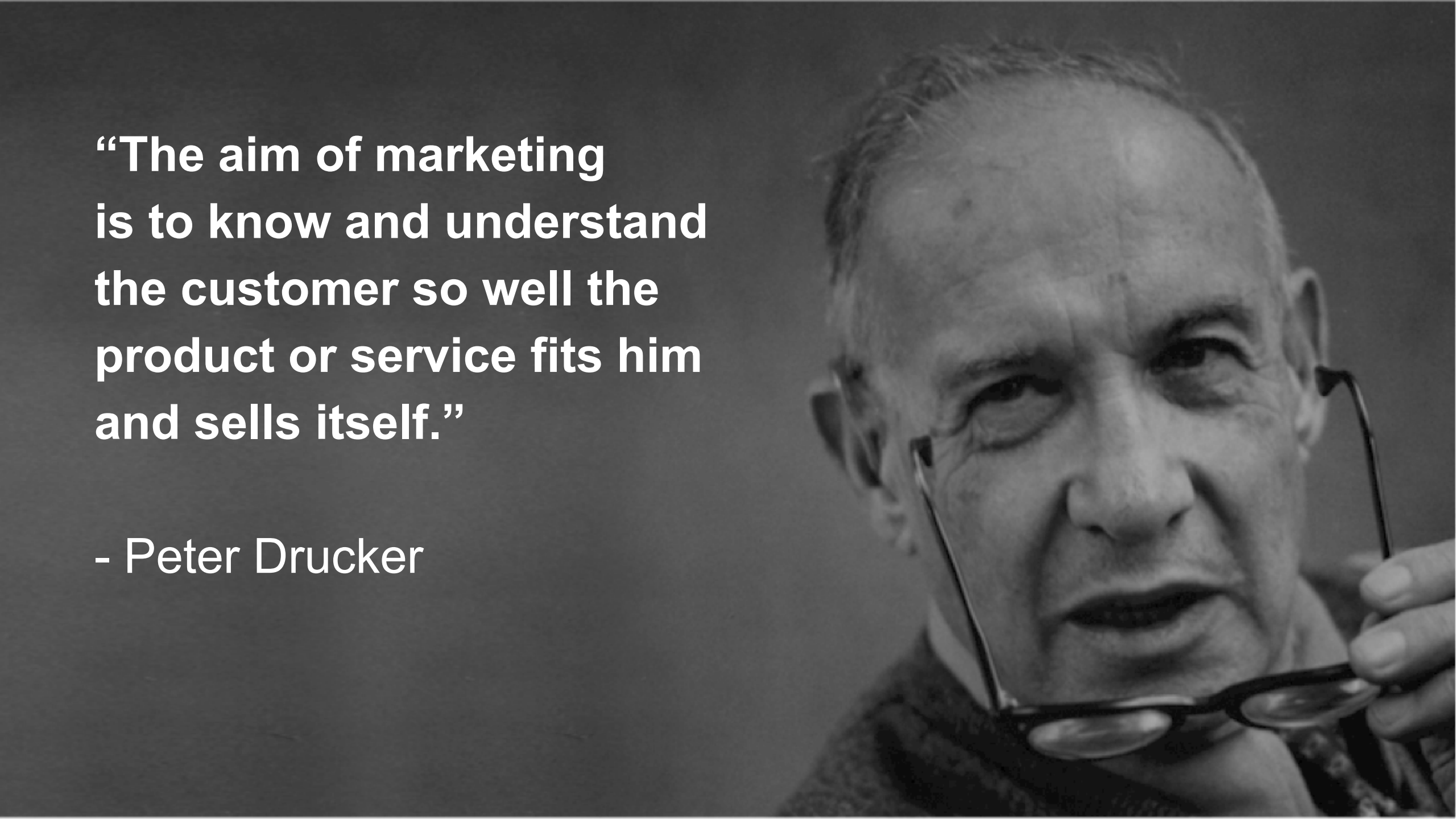
70%

of B2B buyers feel brands don’t understand their business.

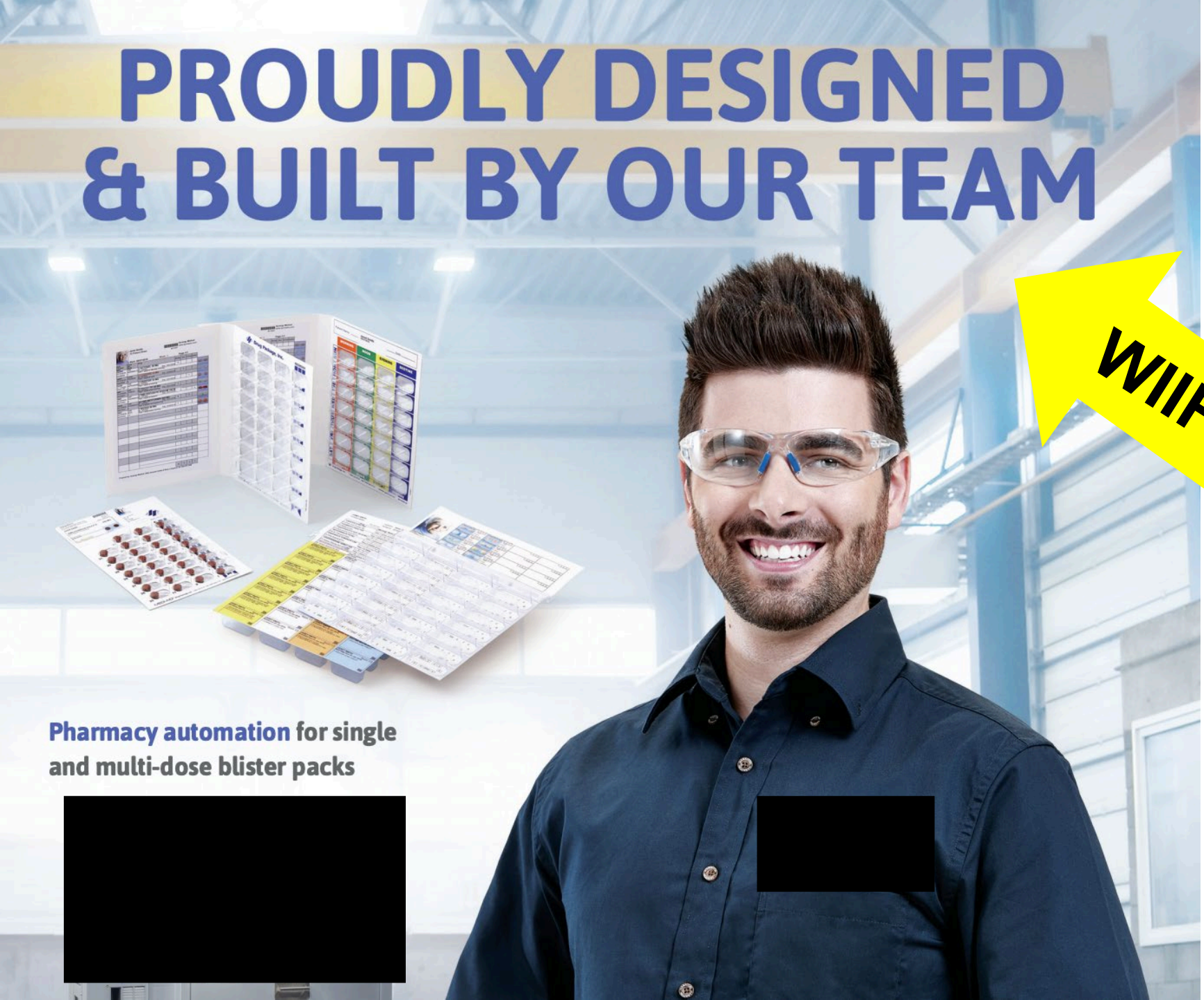
B2BMarketing.net

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

- Peter Drucker



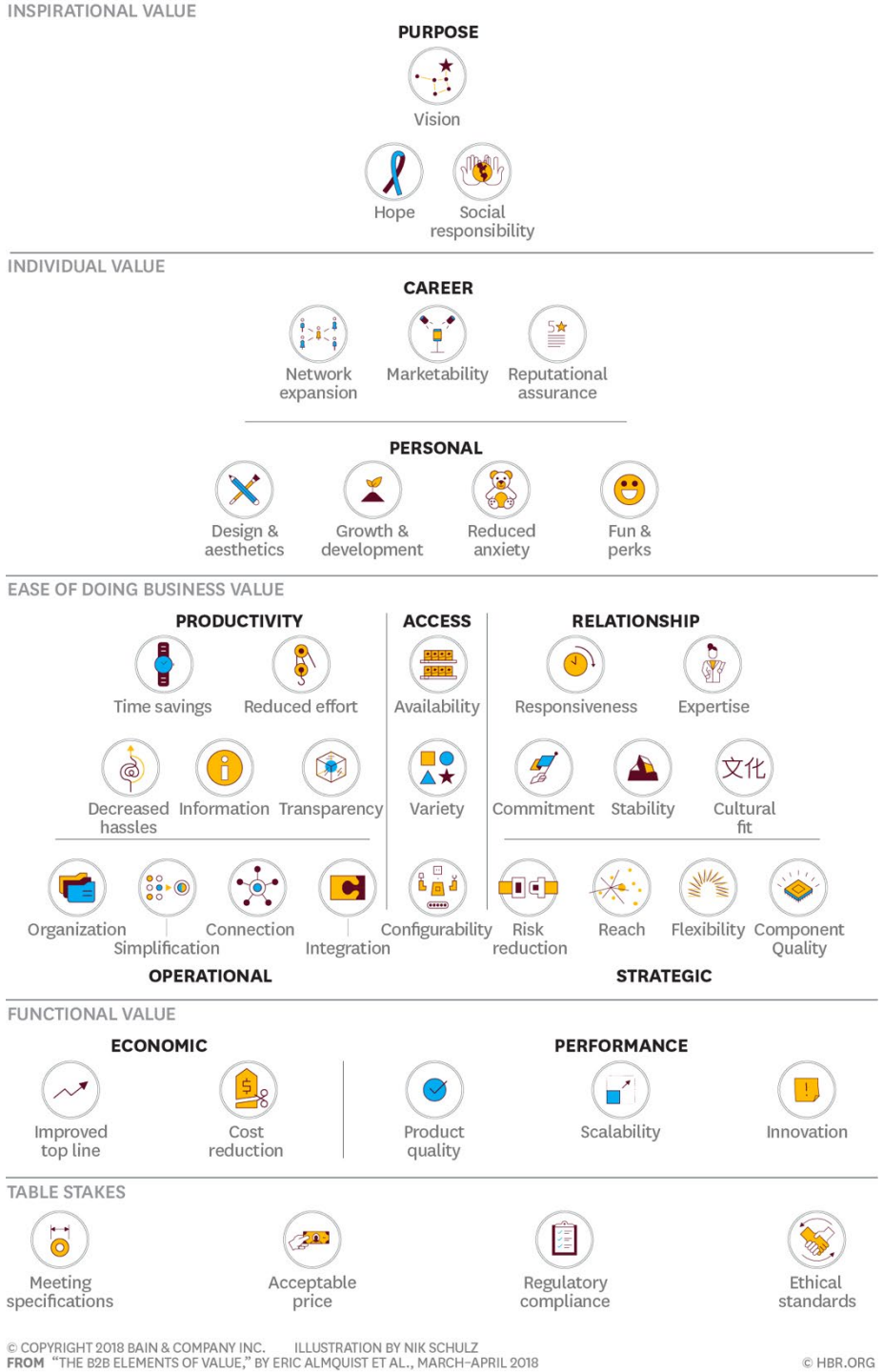
PROUDLY DESIGNED & BUILT BY OUR TEAM



WIIFM?

Pharmacy automation for single and multi-dose blister packs

B2B VALUE



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FROM "THE B2B ELEMENTS OF VALUE," BY ERIC ALMQUIST ET AL., MARCH–APRIL 2018
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BAIN & COMPANY

Harvard Business Review

FUNCTIONAL VALUE

ECONOMIC

Improved top line

Cost reduction

PERFORMANCE

Product quality

Scalability

Innovation

TABLE STAKES

Meeting specifications

Acceptable price

Regulatory compliance

Ethical standards

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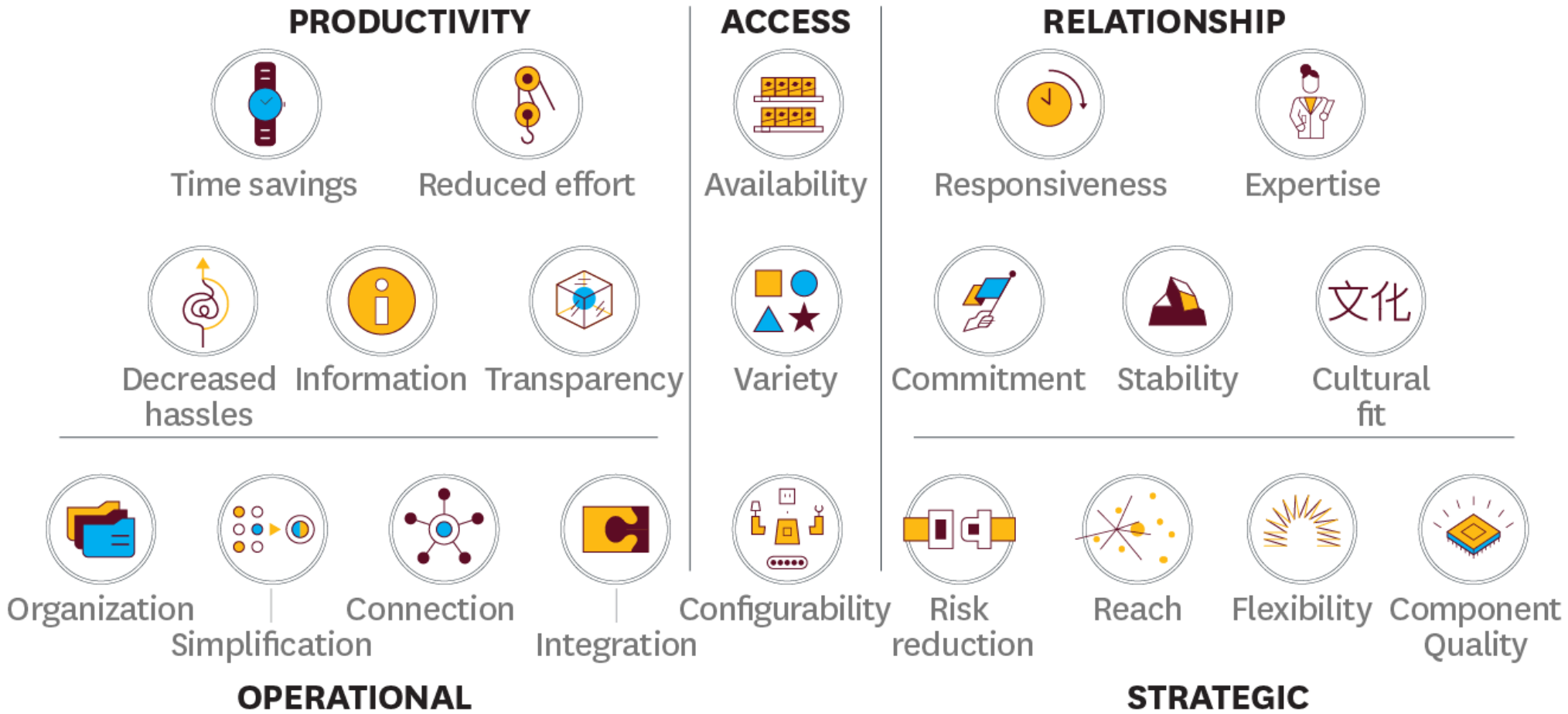
EASE OF DOING BUSINESS VALUE



INSPIRATIONAL VALUE

PURPOSE

Vision

Hope

Social responsibility

INDIVIDUAL VALUE

CAREER

Network expansion

Marketability

Reputational assurance

PERSONAL

Design & aesthetics

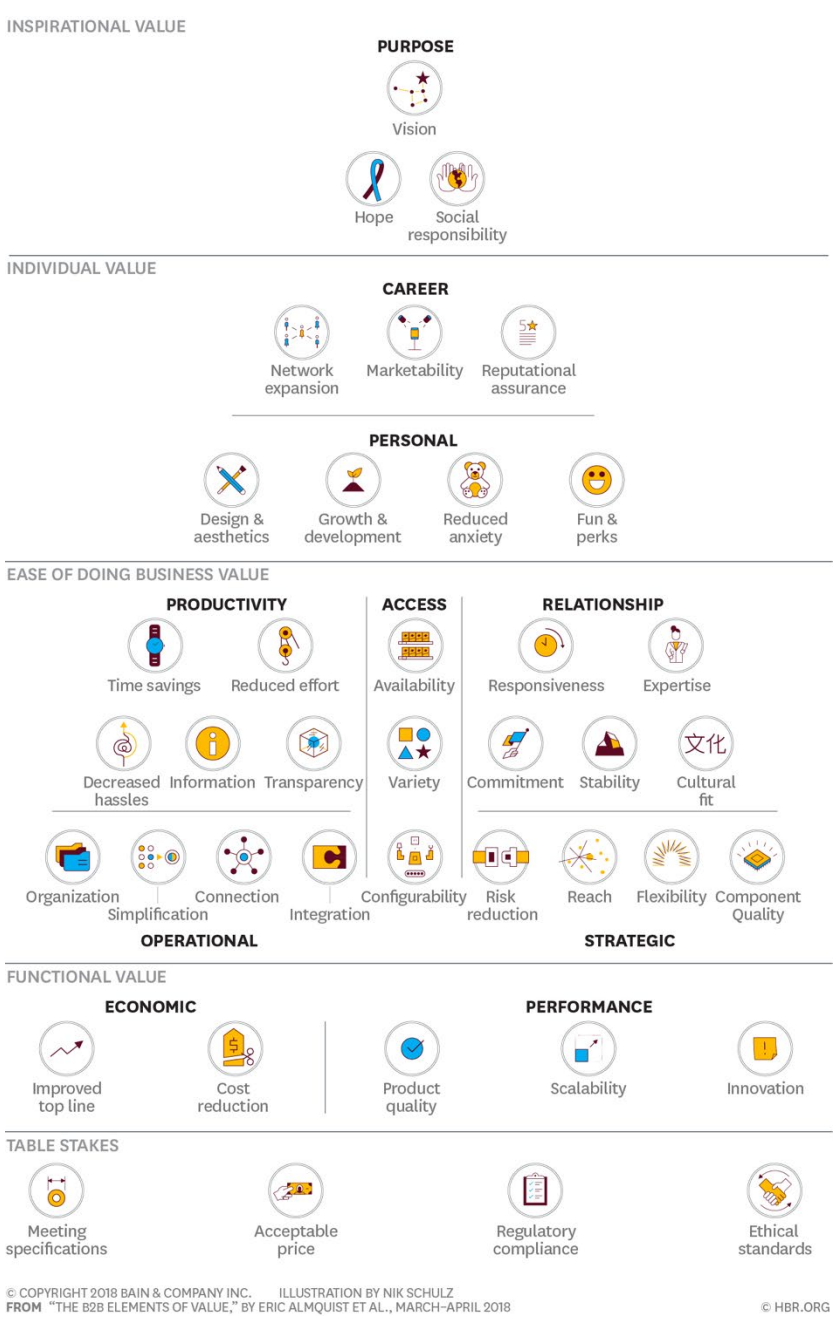
Growth & development

Reduced anxiety

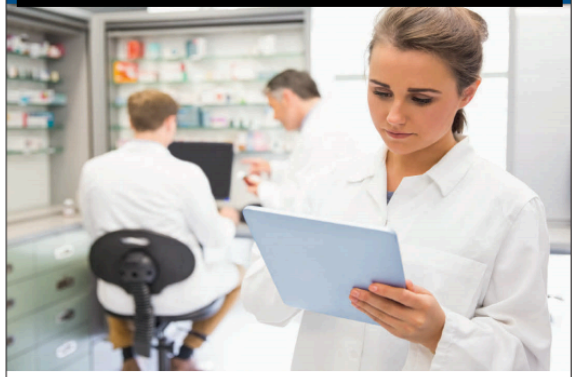
Fun & perks

[Realm of differentiation + trust]

[Pre-requisites to being in business]



[redacted]



Monitor critical equipment and environments for **temperature**, humidity and more.

The most **compliant** system that meets the toughest standards for USP <800>, ASHP & more.

Get more alert options via **interactive** telephone, e-mail or text messages.

Easily accessible reports and data that are **encrypted** & audit ready.

[redacted]

Compliance

Security

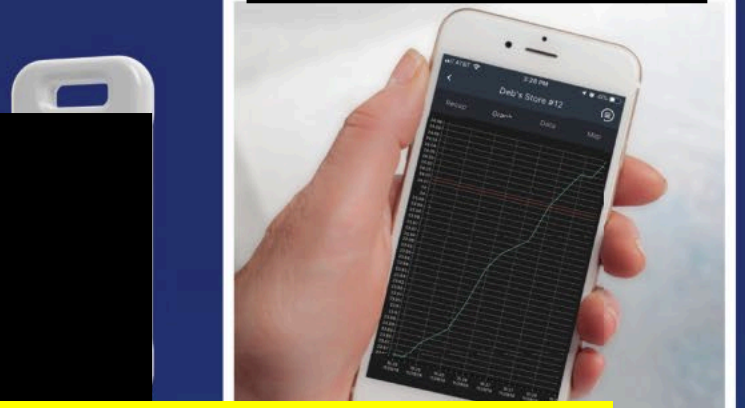
Reduced effort

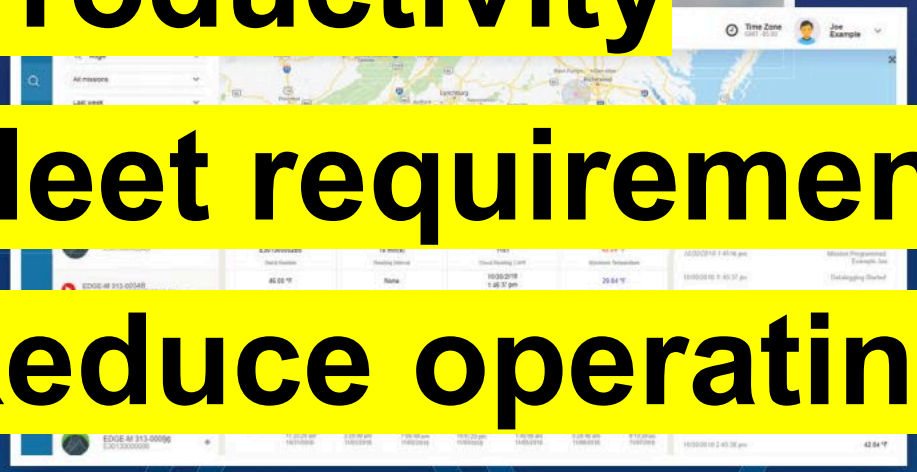
[redacted]

The [redacted] and apps are designed specifically to help pharmacies:

- Remotely monitor medication storage 24/7
- Automate processes to improve accuracy
- Get real-time notification of temperature excursions
- Record and store data to meet pharmacy board requirements

You'll not only reduce operating costs, you'll ensure the efficacy of the medications you **dispense to patients.**





Productivity

Meet requirements

Reduce operating costs

Tap into the future of temperature monitoring [redacted]

50%

B2B buyers are 50% more likely to buy a product when they see personal value for them, or a positive impact on their career.

8X

8x more likely to pay a *premium* for that product.

Study from Google, Gartner, Motista

☐ EASES PAIN

☐ PREVENTS HAIR LOSS

☐ ELEVATES MOOD

☐ INDUCES SLEEP

☑ ALL OF THE ABOVE

Take As Needed To Relieve The Symptoms Of Medication Delivery Anxiety.

WIIFM?

“Don’t suffer in silence…”

At **SDS Rx,** medicati… …e do. It’s all we do. And nobody does it better.

Our prove… …leading-edge technology ensure the highest level of transparency, co… …mance and customer service possible. That explains how, in less than ten yea… …we’ve delivered more meds for more pharmacies more accurately than anyon… …siness.

Don’t suffer in silence over your medication delivery solution. Call in a specialist. You’ll feel better in the morning.

877-686-4343 • info@sds-rx.com • www.sds-r…

“You’ll feel better in the morning.”

With your reputation riding on each delivery,

Let our reputation ride with you.

As the ambassadors of your pharmacy, you can trust Mission Critical and their employ… driving force to be the face of your … that your customer inter… With Mission C… each deliv… the same care …u were making the … delivery yourself.

…rs
…able and Professional
…rained to Your Specifications
- Not Contract Drivers like most companies

Peace of Mind

- 24/7 National Dispatch Center
- State of The Art Real-Time Tracking
- Dedicated Fleet Model

WIIFM?

"With your reputation riding on each delivery…"

"As the ambassadors of your pharmacy…"

Employee Couriers

- Accountable and Professional
- Trained to Your Specifications
- Not Contract Drivers like most companies

Peace of Mind

- 24/7 National Dispatch Center
- State of The Art Real-Time Tracking
- Dedicated Fleet Model

Experienced

- Solid and Trusted Reputation
- Deep Knowledge of LTC-Pharmacy
- Best Delivery Practices

“Failure is not an option.”

Contact us today for a
customized delivery solution.

1-866-717-5029

solutions@missioncriticaldelivery.com
www.missioncriticaldelivery.com

Mission Critical®
Delivery Solutions, Inc.

When failure is not an option.

PHARMACISTS WHO WANT
Peace of Mind Subscribe to IJPC
WIIFM?

INSPIRATIONAL VALUE

PURPOSE

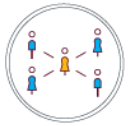
Vision

Hope

Social responsibility

INDIVIDUAL VALUE

CAREER



Network expansion

Marketability

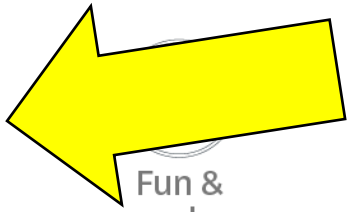
Reputational assurance

PERSONAL

Design & aesthetics

Growth & development

Reduced anxiety



Fun & perks

3 Ways to Break the Curse

1st thinker advantage

Get personal

Be radically transparent

Katie Martell
MARKETING ON-DEMAND

TRUTH #7

We are marketing in a time of pervasive **mistrust**.

We trust businesses less (-10)

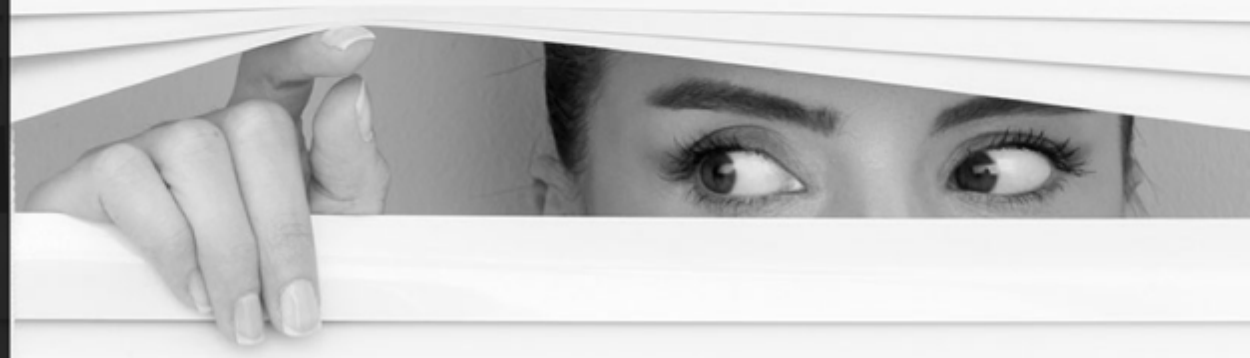
Source: 2018 Edelman Trust Barometer. TRU_INS. [BUSINESS IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-market global total.

Edelman Trust Barometer Report

Katie Martell
MARKETING ON-DEMAND

42%

of buyers don't know which companies to trust.



Edelman Trust Barometer Report

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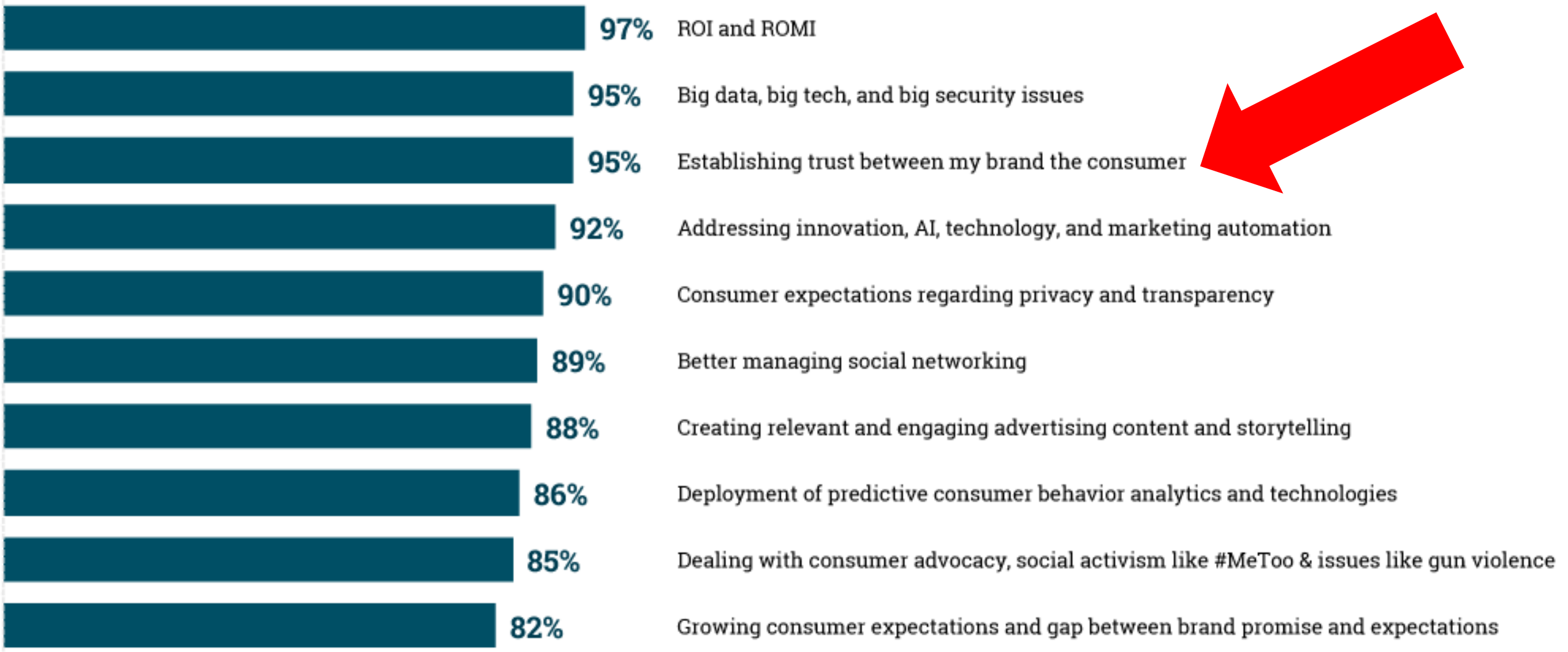
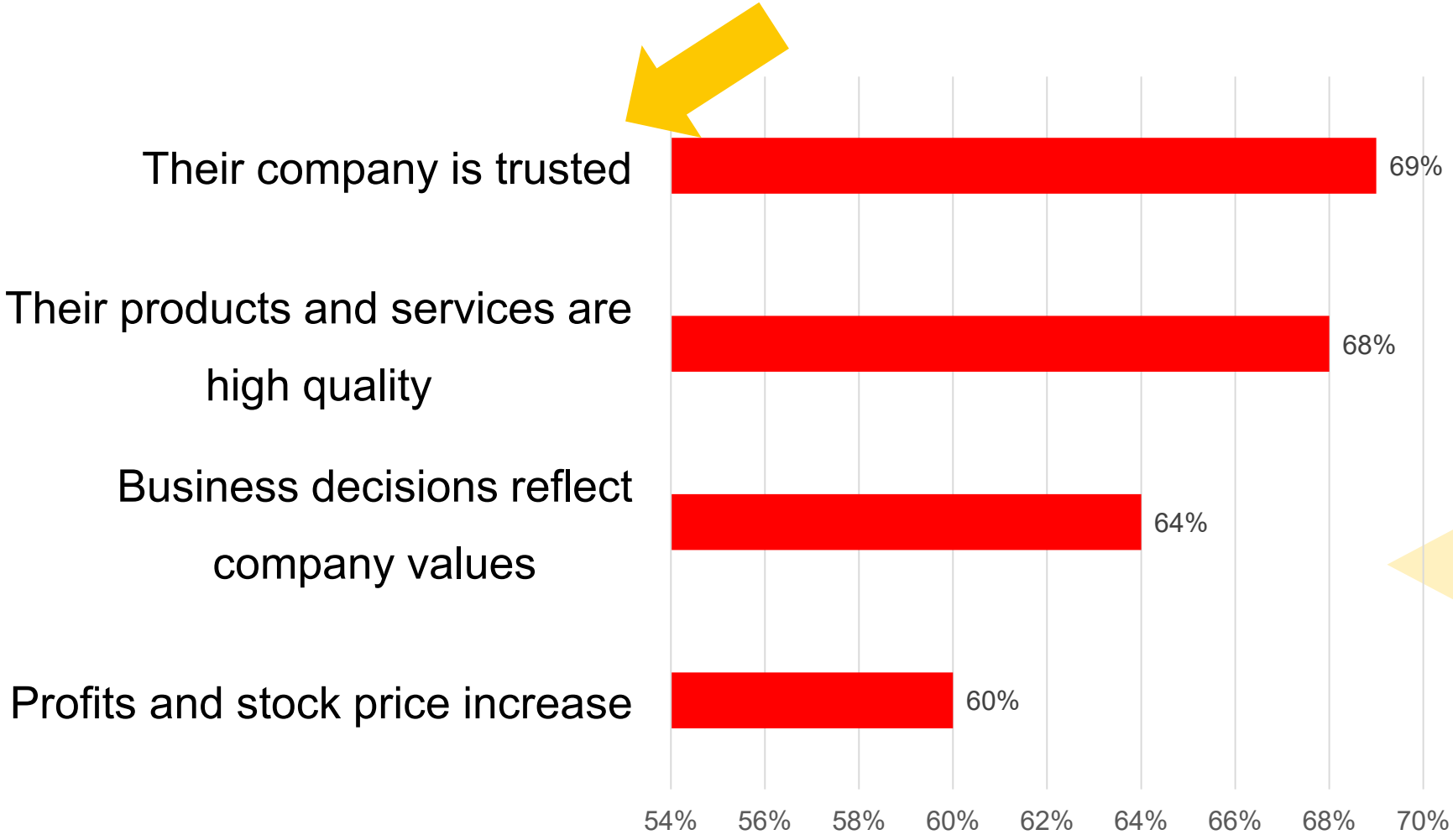
Top Issues Keeping CMOs & Brand Managers Up At Night



Published on MarketingCharts.com in January 2019 | Data Source: Brand Keys

Based on a survey of 558 CMOs and brand managers

CEO agenda:



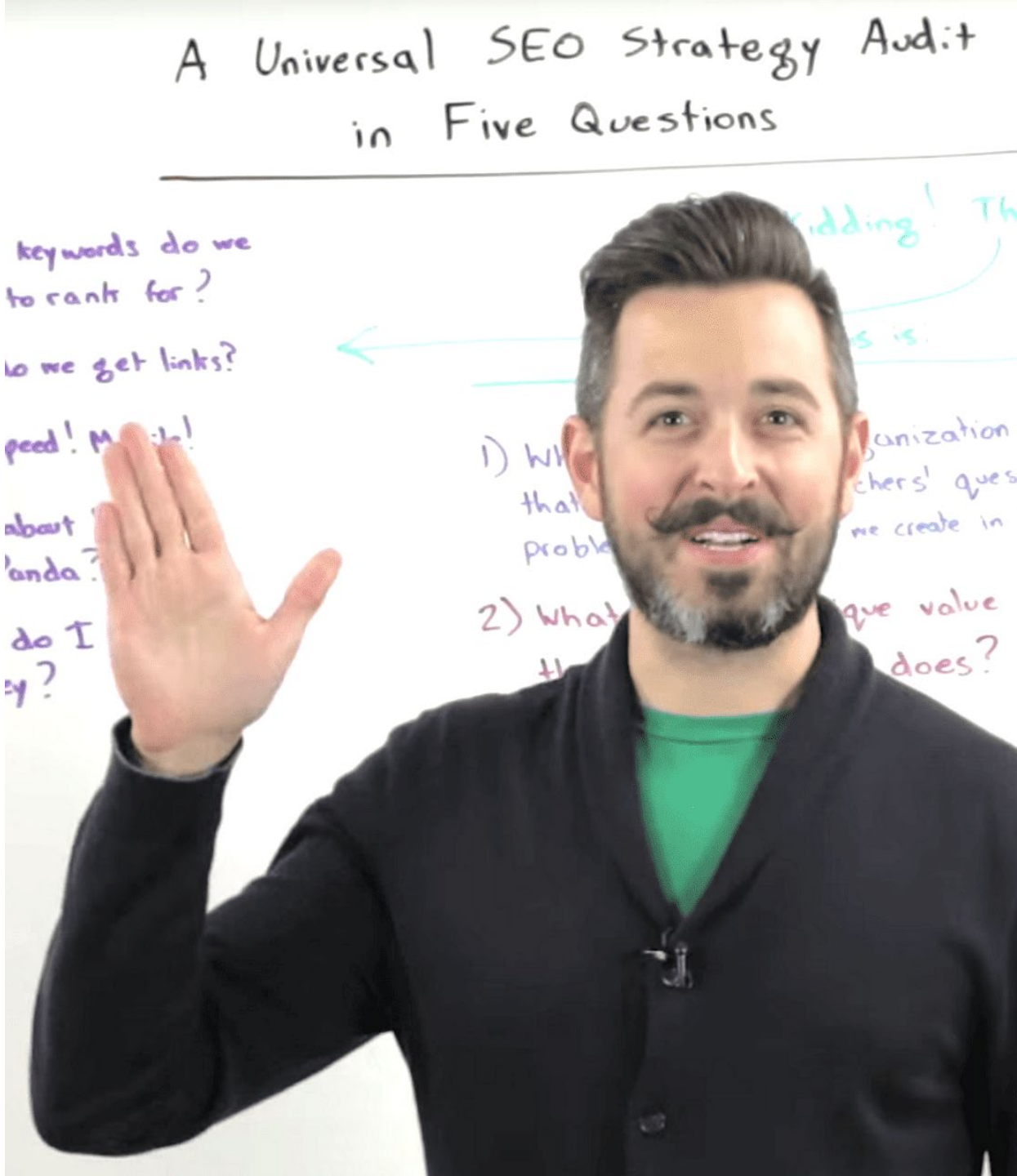
Edelman

Transparency builds trust.

Katie Martell
MARKETING ON-DEMAND

“Default to transparency.”
buffer
Katie Martell
MARKETING ON-DEMAND

Honesty and transparency in an industry of shady, secret tactics.



MOZ

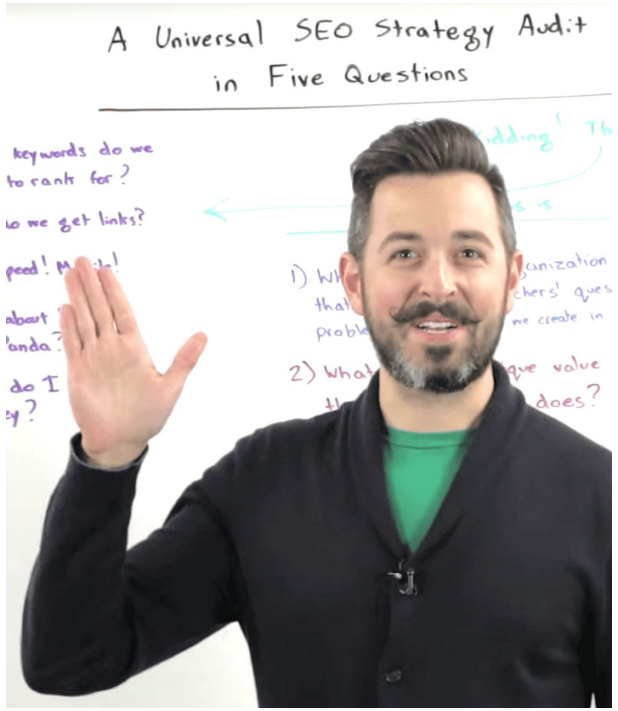
SparkToro

Rand Fishkin, Moz/Sparktoro

“We were called crazy and foolish for oversharing so much about the mechanics of the business.

But we also became trusted, and, especially because the field of SEO and the broader world of tech startups are so often impenetrably secretive, **it paid off.”**

- Rand Fishkin



Honesty builds trust.

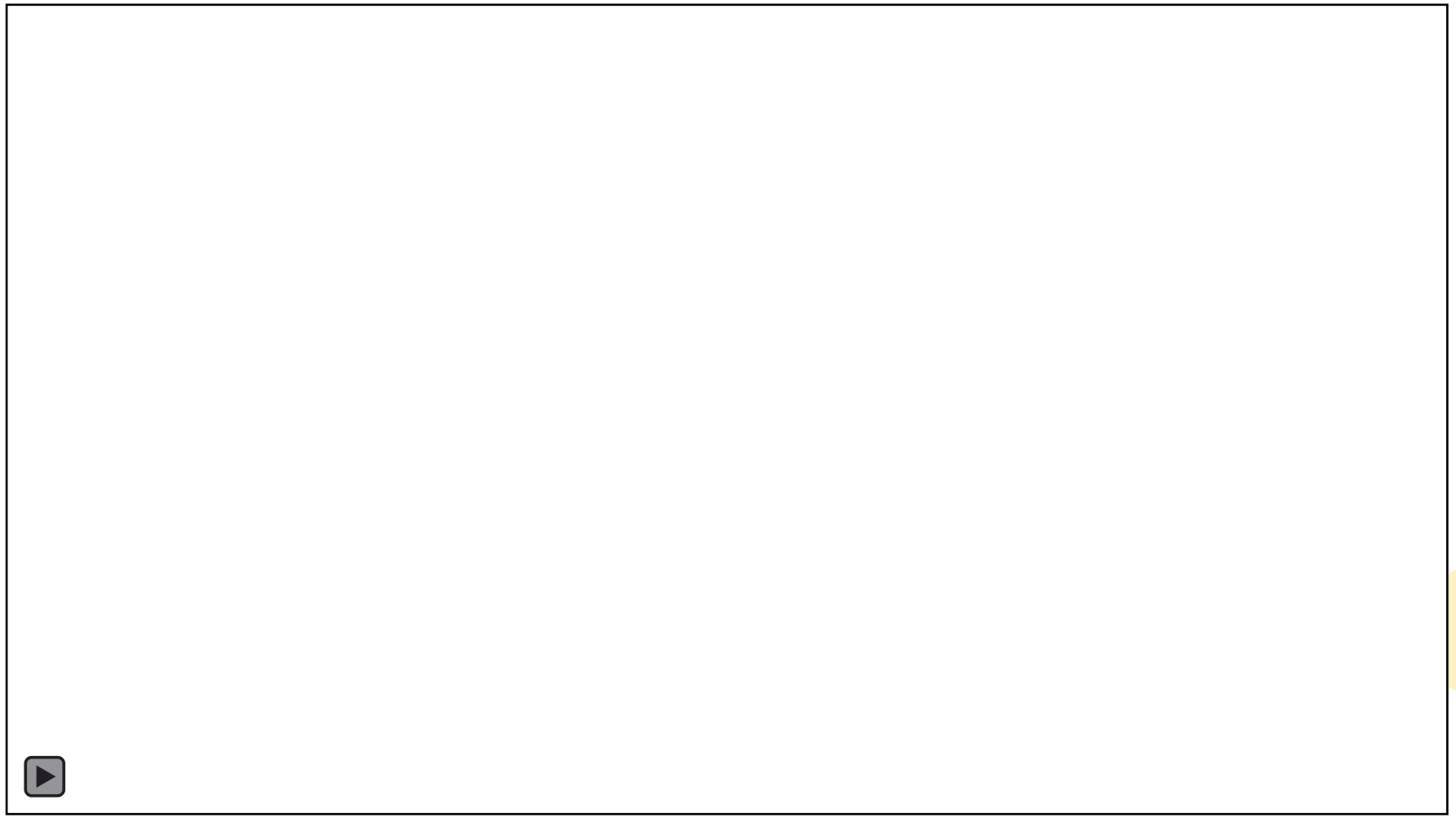
Katie Martell
MARKETING ON-DEMAND

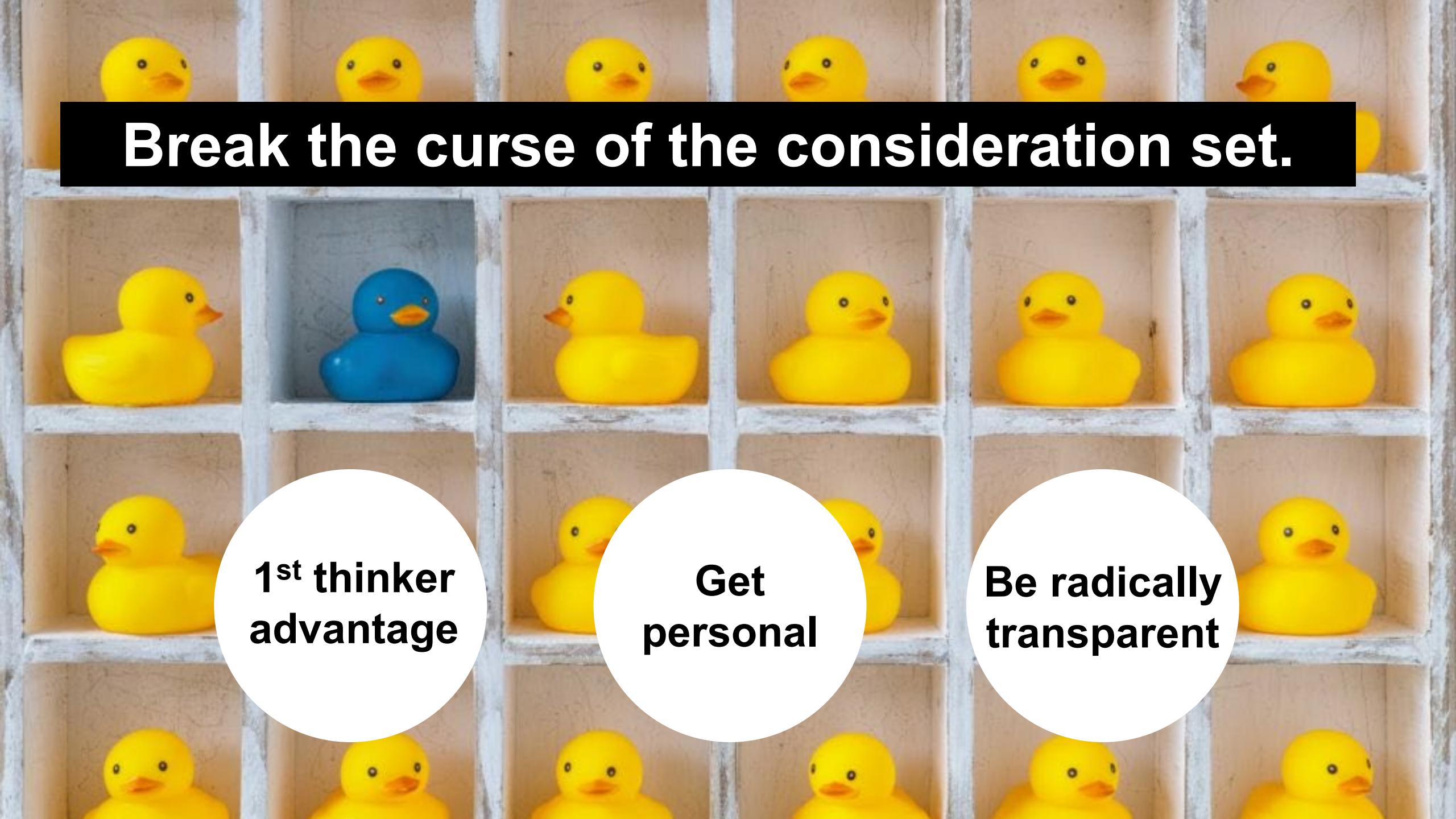
An “exceptional truth:”

What everybody is *thinking*, but *nobody will say out loud.*

Say it.

An honest look at video conference calls:




Break the curse of the consideration set.
1st thinker advantage
Get personal
Be radically transparent

Thank you!

@KatieMartell
Katie@Katie-Martell.com

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