



Gareth Shaw, of Doceree on healthcare pharma marketing

Life science companies can better manage online communications, says Gareth Shaw of Doceree. Here he discusses the future of healthcare pharma marketing

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Physician marketing is nowhere close to consumer marketing, both in terms of sophistication and leveraging technology to drive greater efficiency and returns on investment. This challenge is what inspired Harshit Jain, a physician-turned healthcare marketing veteran, to start Doceree.

The Doceree platform enables pharma brands to engage with physicians and other health care providers effectively in the digital realm. As life science companies are the core source of relevant information around any research in the medical field, Doceree acts as an enabler in this respect. Using Doceree's proprietary identity resolution technology ESPYIAN, life science brands can showcase the right information to the right physician at the most opportune moments. The company was founded in 2018 and is headquartered in New York.

Responsible for Doceree's UK and European operations is Gareth Shaw. The father of two from Buckinghamshire, England, started studying Pharmacology

at university, but quickly realised he was more inclined towards business studies and switched degrees to Marketing. From there, Shaw took on roles at Yahoo and Experian, before beginning his career in healthcare five years ago, with healthcare marketing company PulsePoint.

"I led the PulsePoint European operations, and spent a year priming the UK healthcare market for programmatic marketing, before PulsePoint pulled out of Europe in 2018 and my role became US focussed," explains Shaw. "In my current role, I am now back in the UK and Europe to finish what I started back in 2017."

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PRESIDENT UK & EU,
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What is Doceree and how does it support physicians?

Doceree's reception from the healthcare industry has been positive, especially in its attitude to digital adoption.

"Five years ago, UK and European marketers - along with their agencies - were beginning to show some interest in programmatic marketing, but lacked the knowledge, skill sets and, most notably, the industry-specific tools to deploy it," said Shaw. "Today, five years on, most players in the space are ready to commit to programmatic but until Doceree entered the market, they lacked the specialist tools to do so in the UK and Europe. This kind of response underscores the need and immense scope for innovative technologies in the life sciences domain, which has always been perceived as the category most apprehensive about digital adoption."

Doceree's ability to provide real-time data analytics enables marketers to deliver messages that have the greatest impact. When these moments are identified in the middle of a campaign, Doceree affords life science marketers with a platform to effortlessly target physicians with a relevant brand message by taking advantage of this real time data.

"Across endemic content and point-of-care networks, marketers need to capitalise on the moments when physicians are in the appropriate mindset to effectively engage with a brand message," explains Shaw. "Programmatic allows the use of real-time analytics to create greater engagements by serving them the right message at the right time. Whether it's in a virtual waiting room or reading an online medical journal, certain moments during a physician's professional activities are when messages need to pique their interest and align with times that they're in the right mindset to absorb new medical information."

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Doceree was awarded "Top 10 Ad Management Solution Providers 2020" by Martech outlook



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This also allows Doceree to better understand the digital behaviours of healthcare professionals, so they can create more engaging digital experiences for them with their life science industry partners and clients.

“Our platform is building greater efficiencies and helping brands optimise their ROI by using real-time data analytics efficiently,” said Shaw.

Life science companies can better navigate online communications

Doceree has made it easier to reach out to healthcare professionals on behalf of life sciences companies.

“Until now, Rx communication was a complex labyrinth of multiple different media touchpoints and physical visits from medical personnel,” said Shaw. “With Doceree’s programmatic technology, life sciences companies can now reach and communicate their messaging to healthcare professionals, all in a brand-safe and compliant manner. Rx communication can now happen across multiple digital touch points that HCPs are already visiting, offering several advantages over more traditional siloed tactics.”



Shaw has worked across Yahoo, Experian and PulsePoint



In the US, Doceree can precisely identify HCPs on various endemic and point-of-care platforms, and based on their professional behaviour traits (diagnoses, medications, and procedures they perform), deliver them relevant messaging from life science brands.

All of this is powered by Doceree’s proprietary identity-resolution technology, ESPYIAN.

“In the UK and across the EU, after the advent of GDPR, such precise 1:1 physician-level targeting may not be possible,” says Shaw.

The future of healthcare pharma marketing at Doceree

Over the next year, there is a lot of excitement ahead as Doceree grows its team across Europe and expands its product suite to provide clients and partners with market leading insight, activation and measurement tools, custom built for the healthcare vertical. AI will have a role to play in that.

“Data is the modern day oil and powers the digital world,” said Shaw. “AI and machine learning are the tools we use to refine data into powerful actionable insights that deliver positive valuable engagement between life sciences brands and physicians.”

Yet, like all healthcare services and platforms, Doceree is aware of the threats of cybercrime and is determined to stay ahead of those who seek to exploit the healthcare industry.

“We have put in place appropriate security measures to prevent personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed,” said Shaw. “In addition, we limit access to data to those employees, agents, contractors and other third parties who have a business need. They only process data on our instructions and they are subject to a duty of confidentiality.”

“At Doceree, customer trust is our top priority. Doceree monitors the evolving privacy, regulatory and legislative landscape to identify changes and determine what tools are needed to meet compliance requirements. We use the industry-leading encryption features to protect our content in transit and at rest while using our own encryption keys. Our VPN and SSO-enabled environment give us flexibility, security and reliability. We have put in place procedures to deal with any suspected personal data breach,” concludes Shaw. ○

“But ESPYIAN lets us target physicians at speciality level, which makes it easy for life science brands to reach HCP audiences based on the HCPs speciality at scale with highly relevant messaging.

“In terms of performance measurement, our US offering can provide script lift measurement studies at an individual physician level. Owing to similar GDPR-led constraints, our UK script lift offering will be able to provide script lift measurement studies at a practice location level. We’re also exploring behavioural lift measurement offerings globally.”