



## Press Release

### Results of the Second Health Care Marketing Survey

# European Health Care companies need to face new pull business model

Value-based price setting is ruling, consumers tend to be more proactive and using market data is crucial for the right marketing strategy.

**Mechelen, October 8th, 2009 – The Health Care marketer confidence index is at its lowest level ever – not surprisingly in these times of economic downturn. According to the House of Marketing Health Care Marketing survey 2009, Darwin is into marketing these days: survival of the fittest becomes the major law. The biggest challenge for Health Care marketers across Europe is to live up to the expectation of all stakeholders in the new pull business model.**

As prescriber, the General Practitioner used to be the major decision-maker. In recent years, new influencers have come to join him and have proven important stakeholders for the Health Care marketer. Hence, 2010 will not only bring more intrusion from the government, but also a consequent boom of generics in the market, a soaring of the reimbursements in social security and increased price pressure from the buying groups. Health Care companies are dying to anticipate these tendencies by showing a stronger interest in relationship building with hospitals and pharmacists compared to 2008.

For Nicole Berx, Partner at The House of Marketing, "Health Care marketers have to continue adapting to the new rules of the game. Value-based pricing is becoming an important differentiator as marketers feel the pressure on pricing from all sides." Firstly, governments will push least costly alternatives even further (according to 89% of marketers). Secondly, pharmacists want to maintain current margins and, finally, patients continue to be more price-sensitive.

In the medical equipment industry, 63% of marketers cite differentiation as the key challenge, while for prescription drugs the measurement of ROI and optimal pricing policies have also gained in importance (from 41 to 54%). In the OTC sector, 75% of Health Care marketers mention innovation, customer loyalty and optimized communication mix as the top 3 challenges in 2010.

Budgetary restrictions (18% decrease planned in 2010) are forcing marketers to swap to the most cost-efficient channels, which usage is fairly new in Health Care. Other industries have already experienced the vast array of e-mail, online and interactive marketing, that will now be adopted in increasing importance by Health Care marketers for delivering value to consumers.

\* \* \*

**Note:** The Health Care Marketing survey was conducted between May and July 2009, and is presented in collaboration with the Health Care Expert Group of Belgium's Marketing Foundation.

#### **About The House of Marketing**

The House of Marketing is the first Marketing Expertise & Excellence Center in Belgium. Since 1994 it helps client to improve business results by development and implementation for strong and efficient growing strategies.

A team of 45 experienced and skilled marketing experts helps B2B and B2C companies to close the Marketing Knowing-Doing Gap for consulting-, project- or interim management basis. More info on [www.thom.eu](http://www.thom.eu)

All additional survey information, graphics or interviews can be obtained at The House of Marketing, Philippe Ruttens, Marketing & Knowledge Manager at +32 (0)15 444 000, e-mail: [philippe.ruttens@thom.eu](mailto:philippe.ruttens@thom.eu)