

# PAAB 2018

MONTREAL | NOV 20  
TORONTO | NOV 22

## Canadian Pharma 2018 benchmark

March 2018, PAAB commissioned CreateHealth.io to identify trends & challenges of Canadian pharmaceutical companies and their associated agencies. This infographic provides a summary of that research. The full outputs were provided to PAAB and has since been used to shape the 2018 PAAB Training workshop - to stay updated please [confirm interest here](#).

### 95 awesome people took the time to answer a 28 question survey.

They came from...

**Area:**



**Role Type:**



**Additional areas included:**

<b>Area:</b>	6% Other
<b>Role Type:</b>	19% Consultancy (agency representative)
	16% Other
	12% Regulatory
	8% Sales
	8% Communications / Public relations
	7% Medical

### What are your top 3 goals for 2018?

It's all about the money, with the top goal for 2018 to increase sales!

**Areas:**



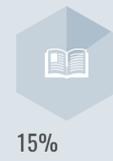
**Additional areas included:**

9% Improve disease awareness
9% Improve support services
8% Increase efficiency
6% Improve compliance processes
4% Educate customers
1% Develop patient and / or HCP partnerships

n=94  
Some answers were omitted as they could not be categorised.

### What are your biggest challenges in achieving these goals?

Although respondents have goals of making money, it appears that lack of money is the biggest challenge in 2018.

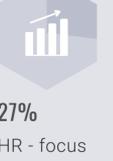


**Additional areas included:**

7% Lack of education/ understanding amongst colleagues and customers
6% Stiff competition
5% Limited HR
3% Changing strategy
2% Failed marketing
2% Industry too slow to adopt innovation
2% Lack of market access support
2% Poor culture
2% Lack of growth opportunities

### Where do you or your team allocate the majority of the budget?

Sticking with the theme of money, we asked respondents where their budget is allocated. It can be seen that how budget allocation aligns with 2018 goals, in that the top 3 areas relate to sales and marketing activities.



**Additional areas included:**

8% Medical and scientific content creation
3% Compliance training and improving submission process

### What trends do you see being of high importance for pharma companies in 2018?

Respondents see pricing and access pressure as the top trends impacting the industry.



**Additional areas included:**

10% Increase in patient support programmes and partnerships
9% Improving the customer experience*
8% Increase activity in biosimilar
7% Regulation challenges
2% Introduction of e-commerce

\*customers not defined

### Respondents gave just above average trust scores.

On a 10 point scale, survey respondents provided an average score of 6.15 when asked if they feel the pharmaceutical industry is trusted by doctors and patients.



**Respondents expanded sharing that:**

45% Argued that Canada's tight regulations prevent communications that may help to develop trust levels between the industry, HCPs and patients by moving the messaging outside of product promotion.

22% felt that the industry does not invest enough in wider PR of their work and success in drug discovery and wider innovation. As a result, patients and the wider public don't truly understand what pharmaceutical companies go through and offer beyond drugs, leading to misconceptions based on anecdotal bad press.

Remaining comments highlighted that the industry does not innovate enough with its messaging, or allocate enough resources in corporate brand building. And (as is evident in this report) that the industry remains overly focused on sales resulting in areas such as 'trust' not being accurately addressed.

### Do Canadian pharmaceutical companies do a good job in promoting their products and services?

According to respondents, Canadian pharma is just above average with a score of just 5.4.



Score is based on 94 responses rating from a 10 point scale.

### Education & support

Where do you go to learn about new trends and innovations that can help you in your role?



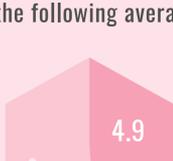
**Additional areas included:**

8% Print magazines on therapy area and trends
5% Colleagues and peer interactions
5% Health Canada and other Government bodies
3% Mainstream newspapers
2% Clients / vendors
1% Trade Associations
1% Agency Website
1% Wires

### PAAB social media & online content

On a 10 point scale: 1 = strongly disagree 10 = strongly agree

Survey respondents provided the following average scores:



The content provided on LinkedIn from the PAAB is of value to you.



The content provided on the PAAB.CA website provides is of value to you.

### PAAB's Only Workshop in 2018

450 attendees | 14 speakers | Nov 20, Montreal | Nov 22, Toronto.

Become a Compliant Leader in Multi-Channel Marketing & Communications.

- 01** Health Canada update on 2017-18 complaints and key advice
- 02** Using Real World Evidence within the code
- 03** Artificial Intelligence and digital marketing automation
- 04** Think like a PAAB reviewer; Advanced deep dive working session
- 05** Outside speakers from Innovative Medicines Canada, Lundbeck...



From PAAB fundamentals, to understanding when and how to use RWE and AI for branded and non branded materials. PAAB's 2018 workshop is the must attend event anyone working on healthcare advertising, marketing or communication materials that circulate in the Canadian market.

VISIT [WWW.PAABTRAINING.COM](http://WWW.PAABTRAINING.COM) AND SECURE YOUR PLACE TODAY.