

From Pain to Pleasure in Lifesciences and Healthcare

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A man in a white shirt is leaning over a man lying on a stretcher. The man on the stretcher is wearing a red shirt and has a blue dental tool in his mouth. A woman with long dark hair is sitting next to the stretcher, looking on. The scene is set in a well-lit room with a chandelier in the background.

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From Pain to Pleasure

Display Ads nur im 2.
Drittel der Customer
Journey einsetzen



From Pain to Pleasure

AR ist am POS
erfolgreicher als VR

Digital Strategy Formulation Process

Useful template that can be used to map the digital strategy formulation process and can be kept as future reference for execution.

Brand name	<input type="text"/>
Leverage point	<input type="text"/>
Target audience (segments)	<input type="text"/>
Behavioural objective(s)	<input type="text"/>

MCQ = Impact Measurement : Average Cost

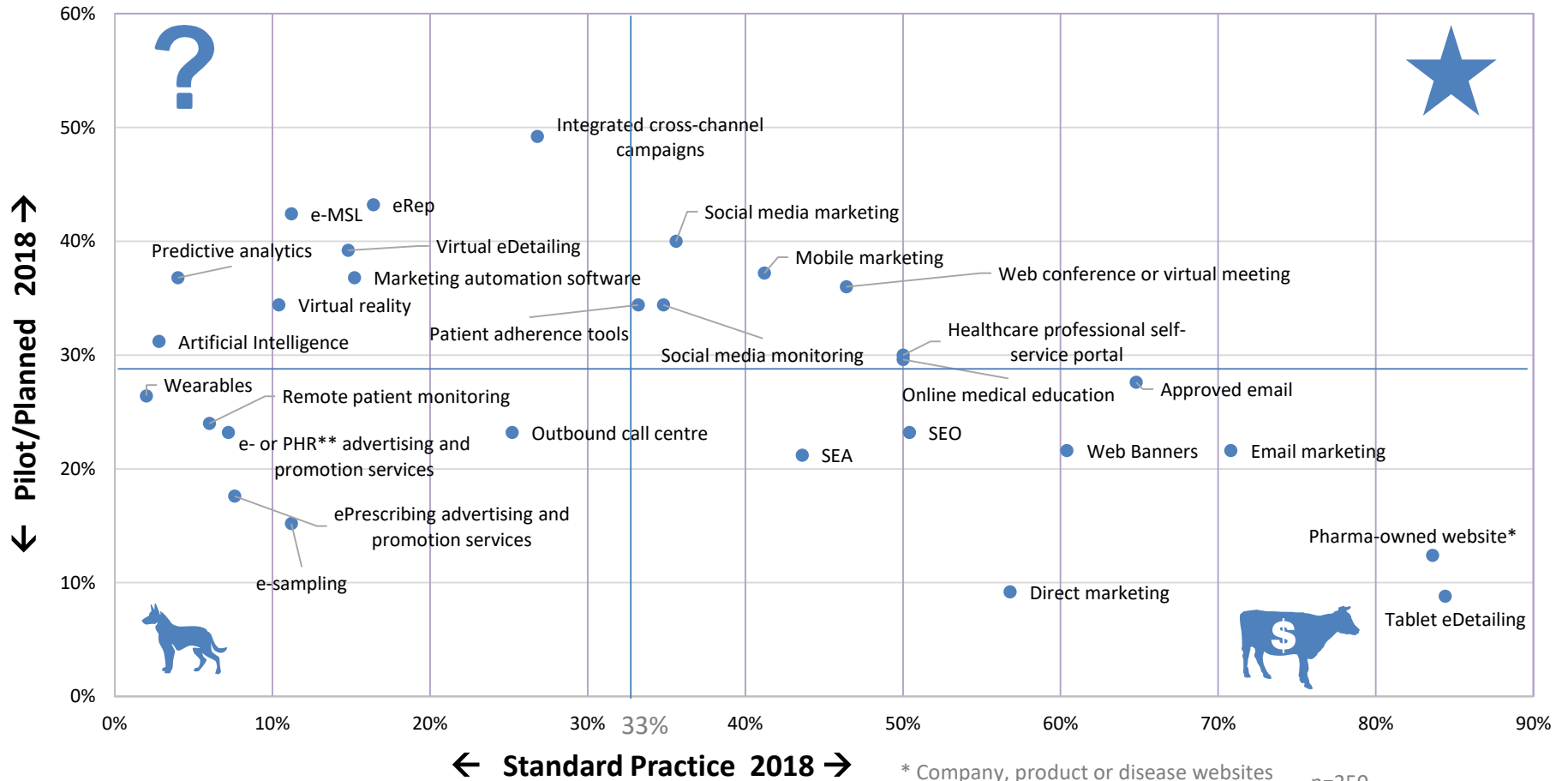
	Channel related communication effects	Brand or TA related communication effects			
	Channel related behavioural effects	Brand or TA related behavioural effects			
Cost per MCQ	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total MCQ	<input type="text"/>	Average cost / MCQ	<input type="text"/>		
Project resources	Internal	External			



From Pain to Pleasure

80% Kostensenkung
durch Fokus Online
Marketing

Please evaluate how often you use the following channels TODAY to reach your customers.



* Company, product or disease websites

** electronic or personal health record

n=250

Global Scope



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