



Brand Champion Health Check: Key Links, Articles and Quotes

1. Bells and Whistles Blindness

- [Forget Social Media. Start Here](#) by Jonathan Richman, Dose of Digital
- [Maximize Education Opportunities Through SEM—A Marketer’s Perspective](#) by Ellen Hoenig
- [Generations and Their Gadgets](#), Pew Internet & American Life Project
- [Chronic Disease and The Internet](#) by [Susannah Fox](#) and [K Purcell](#), Pew Internet & American Life Project
- [The Influence of Mobile Apps on Pharma: an eyeforpharma special report](#)
- [What Would It Take To Make A Great YouTube Channel](#) by Mark Senak, Eye on FDA
- [Social Media Is Not For Advertising Brands](#) by Jonathan Richman
- [11 Digital Trends To Watch in 2011](#) by Steve Rubel and David Armano, Edelman Digital

2. Short Tail Marketing

- [ePharma Summit 2010: The Long Tail of The Pharmaceutical Industry](#), Chris Anderson Presentation
- [The Decisive Advantage of Optimizing for the Long Tail](#), Search Engine Land
- [Are You Missing The Opportunity With Long-Tail Search?](#) By Wendy White, Siren Interactive
- [Rare Disease and Peer-to-Peer Healthcare](#) by Ellen Hoenig, Includes Pew Internet Peer-to-Peer Study]
- [Micro-Targeting Health at SXSW](#) by E. O’Brien, Siren Interactive
- [Personalized Therapy For Prostate Cancer](#) by Sally Church, Ph.D, Pharma Strategy Blog

3. Lip Service to Patients

- [e-Patient Connections 2010 Wrap-up: It’s the Patient Connections That Count](#) , by Kevin Kruse, Kru Research [& 24 speaker presentations]
- [e-Patients: Educated. Engaged. Empowered.](#) By Eileen O’Brien, Siren Interactive
- [Seven Life or Death Lessons from @ePatientDave](#) by Ellen Hoenig, Book Review
- [High Times for Patient Advocates](#) by Amy Tenderich, DiabetesMine [incl. Roche Presentation]
- [What Would A Truly Patient-Centered ACO Look Like?](#) By [Kent Bottles,MD](#), The Healthcare Blog
- [Pharma: Is Your Brand Patient-Centered? 5 Critical Success Factors.](#) By Ellen Hoenig, *MedAd News*

4. Me-too Marketing and Messaging

- [Brand Preference vs. Brand Relevance— Two Ways to Compete](#) by Aaker on Brands
- [Same, Same... But Different](#) by R Czerniawski & M Maloney, BDN International
- [Pharma Marketers: 6 Key Skills Every Brand Champion Will Possess](#) by Ellen Hoenig, DTC Perspectives
- [It’s Not Your Imagination; Marketing Really Has Gotten Harder, Especially for Rx Drugs](#) by Rich Meyer
- [Innovation: It’s More Than Just A Buzzword](#) by Wendy Blackburn, Intouch Solutions
- [Differentiating on Customer Experience](#) by M Hinshaw, MCorp Consulting
- [Five Marketing and Social Networking Lessons From the Grateful Dead](#) by Ellen Hoenig
- [Content Rules](#) by Ann Handley and C.C. Chapman

5. Overlooking Consumer Distrust

- [Edelman Trust Barometer 2011](#)
- [Edelman Health Engagement Barometer 2010](#)
- [Consumers Don't Trust Pharma, So What Can We Do?](#) [Includes Harris Poll] by Eileen O'Brien, Siren Interactive
- [Developing Customer Trust in a Multi-Channel Environment](#) by Mark Sales, Kantar Health, DTC Perspective
- [The Health of Pharma As Measured Through the Lens of Consumer Trust](#) by Hensley Evans, DTC Perspectives
- [The Now Revolution](#) by Jay Baer and Amber Naslund
- [Trust Agents](#) by Chris Brogan and Julien Smith

Other Quotes or Links

- [The Best Work People](#) - Marsha Shenk
- [Brain Rules](#) - Dr. John Medina, Author: Brain Rules
- [e-Patient Dave](#) aka Dave deBronkart, Author: Laugh, Sing and Eat Like a Pig
- [Outliers: The Story of Success](#) - Malcolm Gladwell
- [Lee Rainie](#), Director, Pew Internet & American Life Project
- [Gary Vaynerchuk](#), Author: The Thank You Economy

