Case Study

Tanner Pharma Group

Tanner Pharma GROUP

Introduction

Tanner Pharma Group is a global pharma-solutions provider offering turn-key solutions to increase access to medicines and other medical technologies around the world. The company is headquartered in the United States with offices in the United Kingdom, Switzerland, Ireland and Brazil. Tanner Pharma has a global reach and provides international commercialization and patient access through licensing, managed access programs, global access programs and clinical trial solutions.

Lindsey Paternoster, Marketing, Communications and PR Manager, Tanner Pharma Group:

"Tanner Pharma Group was established in 2002. And what has been built over the last 20 years is a portfolio of service offerings dedicated to improving global access to medicines."

"In my role, I get to find ways to share the capabilities of our unique divisions and help create connection points with other companies, organizations and advocacy groups who share in our mission to improve patient lives."

The Challenge

"We hadn't previously dedicated a lot of our marketing efforts to content strategy and we were ready to do this. We have multiple divisions with multiple specialties, and we needed a partner that could not only help with content development and promotion, but also understand our business, speak with different teams, and help extract the knowledge we've acquired over the last 20 years and put it into something that was readable and engaging."

"Our work can be complex from the outside looking in because we actively facilitate patient access, but the pathways we manage are very unique to each other. From supporting clinical trials to licensing and commercialization products in emerging markets to managing various access programs, we're doing a lot of different things."

"To be able to connect with multiple segments of our company and help explain what we're doing and the impact we're having, it would take some patience from a marketing partner and initial knowledge of the pharmaceutical space."

"So that was ultimately the challenge we were facing. We were introducing a new marketing initiative to the company, but also seeking a partner who was agile and had experience with different sectors and audiences in pharma."

The Account Management

"Our direct account team includes Josh Jones, Olivia Jennings and Alexander Love. Each team member is extremely patient and always available to answer questions… and we have a lot of questions! Together they created a smooth process, from interviews and content development to targeting and promotion."

"We meet probably once or twice per week. I feel supported and the experience has been positive. We have a very people-centric culture at Tanner, focused on supporting patients and supporting each other. We like to develop that people-first relationship with our partners as well and the GlobalData Marketing Solutions team has been aligned from the start, delivering on projects and just being a great group of people to work with."

The Content

"At the time, we didn't have the resources to create a lot of content in-house, but with extensive experience across our different divisions we had many stories and valuable thought leadership to share. Through our partnership with GlobalData Marketing Solutions the content experts enabled us to get those stories out. We've found great value in that, and our teams have been excited to participate in the process."

"After a few months of work, I particularly remember googling a key term that we use, I think it was 'expanded access programs,' and on the first page of Google was one of our articles. It seems like a small thing, but to know our content is getting out there – in the hands of the right people who can help us make a bigger impact – it's a big win for us."
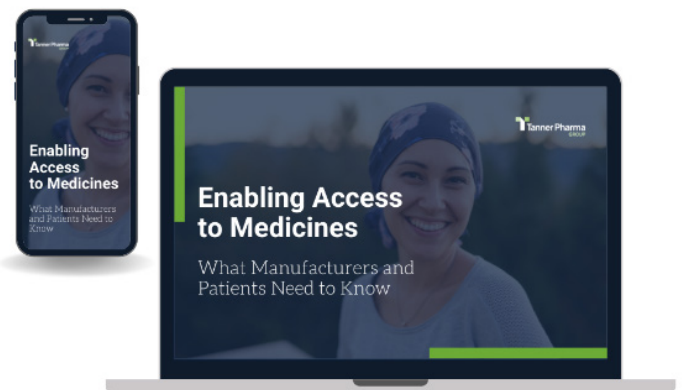
The Targeting

"Each division of Tanner Pharma has different parameters for the types of companies and organizations that would benefit from their services vertical, a target list. So that's where we started with GlobalData Marketing Solutions. After review and discussions, the team enabled us to refine our targeting while matching the best content to the best audience."

"They are helping us identify what content has the highest engagement rates and make suggestions and adjustments in our campaigns to target more efficiently. From there we've been able to bring information to our business development teams and equip them with valuable lead insights."

The Dashboard

"The dashboard makes it simple to understand and keep track of content engagement and lead generation. We see who is viewing our content and in which regions and what content is getting viewed the most. These insights help navigate our content strategy."

"It's been really easy to use and there have been some upgrades since we got on board which fit well with our processes. One of the upgrades enabled us to match a lead with their content of interest with the Tanner division best suited to meet their needs."
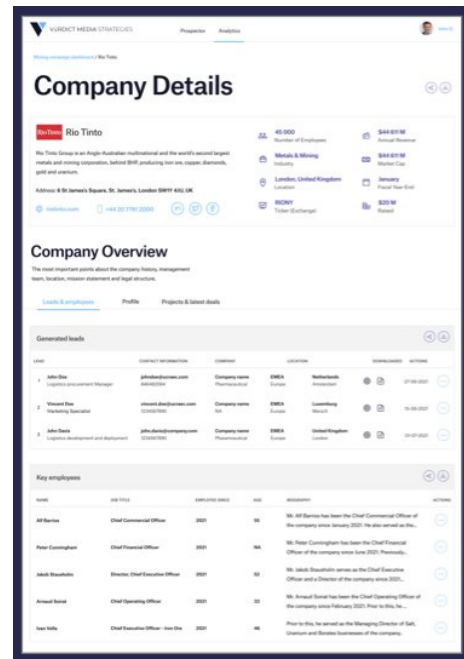
The Results

"

We launched our first set of articles six months ago and since then it's been a very smooth process. Brand awareness, content production and lead generation have increased, which are all key to our growth strategy

"

In the last six months we've received 180 leads. The lead generation aspect has definitely opened the door for us to many of the companies that were on our target list, as well as those that were well suited to us, but just hadn't been on our radar yet.

"

To have this many opportunities to start conversations and better understand our prospects needs, we are very happy with the results so far.

"

To know our content is getting out there – in the hands of the right people who can help us make a bigger impact – it's a big win for us.

GlobalData Marketing Solutions is a GlobalData business, giving it access to best-in-class technology, unmatched data and audience reach.

GlobalData employs 3,500 developers, data scientists, analysts, award-winning journalists, editors and researchers, working in 23 offices worldwide and serving 4,500 clients in over 160 countries.

Powered by GlobalData.