



Lathian Delivers a Spectrum of Solutions for Life Sciences Marketers

Technology can play a significant role helping life sciences companies reach their customers more effectively.

Marketing pharmaceuticals or medical devices is a tough and complicated job compared to, say, selling packaged foods. Not only are the products themselves extremely complex, but the medical professionals who make the buying decisions lead busy lives and demand a tremendous amount of detailed information.

Technology can play a significant role in helping life sciences marketers reach their customers more effectively. Concise, targeted promotional and educational messages that are delivered online—in a form that is easy to digest and retain—are extremely beneficial for marketers and medical professionals alike: marketers get their message across effectively, and medical professionals have more flexibility to evaluate informa-

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– Matt Moore, Lathian VP of Technology

tion when their schedule permits.

Building on a platform of Microsoft® technologies, including Internet Information Server (IIS), SQL Server™, and the .NET development platform, Lathian Systems offers life sciences companies its Spectrum of Solutions—an integrated, comprehensive set of online sales and marketing tools that helps companies improve relationships with their customers, enhance product education, and make learning about their products more convenient for busy physicians and other healthcare professionals.

Spectrum of Solutions is the first one-stop, Web-based system that supports the five crucial marketing strategies used by life sciences professionals:

- **Medical promotion:** In-person “details”—informational visits to physicians—used to be the standard marketing protocol in the life sciences business, but today, getting even a minute of a physician’s time can be difficult. Lathian’s eDetailing Solution reaches physicians through an interactive, six-to-eight-minute eDetail session that provides a thorough overview of the product’s benefits and features and collects valuable feedback about the message and the market.

- **Medical education:** Lathian uses custom multimedia, streaming video, and one-to-one interactivity to create learning experiences that are enjoyable and help healthcare professionals retain important clinical information. It also provides the convenience and anytime access that these busy professionals need. Lathian’s online solutions include electronic Continuing Medical Education (eCME) and eDinner Meetings—interactive, 30-to-90-minute online meetings that reach healthcare professionals with engaging and informative content.

- **Medical conferencing:** Lathian’s suite of Web-based solutions includes eSymposia and eSpeakers Bureau—convenient, cost-effective ways to promote brand messaging and communicate effective treatments to healthcare professionals. Lathian leverages rich multimedia, including streaming audio and video, to provide marketers and healthcare professionals with a virtual conference venue that’s less expensive, more convenient, and more efficient. Lathian also helps marketers recruit, plan, and convene virtual roundtables, panel discussions, or even entire medical conferences that feature presentations from key opinion leaders, clinical studies, abstracts, and other media.

- **Sales force effectiveness:** Lathian’s suite of Sales Force Effectiveness solutions helps life sciences marketers keep their field sales force to a reasonable size while still maintaining good coverage and strong relationships with customers. The suite allows them to increase access, reach, and frequency of contact with customers while maintaining compliance and delivering more value in their brand messaging.

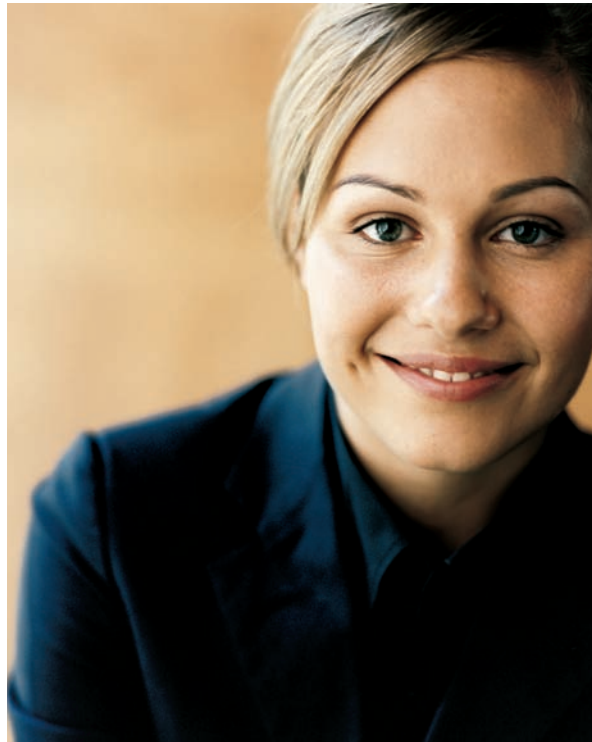
- **Market research:** Through market research conducted online, Lathian offers timely, actionable insights that can help marketers better understand physicians' practices, attitudes, awareness, and prescribing intentions. This can help life sciences companies refine their marketing strategies and make better product decisions, develop better pricing strategies, and identify competitive advantages.

The core system that drives all of these capabilities was developed five years ago using ASP and SQL Server 2000. Over the years, Lathian has expanded its system to include a number of Web services. For example, its campaign management tools and client reporting site are built on the .NET Framework and delivered over the Web. Interaction with the Flash content they present to physicians takes place via .NET services.

Microsoft Technologies Enable Development, Integration, and Customization

Lathian cites SQL Server and IIS as the two most important Microsoft technologies for its business. "SQL Server and its tools have enabled us to provide superior data capturing and analytics to our customers," says Matt Moore, Lathian's vice president of technology. "We routinely integrate with our clients' sales force automation and CRM suites, and SQL Server enables us to do this automatically so our developers don't have to spend much time managing those processes once they're established."

The company depends on IIS to deliver customized variants of its core solution to clients who want to



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deliver them to end users with their own branding and URL. "Using IIS, we can configure each of those sites to run from a single code base, giving clients a customized experience for their users without requiring us to install and maintain an entirely new code base," says Moore.

McNeil Consumer & Specialty Pharmaceuticals, a

division of Johnson & Johnson, used Lathian's Virtual Visit™ and eDetailing solution in conjunction with its Business Intelligence tools. These technologies brought marketing and sales efforts together for Flexeril, a muscle relaxant prescribed to relieve spasms resulting from injuries such as sprains or pulls. Lathian's solutions ensured that sales representatives communicated the key brand messages frequently, effectively, and consistently across multiple media, helping the program achieve an impressive 19% response rate—more than double the industry average.

For Auxilium Pharmaceuticals, Lathian delivered an eDetailing solution and a comprehensive set of interactive management tools that provided marketing staff with customized, highly targeted, and measurable online marketing campaigns that reinforced Auxilium's brand messaging and provided both insightful business intelligence and unique reporting capabilities. "The eDetailing program has helped increase the value our sales representatives offer to physicians, in an environment where physicians perceive reps as having less and less value," says Auxilium Product Manager David Keats. "The program has been an enormous success."

And when medical education company JK Medical Associates needed to train the physicians who speak on behalf of their life sciences clients, they turned to Lathian. Supplementing the in-person training given to 150 physicians, JK Medical Associates used Lathian's integrated technology platform and video solution to offer online training to 300 regional speakers. The company delivered four live, Web-based events and provided an interac-

tive program of recorded video followed by a live Q&A session. The cost of training these speakers was only about 20% of the cost of a live training session.

Lathian credits the Microsoft platform with helping it deliver a broad spectrum of solutions for such a complicated field. "We chose to build on a foundation of Microsoft technologies for three reasons," says Lathian's Moore. "First, because of their proven reliability. Second, because it's an easy platform to develop on. And third, its low cost of ownership. We knew that we could get our technologies developed sooner—and better—on this platform than on anything else we looked at."

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