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### **Executive Summary: Group C Strategy**

The explosive growth and diversity of mobile devices is impossible to ignore in our industry of direct marketing contact. This, combined with the inability of medical professionals to meet our in-person marketing requirements drive the mobile marketing strategy. In the technically-inclined industry our customers occupy, the team considered options to maximize brand awareness and utilize personnel in the most effective possible way. Connecting with the customer base via a tool available literally anywhere on the planet, on devices they already own, is far and away the most cost-effective and far-reaching strategy available among those considered. [MORE TO COME]

#### **Vision**

Achieve maximum coverage of medical representative and physician interaction.

### **Group C Strategic Direction**

Include a brief synopsis of the strategic initiatives and roadmap. [TODO]

**Long Term Strategies**

· **Become exclusive resource for physician/rep scheduling and information.**

· **Increase market share to market dominance.**

· **Decrease marketing representative downtime to 0%.**

· **Reach and engage the maximum number of doctors in every city in the country.**

· **Increase digital engagement to surpass physical medical representative interactions.**

**Short Term Strategies**

· **Provide a resource to enable physician/representative scheduling and interaction.**

· **Reduce travel time necessary for medical representatives to visit multiple physicians in one trip.**

· **Increase exposure of our medicine among physicians within our market.**

· **Engage and educate physicians about the new product.**

· **Alert physicians of new products, research and other marketing material.**

· **Gather trend information based on user (physician) interaction with the product.**

· **Retrain medical representatives and marketing to make effective use of the platform.**

[NEEDS MORE]

#### **Business Alignment**

By building exposure of marketing representatives both face-to-face and online with physician customers, we will increase product awareness (and revenue), decrease representative down-time, decrease representative-travel time, and increase overall brand awareness. [REWORD. ADD SENTENCE?]

### **Purpose**

### **Business Driver**

**The business reasons for developing this strategy** [DO WE NEED TO WRITE SOMETHING HERE?]

### **Scope**

Analysis of DoctorConnect by members of Team Group C have identified critical areas within the scope, and areas without. These points are enumerated below:

**In Scope**

* Physicians within our market
* Sales representatives
* Marketing agents
* R&D contact points (?)

#### **Out of Scope**

* Marketing functions
* Product development
* Patient information

**Future State**

Internet-connected devices appear to be on a path toward ubiquity and adoption within all corners of society. In an industry filled with early-adopters, it is critical to have a product capable of meeting the needs of these future devices, and this vision drives the overall strategy. By adopting a mobile strategy, we position ourselves for extremely high coverage on any foreseeable device with a screen, and enable extreme agility for unforeseen technical developments. The risks for deployment are extremely low, as the sector is a proven, yet still fertile, arena of technical innovation, allowing for an easy product pivot into an unknowable future.[FEELS WRONG]

**Example:** The vision and implications of ‘ubiquitous’ access guided the direction of the overall mobility strategy. The mobile technical landscape also influenced with its current high rate of innovation, adoption and consumerization. With the scope of the organization, the team considered the most simple and scalable approaches in all aspects with a view of what management requirements can be successfully deployed into such an environment. In this way we can adjust easily to accommodate a large group while also remaining flexible to adapt to the changing technical landscape. There was an implicit agreement across groups that the productivity gains are sufficient to offset the risks that are inherent with this relatively open approach.

**3 Year Strategic Horizon** [MANY MAY ACTUALLY BE NEAR-TERM]

* Utilize existing hardware already in the hands of customers exclusively.
* Analyze technology trends to stay prepared when technical focus shifts.
* Provide customers with industry-leading access to brand product information.
* Make all physician-marketing appointments schedule via the technical solution.
* Engage physicians in R&D effort by pushing research findings, where applicable.
* Provide per-physician marketing and trend data to roving representatives.
* Enable remote, personal connections via video platform.
* Engage multiple client physicians at once via online seminars.

**Near Term Implications & Actions**

* Increase customer marketing engagement via mobile solution.
* Increase travel efficiency of representatives with improved physician scheduling.
* Define capability requirements and evince a source for architecture, support, development and training for mobile solution.

### **Strategic Roadmap**

**Example:** The work plan is meant to provide guidance on what the implementation approach and timeline may look like when work starts.

### **Risks and issues**

Highlight significant risks and issues that could interrupt or delay the plan.

### **Glossary, Acronyms, and Abbreviations**