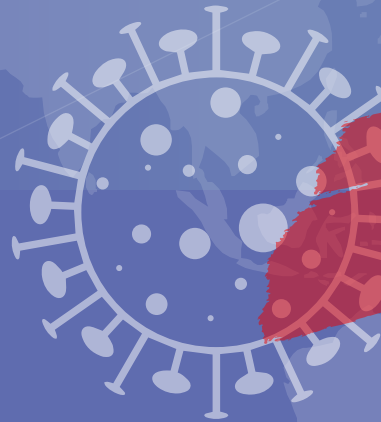


# Group 5

How to effectively use multi-channel(MCE) to maximize touchpoints towards our customers (health care professions)



**COVID-19**

Presenter :

- Ken Wang
- Ray Cho





Talking face to face



Social media



Limited visiting



Electronic direct email



Crowd gathering



Webinar

# Section one:

# Social media Promotion

✓ Increase sense of illness

✓ Attract physician attention

✓ Promote corporation value



# Increase sense of illness



下肢冰冷，走路痠麻!?  
小心!! 周邊動脈硬化疾病

初期



末期



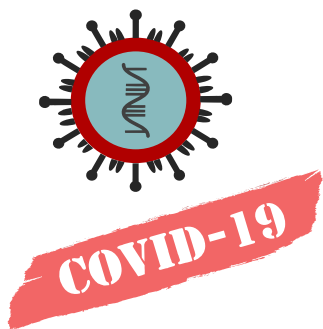
健康人生的伴侶



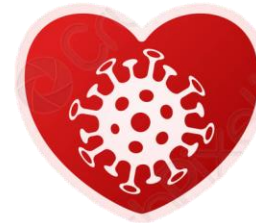
# Attract physician attention



100 patients recovered from COVID-19



**25%** diagnosed with CV complications  
**40%** of all COVID-19-related deaths.



**78%** heart abnormalities  
**60%** ongoing myocardial inflammation

# Attract physician attention

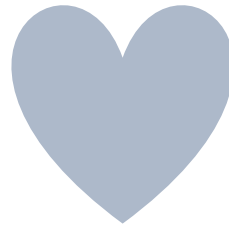
## Line @



### For Dummies

#### Attract Doctors

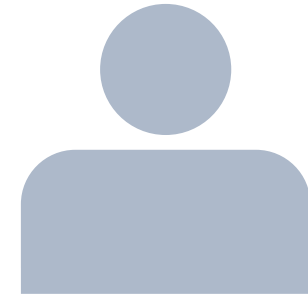
- Medical News
- Academic Journal/ paper



### Greeting Images

#### Connect with Doctors

- Weather forecast
- Greeting



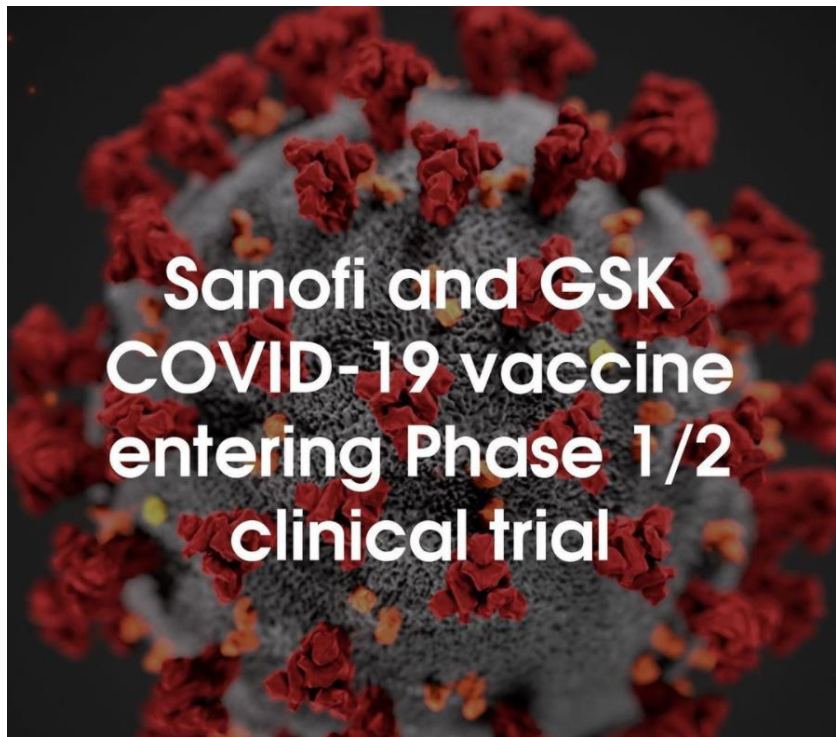
### Service

#### Efficient Solution

- Online Consultation

# Attract physician attention

## Facebook : breaking news



# Corporation value



Life is a health journey,

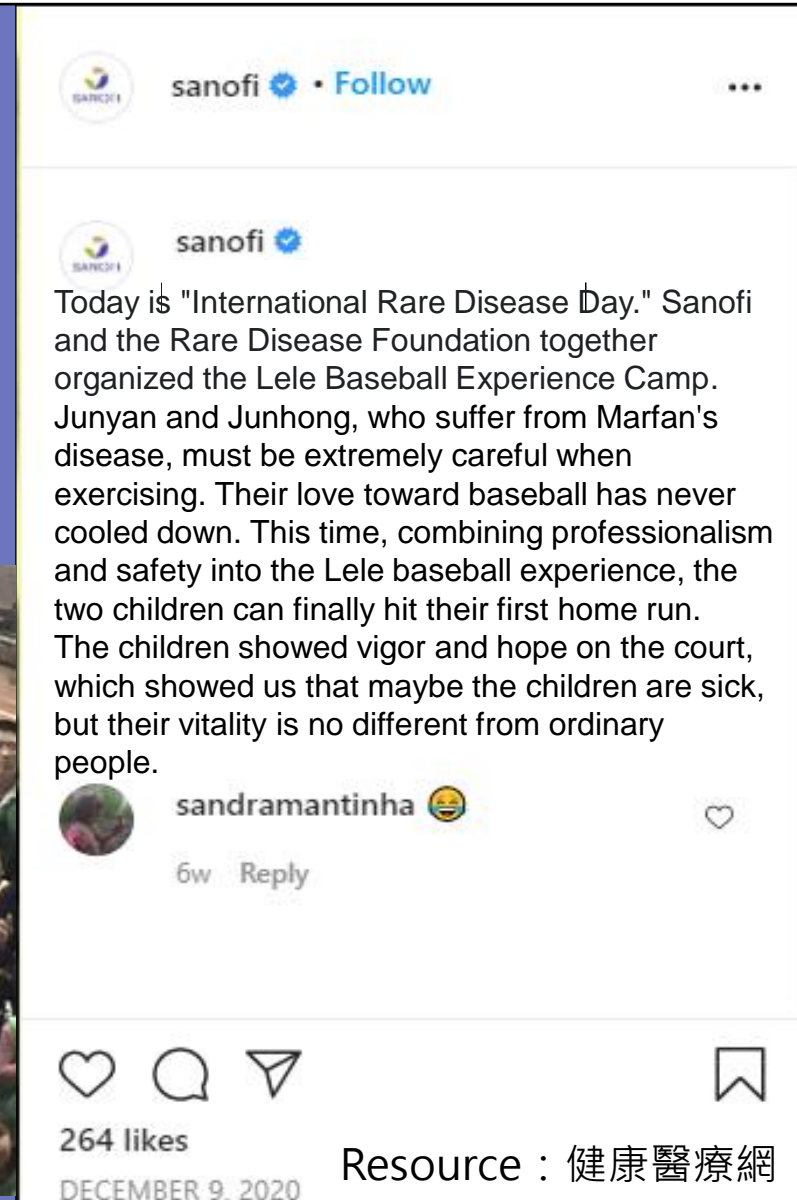
Sanofi, a health journey partner



# Corporation value

combination of charity  
with **Instagram**

We, at Sanofi, are there beside people in need,  
as a **health** journey partner.



Section Two: 

# Electronic Direct Mail Promotion

Presenter: Ray Cho



Content  
Optimization

FLYER 1

Interface  
Update

FLYER 2

Effectiveness  
Evaluation

FLYER 3

# Content Optimization

## Plavix Information



### 保栓通 | Plavix®

- ◆ 適應症：降低近期中風、心肌梗塞等病人粥狀動脈硬化事件。
- ◆ 用量：成人每天75mg，一天一次。
- ◆ 副作用：出血（瘀血、鼻出血等）。
- ◆ 機制：Clopidogrel經代謝後可改變血小板ADP受體，進而阻止GPIIb/IIIa複合體活化而抑制血小板凝集。

了解更多

Indication

Dosage

Side-Effect

Mechanism

# Content Optimization

## Latest News



## Newsletter

**Provide Reports & Stories**  
**Raise Corporate Image**



## COVID-19

**Provide Data & Policy**  
**Raise Awareness**



# Content Optimization

## Innovative Activities

**1/27 – 1/28**

專家學者對Plavix®  
詳細介紹及最新研究

參與更多



### Webinar

**Invite Speakers & Doctors  
Gain Knowledge**

***Heart to Heart***

CHALLENGE

**Heart to Heart  
Challenge**

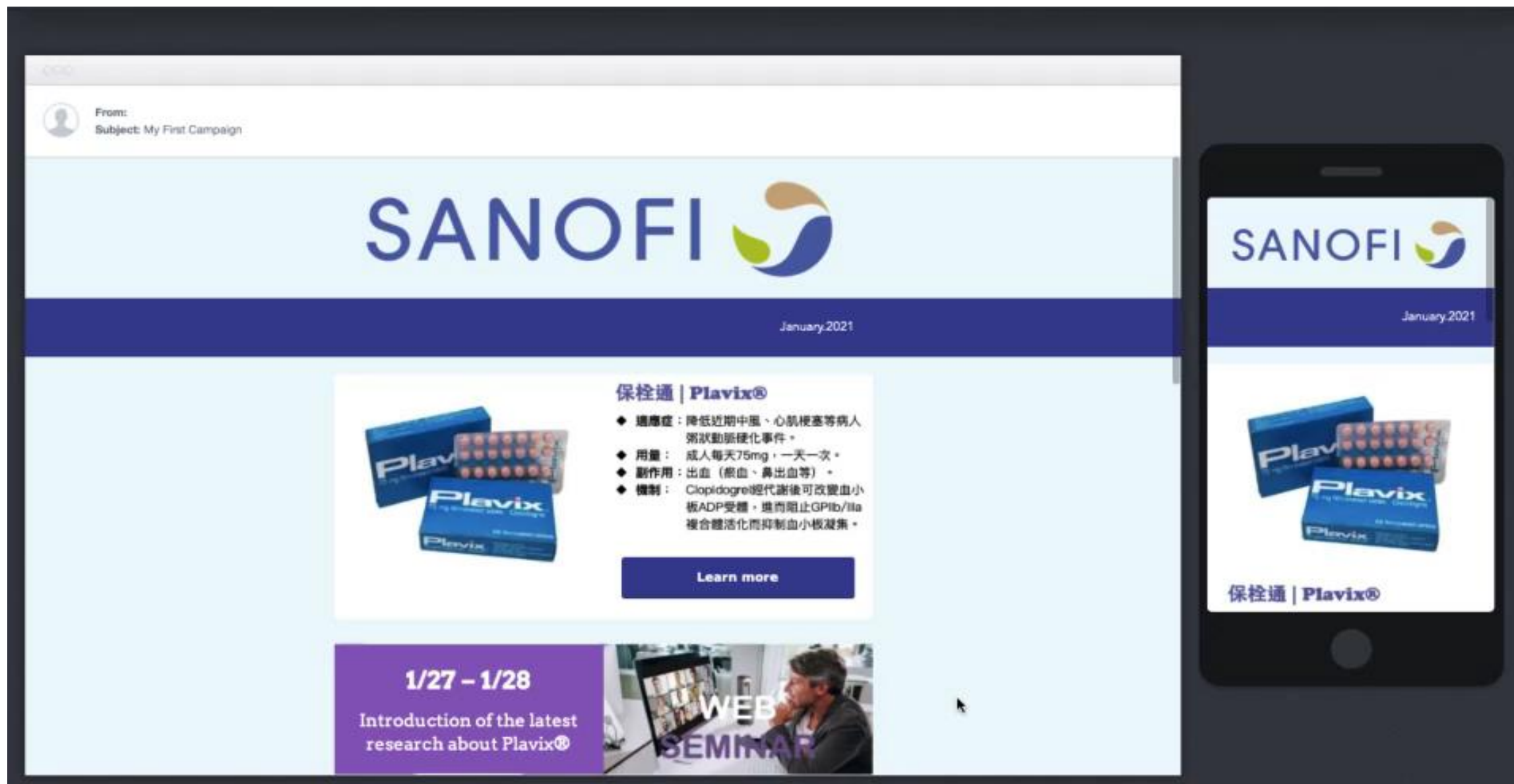
感受應有的感動與溫度

立即參加

### Challenge

**Involve in Online Challenge  
Empower Life**

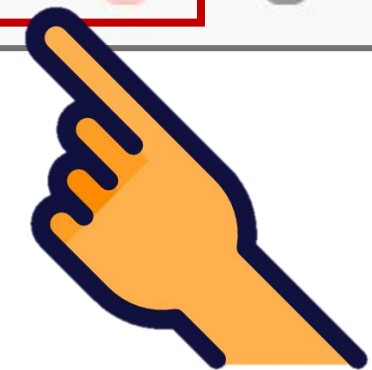
# Interface Update



# Effectiveness Evaluation



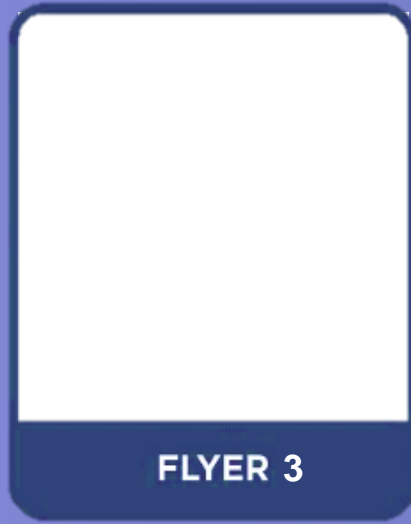
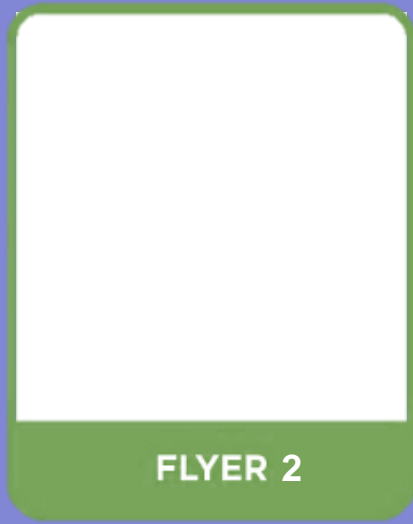
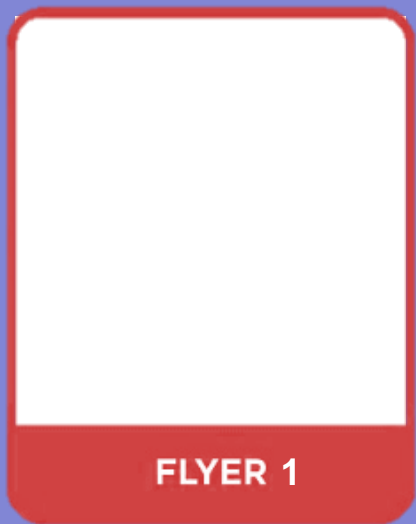
	Title	List	Sent	Opens	Clicks	Bounces	Date
Report	hi (View Details)	瑞賢好帥	1	1	-	0	Jan 21



Understand the amounts of opens and clicks by additional software.

# Section three:

# Webinar





# Webinar

Sharing the novel research to physicians through **webinar**



## COVID-19 and cardiovascular disease - What's the position of clopidogrel

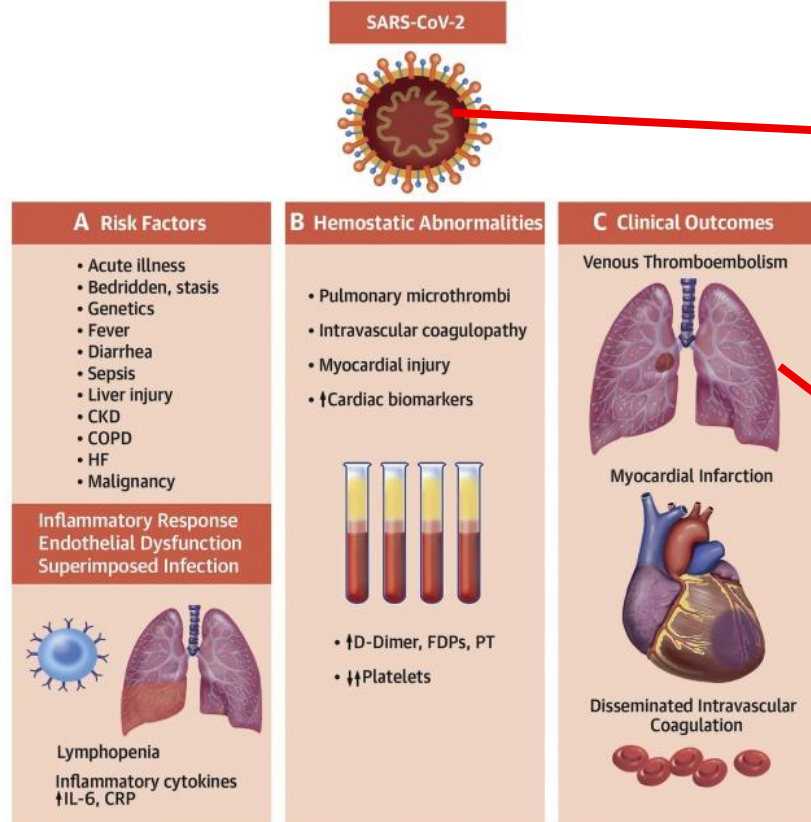
Activities	Speaker	Host
Introduction		Kai-jay, Chang
<b>Session I</b> : COVID-19 and cardiovascular disease - from basic mechanisms to clinical perspectives	Joseph C. Wu, MD. PhD.	Kai-jay, Chang
Tea Break		
<b>Session II</b> : The use of antiplatelet agents for arterial thromboprophylaxis in COVID-19	Syed Shahzad Hasan, PhD.	Kai-jay, Chang
Q & A		
Ending		

# COVID-19 and Cardiovascular disease

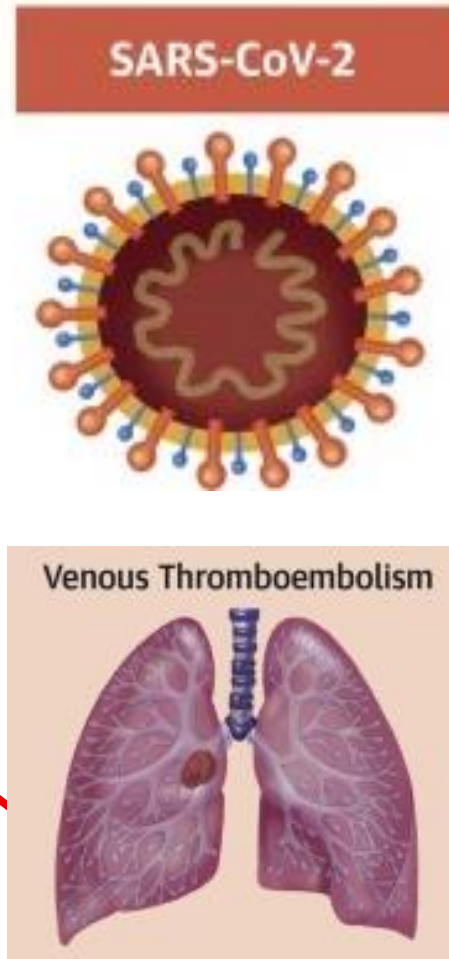


## COVID-19 and Thrombotic or Thromboembolic Disease: Implications for Prevention, Antithrombotic Therapy, and Follow-Up: JACC State-of-the-Art Review

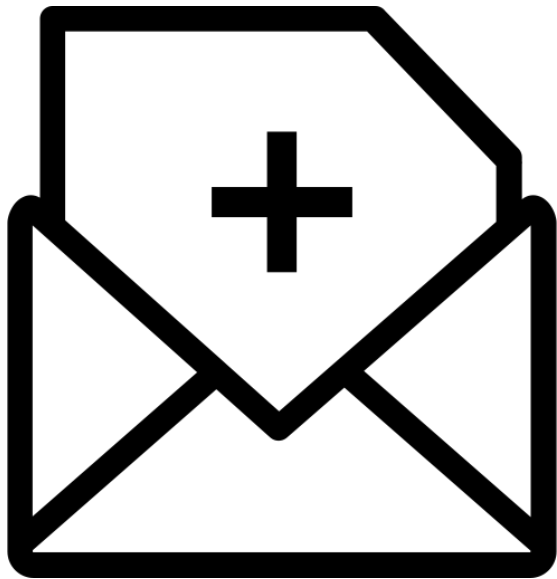
### CENTRAL ILLUSTRATION: Postulated Mechanisms of Coagulopathy and Pathogenesis of Thrombosis in COVID-19



Bikdeli, B. et al. J Am Coll Cardiol. 2020;75(23):2950-73.



# Invite relative researchers of COVID-19 and cardiovascular disease



*Joseph C. Wu, MD. PhD.*

**nature reviews** cardiology

Review Article | Published: 20 July 2020

## **COVID-19 and cardiovascular disease: from basic mechanisms to clinical perspectives**

Masataka Nishiga , Dao Wen Wang, Yaling Han, David B. Lewis & Joseph C. Wu 

*Nat Rev Cardiol.* 2020 Sep;17(9):543-558.



*Syed Shahzad Hasan, PhD.*

REVISTA ESPAÑOLA DE  
**CARDIOLOGÍA**

## **The use of antiplatelet agents for arterial thromboprophylaxis in COVID-19**

*Rev Esp Cardiol (Engl Ed).* 2021 Jan; 74(1): 114–115. Published online 2020 Aug 28.

# ***Heart to Heart***



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CHALLENGE





# Conclusion

S

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Talking face to face

Social media

- **Increase** sense of illness
- **Attract** physician attention
- **Promote** corporation value

 Limited visiting



Email

- Content optimization
- Interface update
- Effectiveness evaluation

Crowd gathering

Webinar

- Share novel research
- International academic exchange
- Find potential business of product



Thank you for your listening!