

— WHITEPAPER

Consent Management in Pharma:

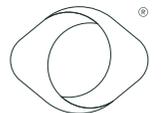
why trust is the foundation

Introduction

“A system, process or set of policies for allowing consumers and patients to determine what health information they are willing to permit access.”

For this whitepaper we would like to zoom in on the latter part of the definition with a focus on ‘they are willing to’. What makes the consumer, in this case the HCP, willing to give a pharmaceutical company their consent?

And after they give their consent, how is pharma working with it and why? Plus how do you keep their consent? And what if an opt-out is the outcome of the journey? Questions of high importance for understanding and thus growing this interesting relationship. Let's dive in.



The Angle of Relevancy

Pharmaceutical companies are going through a shift and getting more into the groove of the digital world. Pharma is working from a different angle because of the understanding they have gained over the years. The industry has gained the understanding of building relationships between them and the HCP. It's a two-way-street concept, a collaboration.

Relationship building has always been of great importance for all industries, including pharma. Relationships have been built over the years. Now it's key to expand on these relationships digitally.

The crux of the matter: the pharmaceutical company does not have a direct relationship with the HCP. There isn't a contractual relationship which automatically allows a company to digitally send information to an HCP. It's also not a typical buyer's cycle, as the HCP isn't the one buying your medicine and/or treatments. This means that, in the essence, you are not selling it. So what are you selling? A promise and information. The HCP has a demand for information and pharma is able to provide. Pharma can supply this demand for information through content. This is their angle of relevancy.

This means that pharmaceutical companies have to invest and keep investing in the building of personal, digital relationships. They have to keep investing in gaining the trust of the HCP. The HCP needs to want to hear from them: they have to be willing to receive.

So why would you want to provide the HCP with relevant information? The HCP decides what treatment is best for their patients, at the end of the day. And they need all the relevant information to make this decision.



The Building of Trust

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Consent management supports the dynamic creation, management and enforcement of consumer, organizational and jurisdictional privacy directives."

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Receiving consent from an HCP is the first step. Working with the concept of getting the right content to the right person through the right channel at the right time helps you to gain that first bit of trust. The HCP gives his or her consent. The collaborative customer journey starts.

After consent is given by the HCP the journey goes into the next phase. This is

the stage of getting to know each other: the start of building a digital relationship. So you've received their opt-in.. What's next?

Getting an opt-in from an HCP is a sign of trust. You are given the opportunity to show them what you got. They're giving you a chance to impress them. We've established that the interesting relationship between pharma and the HCP is based upon the

relevancy of sharing information. You have to get to know the HCP because you want to know what the precise demand is and how your capabilities fit these demands. What kind of information does this specific HCP need? What does he or she want to receive and read? How can you earn the trust of the HCP to deepen the relationship further?



The Building of Trust

This is the test and learn phase, which does not differ much from establishing offline relationships. It only goes through digital lines. So instead of asking questions face to face and awaiting the reaction, you work with online resources. You send out your first piece of information regarding a specific subject. Based upon the HCP's interaction with your content piece you move a step further in the process. Based upon the interaction following that sent item, you learn.

Open rates, click through rates, no matter how low or high, will provide you with knowledge for your next steps. You only keep a relationship going if you invest in that specific bond. Attention, getting to know each other, understanding the person on the other end are all relationship builders that are necessary to gain trust.



The Consequences of Neglect

Outside of relationship building, there are other various reasons why consent management is of high importance. The consequences of not having your consent management in order are serious. Neglect of this process can cost you, literally.

Externally, not having your consent management in order may result in issues such as high fines. Internally, an unclear system and/or process will lead to discomfort within your team. You do not want internal discussions about the completeness and lawfulness of data: you want clarity because the HCP demands a consistent approach.

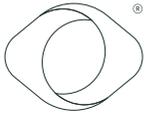
The Status of Consent

The management of the consent status is another issue pharma is experiencing. Scattered data is one of the essential problems in data management. Data centralization is absolutely necessary for sailing a smooth course. For example, data protection has a lead time. Do you know when an opt-in will expire when your data is scattered through various systems? If not, you might be working in opposition to the GDPR.

This makes the consent status a focus. A status and opt-out system is as important as opt-in management. If there is no strategy behind managing the opt-outs, you're risking contacting a person who doesn't want to be contacted. Where's your trust and credibility then? This can be even more harmful for your company. You're risking a high fine because of GDPR violation plus the HCP will have a negative association while thinking about your company.

At times, an opt-out is actually a gift. When an HCP isn't opening your information or working with your content, why would you want to keep contacting him/her? The HCP isn't getting anything out of it and your company isn't either. You're not learning, growing or developing since there won't be data to work with. Quality over quantity is an applicable concept in data management.





In Conclusion

In a nutshell. Relationship building is key. Trust needs to be earned. Scattered data is an issue. Opt-out management is just as important as your opt-in strategy.

Consent management is an essential good. Streamlining your data management process will lower your legal risk rates and increase trust within your organization plus it will help you to be relevant to your target audience.

Once the consent is given by the HCP you can show your angle of relevancy, which is

providing the HCP with their demand for relevant information. The HCP needs to believe that you will send them valuable content and that you will contribute to their professional growth. They want to develop and they want to put their valuable time into content that will actually help them.

Once established, this digital relationship will help you develop as a pharmaceutical company. Once you've gained the opportunity to show the HCP your relevancy, make sure your consent management is in order to minimize risk.

The OptInsight Solution

OptInsight is a secure and trustworthy multi-channel personal data and e-consent management hub for pharmaceutical companies. We collect, manage and integrate HCP data. Our ready to use, compatible solution saves time and offers instant clarity regarding opt-in and opt-out administration.

OptInsight's vision contributes to and

aims to improve the current state of personal data. Alongside improving our current service on a daily basis, we're also working on a portal of the future: our very own healthcare provider hub. From this ambitious perspective, we will be able to let involved organizations communicate through our data exchange platform and actually help to improve the healthcare that a patient is receiving.

As customers become more independent and powerful, the organizations that are ready for the change will thrive. Where do you stand?



HUMANIZING DATA

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Do you want more information about
our pharmaceutical-specific solutions?
Do not hesitate to contact us! →

