

# The State of Content Survey for Life Sciences

Accenture Life Sciences

Rethink Reshape Restructure... for better patient outcomes

High performance. Delivered.

Accenture Interactive surveyed 55 pharmaceutical and biotech and 53 medical technology marketing leaders across the United States, Canada, United Kingdom, Germany, Italy and Spain to better understand their attitudes, insights and strategies for managing digital content now and in the future.\*



Content is arguably a marketer's most vital natural resource: it is at the heartbeat of the marketing activities that connect life sciences companies with their customers and patients—helping deliver better health and financial outcomes. How are life sciences companies planning for and managing the abundance of today's digital content?

Our research revealed Life sciences marketers are challenged by content overload—and the problem is growing. It also showed that companies are struggling with leveraging content, even though content is very much on the radar screen of the C-Suite – CEO's in particular for pharma and biotech companies. But it also unveiled some crucial ways to solve the issue – from rethinking content strategy to streamlining day-to-day operations.



## Content Overload

Life sciences companies are producing a massive amount of digital content—and it is growing.



**78%** of marketers in pharma and biotech and **95%** of marketers in medical technology say their organization is producing a moderate to enormous amount of digital content and assets.



**93%** of pharma and biotech respondents and **100%** of the respondents from med tech say the volume of digital content and assets is higher today than it was two years ago.



...and they expect that will continue to increase over the next two years.

Almost everyone spends more time managing the operational details of content management and production compared to actually using the assets for marketing and branding.

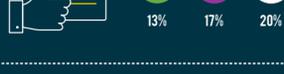


The amount of time they spend on operational details is higher today than it was two years ago and is predicted to continue to rise over the next two years.



And very few think they are doing it well.

Just **13%** of pharma and biotech marketers and **17%** of med tech marketers think they leverage content well.



Pharma/biotech: Four-way tie for top reason why they are struggling to manage content:

- 25%** cite lack of appropriately skilled talent
- 25%** cite lack of integration across channels
- 25%** cite poorly laid out marketing strategy as a whole
- 25%** cite not enough balance of on/offshore solutions

## High Spend

**58%** of pharma/biotech and **60%** of med tech companies spend more than \$50 million on content each year.



## Lack of a content strategy and objectives puts growing investment and dollars at risk

Content strategy and objectives are not clear to most marketers in life sciences.



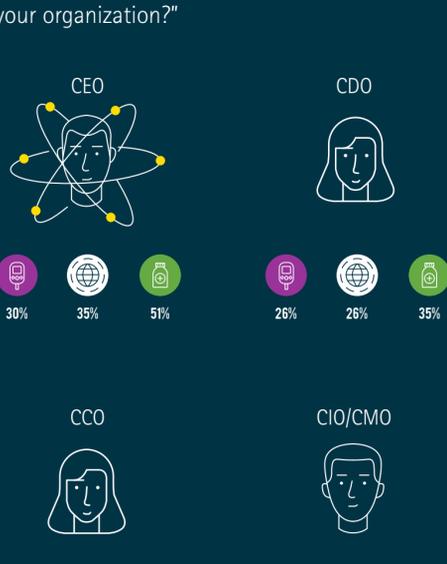
Only **4%** in med tech and **11%** in pharma/biotech report they have a clearly documented content strategy that meets their current and future needs (compared to **42%** across all industries).



Only **6%** of med tech marketers and **9%** of pharma/biotech marketers feel objectives are clearly laid out (versus **19%** across all industries).

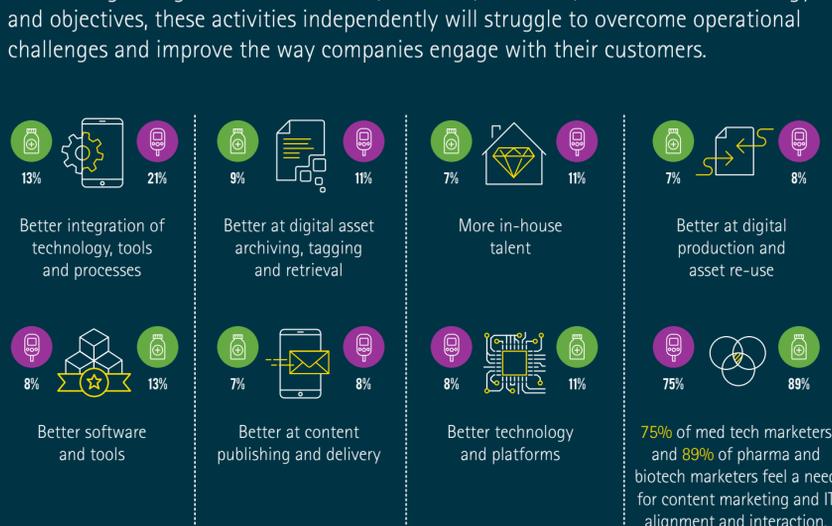
Even though content is a C-level focus area.

"Who is responsible for content strategy in your organization?"



## Structuring for Content Success

Pharma, biotech and med tech marketers are using a multitude of activities to tackle the growing volume of content (see below). However, without a clear strategy and objectives, these activities independently will struggle to overcome operational challenges and improve the way companies engage with their customers.



To successfully manage content in this complex environment, pharma, biotech and med tech companies will need to:

1. Define a content strategy
2. Establish clear objectives and measurements
3. Create an organizational structure (including people, processes, technology and tools) that can deliver the stated objectives and achieve the overall strategy

Life Sciences company respondents were from the following countries:



Learn more at:

[www.accenture.com/LifeSciencesContentSurvey](http://www.accenture.com/LifeSciencesContentSurvey)

To access the cross-industry research, please visit:

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\*About the Research:

The Inaugural State of Content Survey by Accenture Interactive reports the attitudes, insights and strategies for managing digital content now and in the future. The online survey targeted 1078 senior executives across 14 industries and spanning 17 countries who have decision-making responsibilities for the creation, development and management of content within their organizations, both internally and externally. This report summarizes the key findings from the Life Sciences (pharmaceutical and medical technology) respondents.

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