digital |ˈdɪdʒɪt(ə)l| adjective
• (of signals or data) expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarisation. Often contrasted with analogue.
• relating to, using, or storing data or information in the form of digital signals: digital TV | a digital recording.
• involving or relating to the use of computer technology: the digital revolution.
digital |ˈdɪdʒɪt(ə)l|

- using *better* technology to do our jobs
- using technology *better* to do our jobs
- using technology to *better* do our jobs
objective:
better understand the current situation and needs
Introduction

Context
  • Me/ 28b/ Industry insights

Discussing digital:
  • in business/ as a service/ in delivery

Input for output:
  • topics for next time
Context: Me

Pure & Applied Ecology
Context: Me

Primary & secondary care rep
Context: Me

Public Relations

popewoodhead
Context: Me

Education: Gifted and Talented
Freelance medical communications

Context: Me
Context: Me/28b

\[\text{Me} + \text{Twitter} + \text{iPhone} = 28b\]
twentyeightb

the only digital development company working exclusively with pharmaceutical communications and marketing agencies to help them win, develop, implement and manage their clients’ digital business.
## twentyeightb in numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 years development experience</td>
<td></td>
</tr>
<tr>
<td>16 healthcare apps</td>
<td>20 client agencies</td>
</tr>
<tr>
<td>25 digital sales aids</td>
<td>5 frameworks</td>
</tr>
<tr>
<td>15 Apple devices</td>
<td>3 mobile platforms</td>
</tr>
<tr>
<td>5 developers</td>
<td>1 pro-gamer</td>
</tr>
<tr>
<td>3 chairs</td>
<td>26 years Pharma comms experience</td>
</tr>
<tr>
<td>4 published games</td>
<td>6 standing desks</td>
</tr>
<tr>
<td>8 managed apple accounts for clients</td>
<td>30,000 downloads</td>
</tr>
<tr>
<td>1 owner</td>
<td>0 excuses</td>
</tr>
</tbody>
</table>

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28b Ltd 2015
Context: Industry perspective

What we hear from new clients:

“development is hard”
“development is too expensive”
“development delivers rubbish ROI”

What we love to hear from existing clients:

“the reps love it”
“that was fun, let’s do it again!”
“our client is showing it off to everyone they meet”
“we’ve submitted it for an award...again!”
Discussing Digital

Digital business

Digital delivery

Digital offering
Discussing Digital

Digital business

Google Apps for Work

- Transparent real time working
- Single document collaboration and audit
- Safe secure off site storage
- Simple user management
- Low cost
Discussing Digital

Digital business

Contactually

Gamified CRM?
Discussing Digital

Digital business

Google Analytics

Are you using it....really using it?
What about demographics?

age/gender/role/interests
Discussing Digital

Digital business

What do you use?
Discussing Digital

Digital business

Digital delivery

Digital offering
Discussing Digital

**Digital offering**

- apps
- data visualisation
- e-journals
- digital publishing
- forums & social media
- research tools
- online influence
- digital sales aids
- clinical tools
- collaboration & communities
- websites
- CPD/CME
- patient diaries & compliance tools
- training aids
- budget impact models
- exhibitions & events
Discussing Digital

Digital business

Digital delivery

Digital offering
Discussing Digital

Digital delivery

commissioning
commissioning
commissioning
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commissioning
commissioning
commissioning
commissioning
commissioning
commissioning
Discussing Digital

Digital delivery

commissioning

commissioning

commissioning

commissioning

commissioning

commissioning

commissioning

commissioning

commissioning
Discussing Digital

Digital delivery

What you want

HUNTSMAN established 1849
Discussing Digital

Digital delivery

To do it right you need to plan, collaborate and adapt

e.g requirements and styles consultation
cloth and style selection
detailing review
4 intermediate fittings
final fit
after wear refitting

(…oh and around £10,000)

If you don’t invest the time then…. 
Discussing Digital

Digital delivery

What you get

Huntsman
established 1849
Discussing Digital

**Digital delivery**

- Invest in a commissioning process
- Invest in a development partner
- Invest in experience
- Communicate openly and often
- Be Proud of what you produce
- Expect excellence
- Develop a house style
- Enjoy it

*e.g. Google Material Design*
Input for output - what do we focus on next?

- Digital business
- Digital delivery
- Digital offering