

TRENDS REPORT



5 THINGS PHARMA MARKETERS SHOULD KNOW FROM MARY MEEKER'S 2018 INTERNET TRENDS REPORT

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MAY WE FINALLY BE ON THE CUSP OF REDUCING CONSUMER HEALTHCARE SPENDING?

Mary Meeker, a partner at the VC firm Kleiner Perkins Caufield & Byers, is primarily known to the world, and to Forbes' list of the most powerful women in the world (she's No. 77), for the report on internet trends that she's given annually since 2004. Recode calls it "the most anticipated slide deck of the year." And it's a big one. This year's weighed in at 294 slides. As she says in her [presentation](#), it's "meant to be read, not presented."

We read it, we watched it, and we looked at the coverage to give you the five most actionable insights for pharma marketers.

01. Healthcare pricing is primed for pushback.

As healthcare prices are increasingly pushed onto patients, patients will increasingly push back. As Meeker said, "When customers start spending more, they tend to pay more attention to value and prices, especially with things like the internet. And our question is, will market forces finally come to healthcare and drive prices lower for consumers? ... [With] the consumerization of healthcare, and rising data availability — may we finally be on the cusp of reducing consumer healthcare spending? I certainly hope so." Her editorial comment is worth noting in this fact-heavy presentation. Healthcare brands that offer value to patients — in cost and in value-adds — will increasingly see success.



02. The more personalization, the better. Meeker offered example after example of business success stories, in which personalization drives engagement and customer satisfaction. That personalization, of course, is driven by data. And that data gathering is driven by competition. This is troubled, however, by concerns about ... privacy.

03. Privacy is paradoxical. We are in the midst of a privacy paradox, as Meeker named it: “Internet companies are making low-priced services better, in part, from user data. Internet users are increasing their time on internet services based on perceived value. Regulators want to ensure user data is not used improperly.” The tension between improving experiences and violating privacy [has gotten](#) headlines already this year, and corresponding consumer attention.

04. Voice is here to stay. Voice-response systems have hit prime time. As Meeker said, “With voice, we’ve hit technology liftoff with word accuracy,

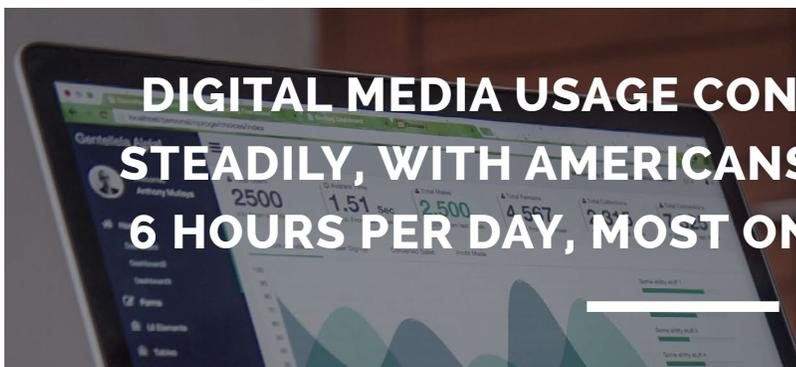
and we’ve certainly hit product liftoff with Amazon Echo’s install base estimated to be around 30 million plus.” Your brands need to be thinking about how to help healthcare professionals, patients, caregivers and payers who are searching by voice. This means optimizing for different search semantics and terms. It means creating Skills and Actions – the apps of Amazon Echo and Google Home (Hint: Intouch can help.).

05. Online usage evolves. While the speed of technology adoption is accelerating, and global markets are increasing in importance, worldwide growth of internet users is slowing, simply because we’re reaching critical mass. Half of the world’s population are internet users. Sales of smartphones, in particular, are leveling off, with 0% new unit shipment growth in 2017. Assuming that numbers will grow simply because usage always goes up is no longer a safe bet. However, ecommerce continues to grow in double digits, with increasing assistance from social media and videos. Are you making adequate



**WE'VE CERTAINLY HIT PRODUCT LIFTOFF
WITH AMAZON ECHO'S INSTALL BASE
ESTIMATED TO BE AROUND 30 MILLION PLUS**





DIGITAL MEDIA USAGE CONTINUES TO GROW STEADILY, WITH AMERICANS NOW AVERAGING 6 HOURS PER DAY, MOST ON MOBILE DEVICES

use of social for brand discovery? To what extent is video part of your strategy? Also, overall digital media usage continues to grow steadily, with Americans now averaging 6 hours per day, most on mobile devices. This trend causes concern among some, but as Meeker pointed out, it all depends on where the time is spent.

Meeker's report begins, "We use data to tell stories of business-related trends we focus on. We hope others take the ideas, build on them and make them better." And she closed the presentation with three words: change, opportunity, and responsibility. Let's heed the call, and put these insights to work for our brands in the months ahead.

You can see the full 2018 report, as well as previous Internet Trends reports by Meeker, [here](#).

Want to see how you're tracking on 2017 trends? Check out Meeker's 2017 report summary [here](#).

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