



Work Management Quick Guide.



Adobe Workfront powers the entire marketing work lifecycle.

Healthcare marketing has changed for good, but healthcare marketers are being constantly forced to find ways to accelerate content at scale and meet the demand of digital-first healthcare experiences. According to Forrester Consulting, companies that provide these experiences are growing revenue at 1.7 times the rate of those that don't.¹

Content also has to be quick, relevant, and accurate.

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At such a large organization, it's impossible to pay attention to everything. Adobe Workfront gives us the ability to pull in the right information and show it to the right people at the right time so that they can do their work and not worry about all the other noise.

Amy Zakrzewski

Marketing Operations Manager, Thermo Fisher Scientific

To stay relevant in the market and meet consumer demands, measuring performance (and then optimizing) is crucial. Adobe Workfront speeds up the content planning and producing, making sure you stay compliant and reduce risk at the same time. Improving speed to market, it's helped major drug and device brands be the first to market while enhancing overall operations and patient/staff experience.

On the next page, learn how Adobe Workfront helps healthcare marketers scale at the right pace. And who knows, maybe you'll be the next healthcare marketer we're quoting on this page.

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It also helps manage workflows, more efficiently, at every stage:

It's also never been more important to meet customers where they are.

Adobe Workfront can help.

By automating workflows and accelerating results, Adobe Workfront helps you prioritize the work that matters most—in the moments that matter most for healthcare consumers. Create content quickly, measure its performance, and deliver a better experience each time.



1. Strategize:

Strategic planning is key. Use data to enable critical decisions, centralize the intake process, and align it with corporate goals.

- **Strategy and intake:**

You need flexible strategies that adapt to different places, platforms, and programs. A strategy that goes wrong could mean millions in fines and/or brand reputation damage. Work management applications make sure healthcare marketers personalize at scale, while also complying with government regulations. Standardized intake forms and automated workflows ensure work can be effectively prioritized and repurposed on time and to the right markets.

- **Budget and plan:**

Marketing products and services worldwide presents many different compliance situations, managing different laws, learning new privacy standards, and adapting marketing plans based on shifting regulations. Work management solutions centralize budgeting, increase visibility and encourage coordination—reducing duplication and allowing you to track budgets and plans across the entire lifecycle, so you have every insight you need.

2. Content:

Create digital assets with business outcomes in mind.

Generate proofs, and oversee the content review/approval workflows without leaving Adobe Creative Cloud.

- **Align and create:**

Creating new, localized digital content for patients with stakeholder and institutional considerations, as well as complying with legal and regulatory requirements, is no easy task. Managing this type of content for consistency and quality demands the right tools. With the right integrations, work management applications connect execution to strategy, so teams can collaborate better and faster.

- **Review and approve:**

Communicating new information quickly doesn't become easier when hindered by manual processes, lengthy approvals, and complex review cycles. The right work management application avoids approval-overload, letting you review new content in a modular fashion, while also making it easy to loop in the appropriate internal resources for additional compliance checks. Plus, regulatory reviews are centralized, spelled out, and automated (which can prevent fines).

3. Manage:

Master asset management by storing final assets in a single location, creating and capturing metadata, and seamlessly sharing deliverables with the right people and the right channels.

- **Store:**
Make it widely accessible to ensure everyone is on the same page, but also to avoid issues like duplicate documents or a new employee that uses content without outdated medical policy information.
- **Share:**
Chasing down content files is a daily battle for many marketers, but workflow management applications eliminate these bottlenecks by connecting disjointed mechanisms. Now, people can access the resources they need and put their best foot forward.

4. Optimize:

Integrate with Adobe's campaign and measurement tools to deliver customer experiences and measure performance optimization.

- **Deliver and scale:**
Accuracy is essential when it comes to safety protocols, insurance coverage, and hospital procedures. The best response you can provide is personalized, localized content that complies with local regulations.
- **Measure and optimize:**
Performance data should be gathered and analyzed in accordance with privacy rules, but because many healthcare organizations are decentralized, this can be challenging. Work management applications give you a birds-eye-view of all the performance, campaign analytics, and project management data, so you can improve workflows and create content—better and faster.

Closing headline

See how healthcare organizations have recently used Adobe Workfront to solve some of their biggest problems.

[Learn More](#)

Sources

- 1 Matt Howard, "[Forrester Consulting: Adobe Experience Cloud Drives Growth for Customers](#)," Adobe Blog, March 18, 2019.



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