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Brand Recall Practices Accelerating Business Growth: From Sales and Customer Loyalty to Customer Engagement and Conversion

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Abstract: In this intensely competitive environment, products and services should not only be competitive in terms of quality and price but should have brand remembrance values as well in customer's mind. Being able to remember a brand when consumers or health care professionals (HCPs) make a buying or prescribing decision is now a critical component of successful sustainable growth. Customers will be more likely to buy, convert, remain, be loyal and generate revenue in the long run, due to the strong brand recall.

The landscape of customer engagement is evolving in the digital age, and businesses are continually adopting omnichannel marketing strategies to give customers seamless, personalized and data-driven experiences. In healthcare, physician engagement is no longer limited to face-to-face experiences, but has now extended to mobile apps, scientific content, webinars, and AI-driven engagement and personalized communication. The results are evidence that omnichannel strategies that are more integrated lead to better customer engagement, communication and customer experiences across channels. They can make a big difference in brand recognition with healthcare professionals as well as aiding them to make informed decisions.

In this review, explore the science of brand recall, its impact on business performance and how an omnichannel healthcare marketing platform with a business-focused approach such as HiDoc Dr can enhance brand interactions with physicians.

I. INTRODUCTION

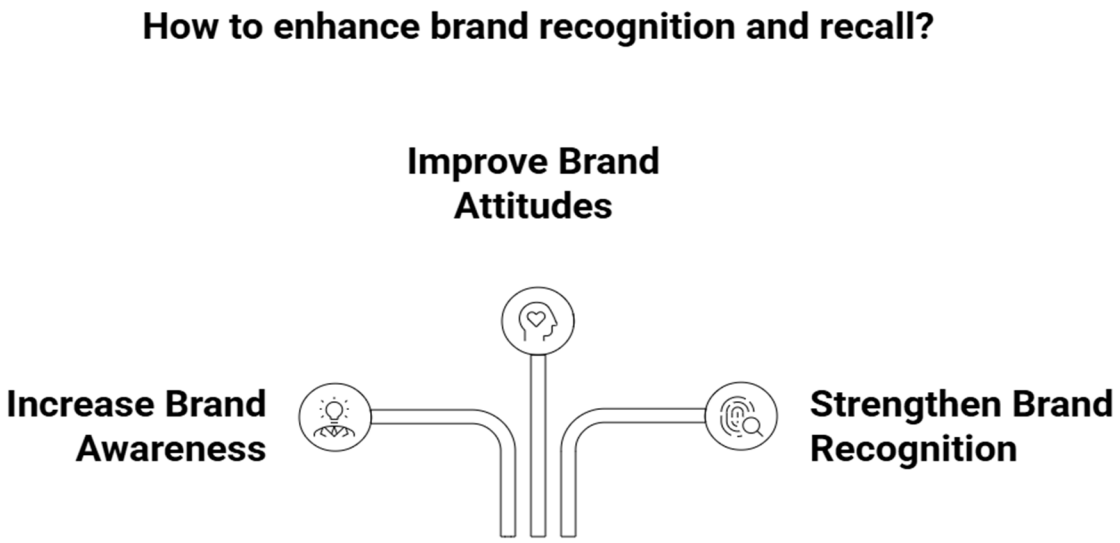
Currently, the speed and evolution of digital transformation in e-commerce has been a source of great motivation for a lot of healthcare businesses which has led them to adopt to omnichannel engagement strategies in their daily activities and in the way they interact with their existing and potential new customers. The evolution of this strategy has presented significant advances in the omnichannel environment and has demonstrated the prospective that this strategy has in the long term for institutions that adopt it. Besides, it should be noted that in recent times, this approach is well adopted with huge success in areas of e-commerce and marketing. The way marketing and e-commerce organizations interact with their customers through different channels motivated us to perform this study regarding multichannel engagement and employ the same rule to healthcare organizations.These institutions have made considerable efforts to enhance the quality of service offered to their customers. Multichannel services strive to utilize available technologies to ensure that organizations' target audiences receive the correct information across multiple channels.

At present, there is an increasing interest in utilizing multichannel engagement in healthcare services. Omnichannel interaction refers to the utilization of numerous channels to engage with the patients and to deliver them with seamless and smooth care services. The acceptance of multichannel engagement in health care has the prospective to enhance patient experience and treatment outcomes, and an increase in efficiency along with reduction in costs. However, there is limited research on the use of omnichannel interaction in health care, and it is not clear how it compares with traditional channels of communication. [1]

Digital Transformation Studies suggest that digital transformation plays a vital role in setting up an omnichannel interaction atmosphere. This provides customers with omnichannels to interact with the brand, resulting in an enhanced customer experience via stable and uninterrupted engagement across all points. Companies can leverage digital engagement for instance, artificial intelligence (AI), data analytics, to achieve better understanding of consumer needs and choices, thereby allowing them to better their interactions. Furthermore, digital transformation strengthens organizational engagement to automate the process, leading to improved efficiency and reduction in costs. To summarize this, digital transformation is an essential factor in creating an omnichannel environment that improves customer experience and accelerates business growth. [2]

II. IMPORTANCE OF BRAND RECOGNITION AND RECALL

Brands are highly differentiated, and are everywhere. They are present in the most basic products , as well as in the highest tech of services and they differ on numerous dimensions of positioning, such as price and personality. Customers tend to purchase brands for various reasons and utilize them for many reasons. For example, some customers buy branded products out of functional necessity, whereas others buy for pleasure. Additionally, some customers use brands to develop their identity, whereas others use brands to signal their identity to others. There is simply no denial that brands are prevalent and essential in modern life and culture. [3]



Researchers often study brand attitudes, brand awareness, and brand recognition, as these measures are key markers of brand equity. For instance, Kent and Allen and Campbell and Keller [4] studied the effects of brand awareness on effectiveness of advertisement, Percy and Rossiter [5] investigated the relation between awareness and attitudes of brand in the context of advertising, and Keller [6] assessed the effects of advertising on brand recognition and brand attitudes.

While brand name recall is an important affinity for consumers, it is getting harder to gain brand name recall in saturated markets and when facing an aging population. Nostalgia advertising is pretty much established as a potent persuader, but was unable to gain attention for its ability to increase brand awareness. Consumers tend to purchase brands they remember. However, memory often fails and declines when customers age, giving marketers a chance to maintain brand awareness. Bergkvist and Taylor [7]define brand awareness as “the likelihood that a person retrieves a brand identifier and a product category or category need from memory across brand-relevant situations.” This emphasizes the role of memory mechanisms in letting customers identify a brand through perceptual cues such as its name or logo, and to recall it, that is, to retrieve its name from memory using category-based cues. Therefore, recall tests memory more than recognition. In the consumer purchase funnel, brand awareness is an important foundational step for building brand attitudes and purchase intentions.

Many factors are involved in brand recall including

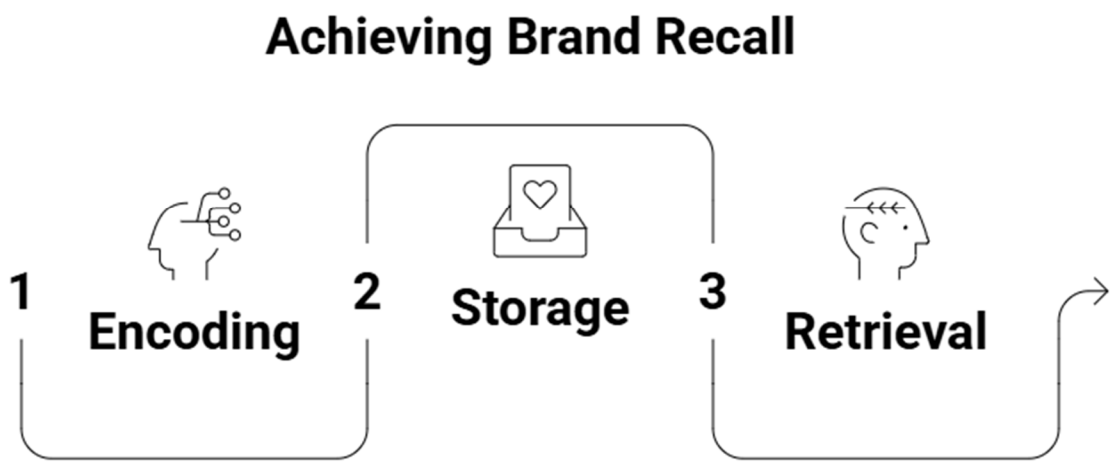
1) Re-exposure
2) Frequency of messaging
3) Sentimental Engagement
4) Informative Values
5) Personal Resonance
6) Recall via different communication platforms
7) Satisfactory Consumer Experience

These factors play an essential role in healthcare marketing, where healthcare professionals receive large scale scientific knowledge from numerous sources.

III. UNDERSTANDING THE MECHANISM BEHIND BRAND RECALL [3,4]

Human Memory work via 3 major stages

1) Encoding [8] - Successful recall is associated with the reactivation of patterns of brain activity similar to those present during encoding.
2) Storage -knowledge stored in semantic memory, while nostalgic advertising aims to evoke sentimental emotions resonating with real or imaginary brand-related autobiographical memories
3) Retrieval [9] - Memory reactivation is an early stage of memory retrieval, triggered by the re-exposure to information that was present during memory encoding. It facilitates successful recall as a final retrieval stage, while also rendering the original memory more malleable



Healthcare marketing follows a similar path. HCPs are more prone to recall scientific knowledge when it is continuously streamed via numerous trusted sources like Hidoc. It is a platform that reaches HCPs via various channels such as email, whatsapp, messages, webinars, podcasts, case discussions, articles, blogs, news, newsletter. [10,11]

IV. DIGITAL TRANSFORMATION : A REVOLUTION IN BRAND RECALL

The shift from traditional to digital marketing techniques offers both benefits and challenges. While digital marketing offers flexibility and sophisticated analytics capabilities, traditional marketing, including print and television advertising, is becoming less successful at targeting certain populations.

Digital transformation in marketing involves more than just switching from old media to digital platforms; it also entails fundamental adjustments to corporate strategy that need for resources, organizational preparedness, and ongoing innovation. The workforce's lack of digital skills is one of the main obstacles to this change.

The global workforce requires enhanced digital skills to adapt to rapid technological change

digital marketing which offers advanced analytics tools, allowing businesses to measure the impact of ads, understand customer preferences, and dynamically adjust strategies based on the data obtained.

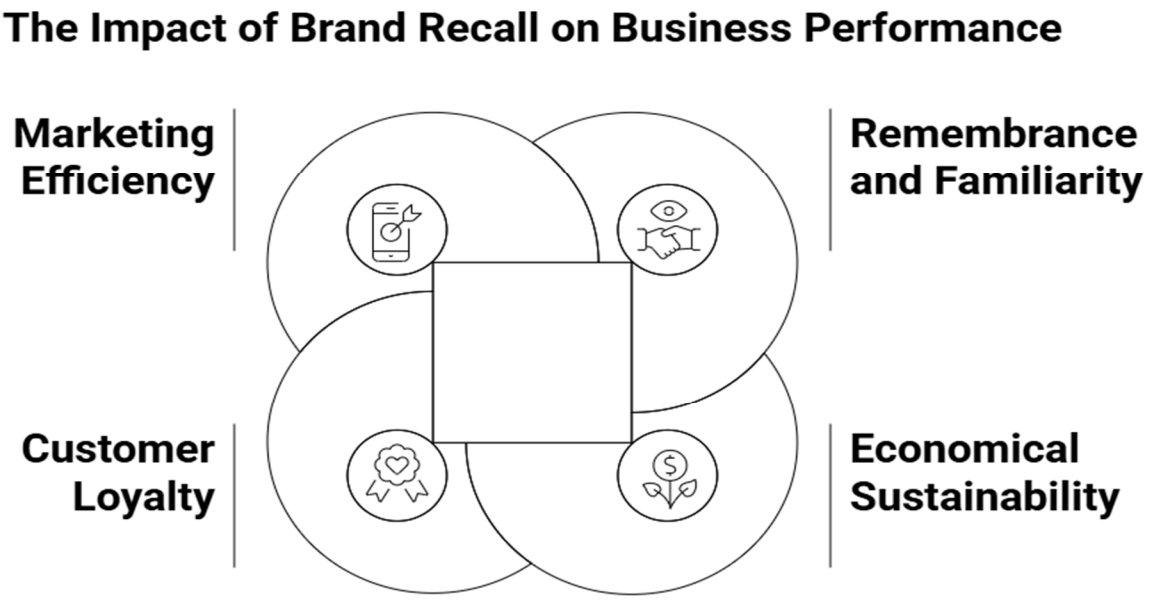
This shows us that digital marketing has highly impacted pharmaceutical marketing. A platform like Hidoc shows the most valuable impact by providing easy and impactful digital engagement which supports continuous learning and sustainable brand recognition and recall. [12]

V. BRAND RECALL & BUSINESS GROWTH

Brand exposure and brand experience as a key driver in brand recall. The positive relationships witnessed show the marketers a path to improve the visibility of their brand and to build meaningful consumer interactions. Gaining insights into the mechanisms of brand recall can help businesses make informed strategic decisions to optimize brand performance and maintain their competitive advantage in the long term.These insights have implications for marketers, as they can help them optimize their strategies to promote greater brand recall and positive brand experiences. Knowing the elements of brand exposure, brand experience and brand recall can help businesses build a stronger brand loyalty and competitive edge in the fast-changing market.

One can say that business performance via numerous interconnected pathways is highly influenced via strong brand recall.

1) Remembrance and Familiarity - consumers tend to choose brands they remember and trust and are familiar with.
2) Economical Sustainability - purchasing the same brand over and over leads to the same cost of buying, eventually lowering the marketing costing burden.
3) Customer Loyalty - repetitive buying and using the same brand leads to customer loyalty which is increased multifolds over a period of time.
4) Marketing Efficiency - every consumer engagement not only helps in the present but also boosts future interactions, finally leading to building lifelong relationships. [13]



In the healthcare marketing perspective, the above principles increase healthcare professionals engagement. Keeping in mind the same, Hidoc plays a significant role in delivering continuous scientific knowledge via clinical and evidence based articles, webinars led by Key Opinion Leaders, podcasts, newsletter thereby supporting and boosting brand recall among the masses. [13]

VI. VALUE OF BRAND RECALL IN SALES PERFORMANCE

It is apparent that brand purchase is affected by customer recognition and how important does that brand play a role in the customer's mind. Brand awareness has been mostly gauged by either brand recognition or brand recall.

Brand recognition is how with lightning speed a customer recognizes and differentiates the brand when its parts are shown. Recognition is when the customer is given a full notion of the real ad to see if it is viewed earlier by the customer.

People choose mostly the things that are familiar to them. As per the recognition heuristic proposed by Goldstein and Gigerenzer, while choosing an answer in a situation where the correct answer is not known, people choose the one which they recognize. Both are techniques to test the memory of the consumers for measuring the level of awareness he/she has for the brand or the product; where recall is indirect while recognition is a direct technique.

Brand recall is based on the fact that how quickly the memory stored in the customer's mind is awakened the moment the customer sees the product or service. The brand that has created the perfect image and style in the minds of the customer has a much better chance of recall which in turn can boost sales. [14]

It has been long before confirmed a study by Wilson [15] that higher the brand in the memory of the consumer there is a greater chance of it being considered for purchase and then actually purchased.

In pharmaceutical marketing, sales growth is highly dependent on maintaining scientific engagement in a healthcare professional's journey. Brand exposure is strengthened by educational content, evidence based clinical research, webinar sessions and panel discussions, & mobile applications - all these together help brands to stay consistently in an HCPs mind during decision making.

VII. CUSTOMER RETENTION STRENGTHENED BY BRAND RECALL

Retention concept complements Customer Lifetime Value [16] by focusing on the behavioral, emotional, and contextual factors which influence repeat patronage. It suggests that customer loyalty arises from trust, switching barriers, value consistency and satisfaction. In the digital landscape, these dimensions are boosted by the speed and variety of alternatives, making user experience continuity and predictive support important.

Retention-focused approaches integrate feedback mechanisms, on-time analytics, and omnichannel communication tools to track engagement levels and intervene before customers shortcoming.

In healthcare, retention also extends beyond product use and involves customer lifetime value between HCPs and pharmaceutical companies. Brands that constantly provide educational content and clinically relevant knowledge are better positioned to remain trusted partners. The same ethics and morals are followed by Hidoc Dr to promote the brands. [17]

For healthcare marketers, retention should not be simply viewed as repeated product sale but as an evidence based continuous scientific engagement weighed upon credibility, trust and educational guidelines.

VIII. BRAND RECALL FOR CUSTOMER ENGAGEMENT

The term “customer engagement” is often summoned as a catchphrase to mean any number of things from customer satisfaction to repeat buy conduct. While these behaviors are alluring, they provide no certification that your customer today won’t turn to your rival’s customer tomorrow. In order to increase customer loyalty, companies must engage customers with the brand through offline and online strategies. Therefore, a marketer must not only aim to make the brand more desirable, more attractive and more preferable to the consumer, but also do whatever it takes, for the consumer to remain associated, interested and involved with the brand. In the process of buying, using and consuming the product, there is an emotional, psychological and physical investment by the consumer onto the brand. It is this investment that translates into the engagement we are talking of.

Obviously, this investment would depend on the consumer and would vary from consumer to consumer. So the conduct for the marketer is to induce the consumer that the marketer is worth their time, exertion, money and duty to be immersed with the brand. It is a process of expanding, fostering and safeguarding networks. It would also be an effort to enhance the customer lifetime values and improve the customer equity over the lifetime of a brand. Company sales executives need to redefine their goals from sales target achievements to generating more ‘engaged’ consumers. An increase in customer engagement interest was seen because of the interactivity of social media. Some examples of practitioner discussions of the concept have been cited.

In an E-marketing glossary, customer engagement was defined as follows: “The customer engagement concept is intended to increase the time or attention a customer or prospect gives to a brand on the web or across multiple channels”. In response to a post that engagement was not a metric that anyone understood, rarely drove action or improvement at the web site, and was difficult to define in a standard, a blogger replied that marketers ought to consider how engaged the customer was with the organization, product, or brand, not its slender connection to web sites and the online channel and contended that customer engagement encompassed various dimensions: product involvement, buying recurrence, administration interactions recurrence, sorts of interactions, online conduct, referral conduct /intention, and velocity.

There is a shift seen in healthcare communication wherein the communication is more of engagement centered now-a-days. The traditional method of one-way communication via messages or emails is now moving towards modern methods of two-way interaction via webinars, CMEs, surveys, podcasts and AI supported communication.This evidence suggests that organizations should prioritize long-term engagement strategies instead of short-term promotional campaigns. Sustained scientific dialogue creates repeated opportunities for memory reinforcement while simultaneously strengthening professional trust.

Recent studies concluded that organizations should give importance to long-term engagement strategy instead of short-term promotional engagement, for better HCP reach. [18,19]

IX. OMNICHANNEL MARKETING SURPASSES SINGLE-CHANNEL MARKETING

Over the decade, the idea of omnichannel communication has advanced as technology and consumer expectations have changed. In the past, businesses primarily interconnected with consumers through a single channel (phone or in person). However, with advancement in technology and customers becoming more accustomed to engaging with businesses through multiple channel strategies in health care services aims to offer a seamless, more personalized service and patient care experience. It enhances patient engagement, satisfaction, and access to care, especially for disadvantaged communities.

There are many other advantages such as cost effectiveness, better patient satisfaction, and adherence to treatment plans. It improves communication and coordination among health care professionals.

However, it demands data analytics, resilient technology infrastructure, and trained professionals. At first, the concept of cross channels was introduced to the businesses, in which they started to target customers across multiple channels of interactions. With passing time, the businesses started combining multiple channels to provide a much better experience to (UX) to customers and to meet customers' expectations through a multichannel interaction.

Omni-channel interaction is the last step of evolution, where we can use more than one channel to communicate in a well-coordinated manner but full of convenience which results in having an easier and customized user-friendly experience with customers.

So, the majority of the organizations are implementing multichannel strategies by utilizing a blend of on-line and off-line channels as mobile apps, telecallers, in-store kiosks so that customers can get seamless experience across all the touch points.

Hence, this proves that strong brand recall is because of repetitive exposure across multiple channels which in turn increases the chances for information encoding and retrieval. [1]

X. OMNICHANNEL MARKETING

Omnichannel interaction is the most efficient of all types of interactions. It includes omnichannels such as multi-channel and cross-channel engagment but in an efficient manner. The channels are all connected in a similar way to that in a cross-channel interaction, however they are at the same time all interactive and interconnected, which allows for the elevated level of engagement with the consumers during their journey. The goal of multichannel engagement is to eliminate all obstacles between the offline and online consumer pathway, which occurs in various types of interactions.

A multichannel strategy is an operation of planning, executing, coordinating, integrating, and assessing multi channels to increase consumer value through effective customer attracting, retaining, and developing customers. Thus, the omnichannel strategy is shown as a set of channels that are intended to offer a service or sell products to customers in multiple interaction channels. In conclusion, multichannel interaction refers to the use of various channels, like email, phone, and social media, to complete transactions with consumers. Cross-channel interaction is pretty much similar to omnichannel interaction but involves connectivity and information between various channels. Omnichannel interaction is the most extensive type of interaction, involving the uninterrupted integration and management of the customer experience across all channels.

Several studies have been conducted on multichannel interaction services in health care services. Despite these efforts, there is a notable dearth of literature regarding the development and implementation of omnichannel interaction services. Further research is required to fill this gap and fully understand the potential impact of omnichannel interaction services in health care. [1]

XI. SCIENTIFIC BRAND RECALL THROUGH BRAND VISIBILITY

Brand Recall should not be interpreted as a simple recognition in healthcare marketing.

Instead strong brand recall should be associated with wider network of evidence based on scientific knowledge, such as

1) Therapy area where brand is relevant
2) Which clinical problem is it addressing?
3) The strong scientific evidence supporting its use
4) Differentiating factors
5) Targeting relevant patient population
6) Appropriate Clinical data
7) Scientific knowledge supporting the therapy
8) Strong credibility and consistency of the information source

This proves that the ultimate goal of HCP marketing should not only focus on repetitive display of brand name rather it should focus on establishing a more scientific memory structure around the brand.

For instance, Hidoc promotes various brands by focusing on their strength and core idea; example - when promoting an oncology brand - the emphasis is on a particular biomarker, mechanism of action, clinical trial or treatment setting. Similarly, when working with a diabetes brand, the Hidoc platform focuses on particular therapeutic benefits or evidence based studies.

Thus one can state that more the strength of these associations, stronger is the brand recall. And this is exactly where educational content becomes all the more valuable. As physicians and HCPs come across the brand repetitively within evidence-based scientific literature may develop positive associations than a physician who sees isolated promotional content.

This is where educational content becomes strategically valuable. A physician who encounters a brand repeatedly within relevant scientific contexts may develop stronger associations than a physician who sees the brand only in isolated promotional messages.

Thus, these associations must be built with responsibility and trust. Also, research has shown that interactions between healthcare professionals and pharmaceutical brands can have an impact on prescribing behavior. In conclusion, healthcare brand interaction should be accurately balanced, clinically relevant and adhere to regulatory and ethical guidelines.

XII. HOW HIDOC DR HELPS WITH AN OMNICHANNEL BRAND RECALL STRATEGY

In this dynamic environment, HiDoc Dr can be used as an example of how an omnichannel healthcare marketing platform can implement the above concepts.

There are many direct scientific assessments of HiDoc Dr that can be found in the literature and claims about the impact of the platform should be presented as clinical evidence. The value of HiDoc Dr can be best understood through a lens of existing models from digital health communication and engagement research.

An omnichannel platform can support a company's pharmaceuticals in aligning all these HCP touchpoints in the context of a larger communication strategy. These engagements can be in the form of education, science resources, digital campaigns, webinars, surveys, interactive activities and more. [11]

XIII. STRATEGIC ADVANTAGE IS IN LINKING OF INTERACTIONS

An educational article about a clinical challenge might be the start of a campaign. This scientific theme might then be reinforced using a webinar, a brief evidence summary, and an interactive survey to gain insight into the perspectives of HCPs. Communication in the future can offer further learning opportunities based on the interest expressed in the previous contact.

This model implies that each interaction is allocated a specific function.

The article raises awareness.

The webinar enhances understanding.

The evidence summary restates important information.

The survey is a participatory survey.

The subsequent communication keeps people engaged.

Combined, these interactions can become a seamless travel rather than individual marketing efforts.

This strategy is conceptually aligned with omnichannel as explained by Blasiak et al. [20] emphasised engagement through omnichannel and personalisation.

This is an opportunity for HiDoc Dr to show that omnichannel marketing isn't just a technology solution, but a long-term strategy for ongoing HCP engagement.

What is the secret to engagement and recall? The secret to engagement and recall is personalization.

Personalisation has become a key component of digital communication. But personally targeted communication does not have to be merely the insertion of a physician's name into an e-mail. To personalize the information meaningfully, it is important to know what information is relevant to the audience in question and how to present it at the right time and in the right context.

Personalization in healthcare marketing can include the adaptation of communication for the needs of:

Medical specialty

Therapeutic interest

Professional role

Content preferences

Previous engagement

Educational needs

Preferred communication channel

The goal is to minimize unnecessary communication and maximize the effectiveness of the communications that occur.

Customization is validated by research in the field of digital health. Blasiak et al. highlighted the flexibility and omnichannel engagement as main features of promoting continuous communication via digital channels with personalized communication.

Likewise, tailored interventions, interactivity, and engagement have been highlighted as factors that shape the effectiveness of mHealth interventions. Cao et al. suggested an engagement framework that is patient-centred and emphasized the need for designing digital interventions based on user factors and interaction. [21]

While these studies are indirectly related to pharmaceutical brand recall, they do offer a useful conceptual basis. When developing communication that's designed to keep people engaged, marketers in the health sector should take relevance and personalization into account.

Personalization can therefore be a good ally in a more efficient communication strategy for an omnichannel platform like HiDoc Dr. Instead of sending a one-size-fits-all message to all HCPs, organizations should create communication journeys for different types of HCPs based on their professional interests and engagement.
The ultimate goal is not to communicate more, but to communicate more effectively.

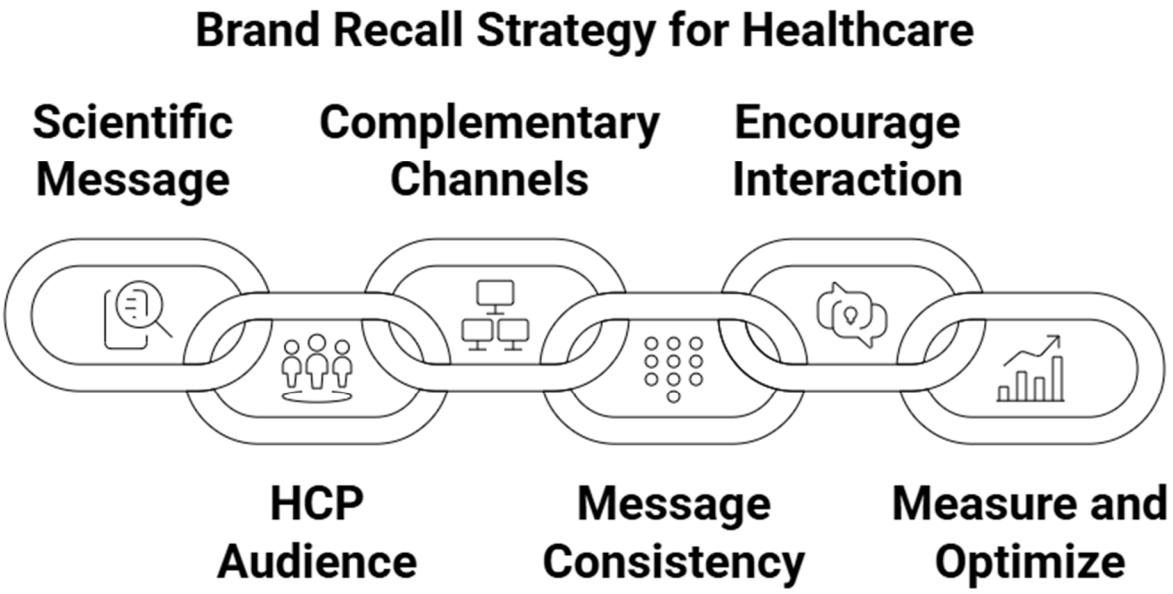
XIV. HOW AI IS RESHAPING THE FUTURE OF HEALTHCARE MARKETING

The impact that AI has on the future of healthcare marketing.
Artificial intelligence is leading a transformation of healthcare communication, information sharing and digital engagement. AI tools improve personalization, content analysis and discovery, conversational AI (natural language processing), audience segmentation, and ongoing monitoring (real-time analytics). Such features can enable organizations to move away from one-off messages, and take on more dynamic communication journeys.
Evidence on digital health communication in recent years has focused on a wide range of technologies such as mobile, web-based, social media, telehealth and AI-driven interventions. The findings underscore the increasing impact of digital communication technologies on knowledge and behaviour, but cannot be interpreted as evidence of a direct positive impact on pharmaceutical brand recall with AI-based marketing. [22]
AI thus cannot be a replacement for a healthcare marketer's scientific strategy, but rather an enabler.
With the help of an AI-powered omnichannel platform, you can possibly answer questions like:
What topics are generating a substantial response?
Which groups of HCPs respond best to a specific educational subject?
Which channels are linked to “ongoing interaction”?
When does engagement wane?
What are the main themes of science that attract the greatest participation?
What should be suggested next?
These insights can inform the marketing journey and optimize the way that marketers communicate.
AI-driven features can be leveraged alongside an omnichannel engagement approach to help organizations get more relevant information, and use the engagement data to gain insights into how HCPs interact with educational materials.
But, it is crucial to have proper governance when implementing AI in health care marketing. The importance of data privacy, transparency, scientific accuracy, regulatory compliance, and the use of HCP data are still key factors. [23]

XV. THE BASICS OF CREATING A BRAND RECALL STRATEGY FOR HEALTHCARE

There are six stages to a brand recall strategy, based on evidence.
In this stage the scientific message is clearly explained.Stage 1: Scientific message is clearly explained.
Determine the most critical clinical or scientific message to be carried by the campaign.
The message should be consistent, focused, and backed by evidence on all channels.
Stage 2: Determine the HCP Audience
Divide the target audience by specialty; therapeutic interest; professional needs; and engagement.
In Stage 3, choose Complementary Channels.
Adopt varied communication channels, based on their respective strengths.
For example:
Scientific articles for depth.Scientific articles for depth.
Expert Webinar for exchanging ideas.
Structured learning digital modules.
Audiences' insights surveys
Content designed for reinforcement, short form.
Tools that offer personalized information delivery using AI.
Stage 4: Create a consistency of message
The scientific theme must be preserved throughout while the format is modified to the medium.
An evidence-based message can be delivered in a variety of ways, such as a detailed article, conversation in a webinar, an evidence summary, or an infographic.
Stage 5: Encourage Interaction

Encourage participation, using questions, polls, surveys, quizzes or expert discussion.
Stage 6: Optimise and measure
Monitor awareness, recall, engagement, conversion and retention.
Utilize the results to improve the following communication journeys.



The framework marks a change in healthcare marketing - the transition from campaign to journey marketing. [24]
What was once the only way to find out about your brand is now changing.The way the industry used to find out about your brand is changing.
Omnichannel integration, personalisation and Artificial Intelligence will likely shape the future of brand recall, in an interconnected way.
The first is the trend towards integrated communication ecosystems. HCPs are not going to use just one source of information for their profession. Thus, healthcare companies handle communication on various fronts.
The second is a focus on personalisation. With the growing sophistication of digital platforms, communication is likely to become more focused on professional interests and information needs.
The third is “AI engagement.” Artificial Intelligence can enable platforms to detect trends in engagement and respond more effectively in communication.
But, just because it's technologically sophisticated does not mean it will be remembered as a brand.
Trust and scientific credibility are essential in the healthcare environment. Balancing technology with proven communication will therefore be a marketer's priority in the long run of healthcare marketing.
This principle is supported by the general literature in healthcare communication. While electronic communication has opened up avenues for communication between health care providers and patients, it is important to remember that trust, professionalism, and proper expectations are still crucial.
In the case of pharmaceutical companies it means that brand recall should not depend on how often a brand comes up on a physician's screen.
It should be based on the brand's reputation, whether it's for the wrong or right reasons. [25]

XVI. CONCLUSION

Brand recall is more than a marketing metric – it is a brand experience. The result of repeated exposure, meaningful communication, engagement, and memory formation. Physicians are inundated with scientific and commercial information in the competitive healthcare environment, and to be memorable, more than just being visible is necessary.

The evidence presented in this article indicates that personalization, interaction, coordinated communication and digital engagement are crucial features of digital health engagement. Omnichannel communication is a framework that links these together, across various touch points.

The strategic message for the pharmaceutical and healthcare sector is obvious: Don't use brand recall as the end goal for a campaign, but as a long-term process.

An omnichannel healthcare marketing platform like HiDoc Dr can help with this by collating various types of organizational interactions in an integrated digital environment. The real magic of its possible value is in delivering more coherent, relevant and measurable HCP experiences to the organization.

The best brand recall strategies are so simple that they go like this:

Ensure contact with the appropriate HCP.

Provide science information that is relevant.

Repeat the message repeatedly.

Provide opportunities for quality connections.

Use personalization, if feasible.

Assess engagement and recall.

Optimize continuously.

If these principles are woven together, brand recall can form a larger component of an awareness to engagement, engagement to trust, and trust to long-term professional relationships strategy. The ultimate aim of healthcare marketing should not be to leave no room for forgetting the brand. It should be to make the brand meaningfully memorable when the information matters most.

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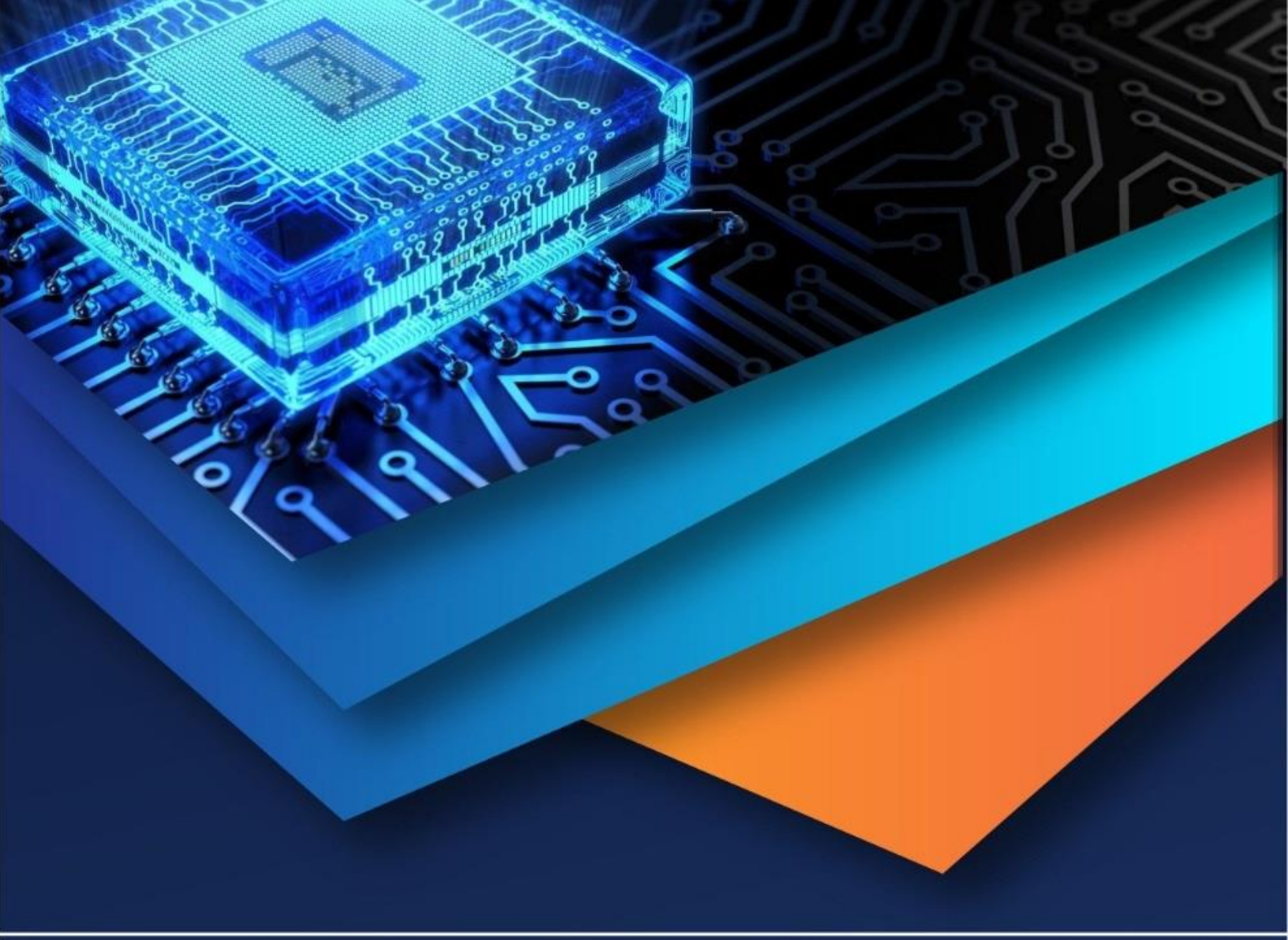

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