

Faster and better communication: New Content Management for Healthcare Professionals

"How MSD reached new spheres with TYPO3"



Content Management, Database, Finder



Switzerland, Health, Manufacturer



Communication, Consultancy, Consulting



Employees

700(2018)

Members

69K(2017)

Country

Switzerland



The mission was clear

Merck Sharp & Dohme is one of the world's leading research-driven biopharmaceutical companies and employs around 600 employees at four locations. The company develops and sells medicines, vaccines and animal health products, and more.

The mission was clearly defined:

Specialists in Switzerland should be constantly provided with high-quality information by e-mail in three languages (German, English, French). An important goal was to accurately represent the broad spectrum of interests of medical specialists in Switzerland.

To achieve this goal, comwrap quickly realized that suitable content alone would not suffice and developed a professional content platform based on TYPO3 for the creation of newsletters and landing pages.

The solution was TYPO3

comwrap developed a comprehensive enterprise content management solution based on TYPO3, which supports various activities of national marketing, for the customized e-mail newsletter, which is targeted exclusively at healthcare professionals (HCP's).

The content platform not only supports the creation of static newsletters but also the implementation of static and dynamic landing pages, micro and product sites.

Thanks to the XML export function, the content can be made available for various newsletter systems without losing the correlation with individual landing pages.

The platform enables **MSD** to communicate with its target group in a more meaningful, targeted and innovative way and to actively support marketing in its processes.



The result

Modular system for new pages

Instead of manually setting up new websites as before, **MSD** can now use the existing system and existing content to create new microsites and new complete product sites, including menu navigation & interactive functions. This saves time and enables faster content deployment.

Simplified approval processes

Pharmaceutical companies are subject to strict marketing guidelines. Therefore, the HTML newsletters are exported as PDF files and then sent through the external release system. Using the export module this saves up to 2.5 man-days per newsletter.

XML export for dynamic content

Via XML export module, the newsletter systems receive content that correlates with the individual landing pages to produce dynamic newsletters and is matched by means of tabular assignment of the areas of interest to the respective practice areas of the recipients. The contents can thus be used company-wide.

Gallery & Features

