

### Messaging

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Both PMSI and PMI's Annual Drug Trends reports have been recognized for delivering reliable, current data, and thought leadership to the workers' compensation industry. As one company, this report will identify and analyze the trends and industry issues that influence pharmacy spend, and provide insight on how these trends will affect future costs, enabling readers to proactively assign resources to contain costs.

### Campaign Goals

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- Present the company as the leading provider of data in the workers' compensation market
- Communicate PBM and clinical expertise
- Demonstrate results of cost containment programs
- Direct and in-direct lead generation (i.e., report requests, strategic media placements, byline articles, speaking engagements, webinars, etc.)
- Grow relationships with industry research associations including NCCI and WCRI (third-party influencers)

### Value Proposition

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- Industry thought leader
- Data benchmark for industry
- Trusted resource

### Theme

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- Beyond the Visible Spectrum

### Target Markets

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- Primary
  - C-level executives – External
  - National Account Management / Corporate Sales teams – Internal
- Secondary
  - Adjusters / supervisors – External
  - Industry media, associations and third party influencers – External
  - Public researchers – External
  - Regional Sales team – Internal

## Campaign Assets

	Collateral/Tools	Responsible Party	Due Date	Notes/Status
	Website landing page <ul style="list-style-type: none"> <li>- Coming soon</li> <li>- Notify me when it's available registration</li> </ul>	Marketing/IT		
	2014 Drug Trends Report – print version	Marketing		
	2014 Drug Trends Report – ebook version (created from final file) <ul style="list-style-type: none"> <li>- Will also work for iPad, iPhone, Droid)</li> </ul>	Marketing	4/28	
	Landing page on Website <ol style="list-style-type: none"> <li>1) pdf version</li> <li>2) ebook</li> <li>3) request a print copy</li> <li>4) link to webinar registration / or link to webinar recording</li> </ol>	Marketing / IT	4/28	
	Training Webinar	Marketing / SMEs		Recording to be posted on Marketing portal
	External Webinar Presentation Deck with Survey Questions	Marketing / SMEs		Recording to be posted for lead generation
	General Presentation for Speaking Engagements/QBRs	Marketing / SMEs		
	Client-Specific Reports for QBRs	Marketing / Clinical / Informatics	TBD	Need to confirm with Account Management which clients will require this
	Gift of Knowledge mailing <ul style="list-style-type: none"> <li>- cover letter</li> <li>- Report</li> </ul>	Comm		
	<b>External Communications</b>			
	Banner Ad – Ad to link to report for report launch <ul style="list-style-type: none"> <li>- Web</li> <li>- Work Comp Central</li> <li>- Risk and Insurance Workers Compensation Forum</li> </ul>	LOB / Comm / Design		
	Advance release to media	Comm		
	Press Release	Comm		
	Email link to GOK	Comm		
	Direct Mail of Report to Media	Comm		
	Email to Thought Leadership List <ul style="list-style-type: none"> <li>- Includes links to get your copy (various methods)</li> <li>- Includes promotion on webinar</li> </ul>	LOB / Comm / Design		
	Placement on social media sites <ul style="list-style-type: none"> <li>- Linked In – workers' compensation professionals group</li> </ul>	Comm		
	Placement on Industry Sites <ul style="list-style-type: none"> <li>- Risk Central</li> </ul>	Comm		
	Email cover letter sample for electronic distribution for NAM/Sales	Comm		

	Hard copy cover letter sample for print distribution for NAM/Sales	Comm		
	Email registration message for Webinar for customer/prospects – 2 weeks prior to webinar	Comm		
	Webinar Media Alert – sent 3 days prior to webinar	Comm		
	Webinar Follow-up Communications	LOB		
	- Link to webinar recording			
	- Link to get the report (various versions)			
	Risk & Insurance Digital Edition Ad	Comm/Design		
	<b>Internal Resources/Communications</b>			
	NAM/Sales Pre-communication	LOB/Comm		
	- Update about release plan			
	- E-mail signature – link to register to receive			
	- Instructions on how to order			
	Ex. Mgmt Communication	Comm		
	- Update about release plan			
	- E-mail signature – link to register to receive			
	- Instructions on how to order the report			
	Associates - When report is launched	Comm		
	- Discuss Press Release and general launch			
	- E-mail signature advertising e-book edition			
	- Introduce Webinar			
	Ex. Mgmt Communication – When report is launched	Comm		
	- Update about release plan			
	- E-mail signature – link to register to receive			
	- Instructions on how to order the report			
	- Introduce Webinar			
	NAM/Sales Communication – When report is launched	LOB/Comm		
	- Talking Points for Sales Team			
	- Email communication sample (that can be personalized)			
	- Cover letter sample for hard copy (that can be personalized)			
	- Instructions on how to order			
	- Revised email signature with new links			
	- Links to Marketing Portal			
	- Introduce Webinar			
	NAM/Sales Communication – Introducing the Webinar	LOB/Comm		
	- Request them to invite clients to webinar			
	Talking Points for Sales Team	LOB		
	Email signature (post-release – link to report form including ebook)	Comm		
	Instructions on how to order the report	Comm		
	<b>Other Items</b>			
	Addition to Print Store for Ordering	Design		
	Loading Resources to Line of Business Resource Center	LOB		
	Creation of report download page on website with forms linkage for Download of Trends Report and download back into SFDC	Mktg/IT		
	Video Introduction	Comm		
	Byline Article	Comm		
	Sales Training Webinar	LOB		
	Speaking Engagement Pitch	Comm		
	Webinar Planning Document	LOB		

## Public Relations/ Communications Plan

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**Goal:** To receive recognition as presenting the most comprehensive, in-depth, data-intensive insight to workers' compensation drug spend

### Objectives:

- To generate media mentions in at least one national medium and all of our target industry media;
- To increase online ebook views from 1,554 to 1,942, a 25% increase
- To increase webinar participation by 25%, from 212 attendees to 265

### Strategies:

- Leverage embargoed press release and advance preview for select target industry media
- Utilize email and social media to drive industry professionals to ebook
- Engage sales and account management to interact with clients/prospects/industry contacts
- Launch at RIMS conference for maximum executive-level exposure

### Tactics:

- Identify and train company spokespersons for interview and speaking opportunities
- Write Executive Summary for embargoed interview requests to critical trade publications
- Pitch story ideas to target media and offer advance preview
- Distribute press release to key industry media and national via wire
- Hold press conference at RIMS
- Send electronic copies to industry influencers and Gift of Knowledge list
- Make phone calls to media contacts with story ideas and interview opportunities
- Emails to internal constituents, customers and prospects
- Distribute printed copies to all constituents and influencers including editors, reporters, conference planners, conference board participants, analysts and research organizations
- Regular social media posts with DTR facts and webinar information, pointing to ebook landing page with webinar registration