

TRIFOCAL COMMUNICATIONS

Branding is the Desire, Education is the Key

TALKING WITH ELISE WALMSLEY,
CEO, TRIFOCAL COMMUNICATIONS

Please discuss your background in the healthcare field up to your current position as CEO and owner of TriFocal Communications.

My experience in the healthcare field began with my training at the University of Toronto, in the Art as Applied to Medicine (AAM) Program. The AAM program is a department within the Faculty of Medicine, which ensures an extensive medical course load to complement the artistic requirements.

After graduating in 1982, I spent the following 15 years as a freelance illustrator and writer, employed by advertising agencies and publishers throughout Canada and the US.

What led to the creation of TriFocal Communications?

TriFocal Communications was the coming together of two minds. TriFocal is based on my background as a medical artist, combined with my partner Andrew MacWha's background in business management and psychology. Our focus began primarily with the development of educational materials, such as posters and patient brochures. As our clients became aware of our abilities, the scope of our capabilities grew. Today, we are involved in all facets of the industry.



Elise Walmsley,
BScAAM

As a mid-sized agency, what challenges are you facing today in Canada?

As a small agency, one of our biggest challenges is to maintain a balance with the amount of work we have on our docket. In the past, budgets were more consistent and therefore, it was easier for us to put forth our own strategies and manage workflow more effectively. Over the past couple of years, we have watched budgets shrink or disappear without much notice. This uncertainty puts us into time and employee management difficulties. Workflow translates into cash flow and in today's market, with people moving around and with tightened budgets, it is more difficult to maintain a full-time staff. On a positive note, there is a growing number of very talented people networking via the internet and providing agency services without the overhead from days gone by.

What is your opinion of global branding and assigning global brands to a single global ad agency, as opposed to clients working with smaller, independent advertising agencies?

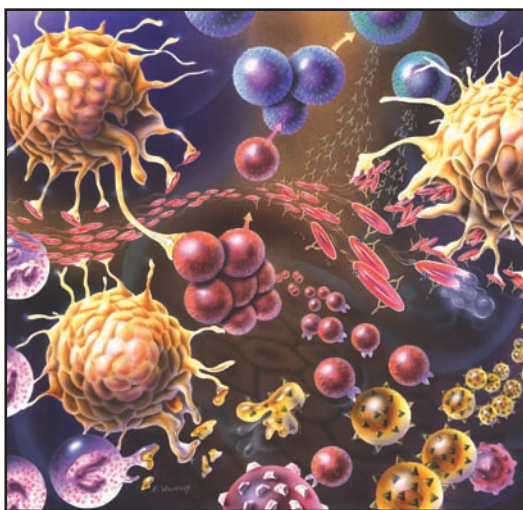
It's an interesting consideration that the movement towards globalization has encountered many unforeseen difficulties. What works well in one country does not necessarily mean that it will translate well in another country. We have already seen global guidelines give way to more regional requirements. A global logo, branded colors, perhaps even icons, can travel with a global message; but the laws and tastes of different cultures dictate a country's individuality.



Brain Art: An anatomical study (created for physicians) to accompany a product for the control of Parkinson's disease.



Spine Health: Illustration, merged with photographs, provides an excellent way to simplify complicated medical procedures and concepts for patients.



Immune System: An editorial illustration (directed at physicians) to highlight how the many cells of the immune system interact.

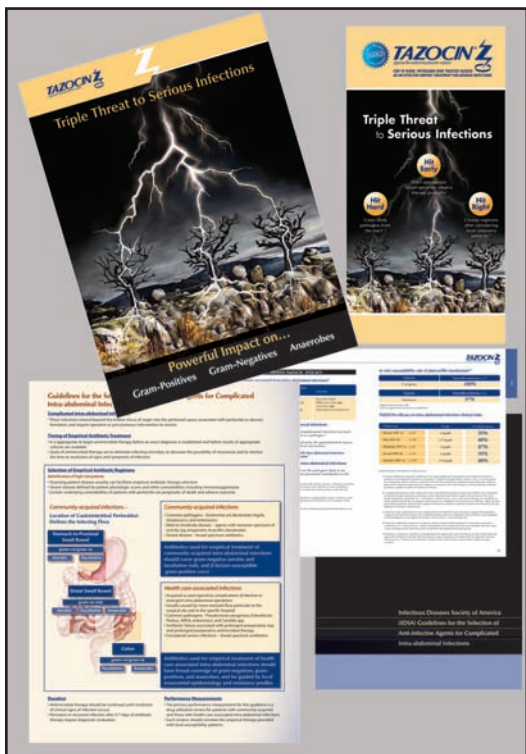
As a small agency, we welcome corporate-mandated branding and we find ourselves equally capable of bringing forth the core messages while communicating within the rules of our healthcare system. In the launch situation of a blockbuster drug, the global agency is most likely better suited to employ the necessary tactics; however, once a product has been in the market place for a couple of years, a fresh and intimate approach from a smaller agency may support a new wave of growth.

What sets TriFocal Communications apart from its competitors?

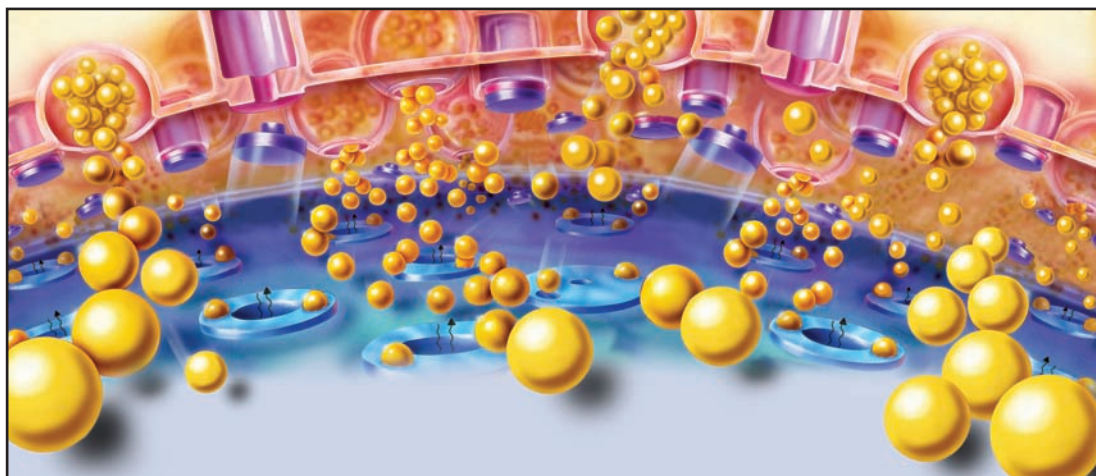
Since our company's inception, our tag line "Branding is the Desire, Education is the Key," has been our interest and motivation. We have always attempted to develop marketing resources that offer a value to our audience, the physician. Over the years, many of the products that we have worked with have offered us the opportunity to develop some great resources. Medical art can convey a product's mode of action, it can educate a patient and it can help them to understand why they require treatment. We have developed many posters, DVDs and educational resources which we sincerely believe aid physicians in helping their patients understand. Marketing pharmaceuticals is not like marketing any other product. It is unique and it's about being a part of what helps the physicians choose the right product and treatment with confidence. Our messages must be clear.

What is the key to successful client relationships?

I believe the client/supplier relationship is consistent no matter what industry you are in. A satisfied client expects four things: prompt service, consistent quality, completion of a job within the budget and delivery on



Tazocin: Medical and creative art can be worked into any area of marketing materials to make them more visually appealing and memorable.



Serotonin Uptake Inhibitor: An illustration (directed at physicians) that demonstrates the mode of action of a serotonin uptake inhibitor.

time. Every client has slightly different expectations and work styles that require understanding and often patience from both parties, to reach a common ground. If the lines of communication remain open and clear, then the four criteria of successful account management can be met.

What changes, if any, do you anticipate over the next two to five years with respect to the way pharmaceutical companies communicate with physicians?

We are now seeing an increase in educational materials that carry only the corporate branding. Like most consumers, physicians are faced with an increased load of information to digest in all aspects of their professional practice and in their personal lives.

According to today's leading marketers, getting the attention of over-stimulated consumers poses an increasingly challenging feat. To change a physician's prescribing behaviour presents yet another hurdle beyond getting his attention.



Elise Walmsley, CEO of TriFocal Communications.

Optimal opportunities always have and will always lie within compelling clinical data; however, many good products are lacking in this area, or may only have outdated studies to support them. Combine these limitations with the tightening of regulatory guidelines (Rx&D, PAAB and the corporation's own internal medical regulatory) and we are often left with only the product monograph or with corporate branding. History has shown us that if loyalty and trust can be built with a brand or a corporation,

it takes a substantial event, or a superior product to change that behavior.

So, back to our tag-line, "Branding is the Desire, Education is the Key"—we have seen that valuable educational materials, that carry corporate branding, can have a tremendous impact on physicians.

A well-informed sales representative, armed with valuable educational materials, can have a substantial impact on the development of positive relationships, leading to an increase in physician receptiveness to branded sales messages, which then leads to increased sales.

Development of these products takes a better understanding of the product and its relationship to the anatomy and to the physiology of the body. This is where our scientific approach to marketing pharmaceuticals confirms TriFocal's strengths. **CPM**