Anthill Academy™

Empower your organisation to achieve your digital excellence ambitions.

Anthill Academy™ comprehensively addresses the specific digital needs of the pharma industry in a supportive, collaborative programme.

Anthill Academy™

The organisation behind Anthill Academy™

Anthill Agency has been developing and implementing digital solutions within pharma for 17 years, working to bring the most advanced and meaningful digital innovations into the pharmaceutical industry context.

Having successfully delivered over 4000 digital solutions in partnership with over 35 major pharma companies, Anthill is the ideal provider of a pharma specific, digital excellence programme and the Anthill Academy™ is evidence of that.

Learning principles

Personalised
– we believe individual needs and preferences are key motivational drivers

Rich media and communication directed to various cognitive dispositions caters for individual learning preferences.

Relevant
– we believe learning needs to be based on experience in order to be useful

Content rich with cases connects to a learner's existing knowledge. Methodologies and tools for learners to apply to their own practice.

Engaging
– we believe in making learning fun, interesting, bit-sized and interactive

Clear and concise storytelling stimulates mastery and retention.

Rich on exercises to stimulate reflection and entrench learning.

Impactful
– we believe learning should be measured on observable effect and achieved mastery

Pre and post-assessment identifies personal development needs and establishes a benchmark around which to monitor progress.

Anthill Academy™ Overview

Anthill Academy™ comprehensively addresses every element of digital excellence and the considerations that need to be kept at centre stage when working towards it.

EXPERT

These modules take users to the cutting-edge of digital marketing. The topics covered illustrate today's most advanced digital considerations, enabling you to discuss and ultimately achieve true digital excellence.

ADVANCED

With a shared basic understanding acquired in the Essential level, we proceed to unfolding the methodologies and tools, which you can apply in your own organisational practice.

ESSENTIAL

The modules in this level will give you and your colleagues a robust and aligned understanding of digital marketing and the key principles that drive its success.

CUSTOM

With the Essential to Expert modules on offer, we know that you and your organisation will be confident in your ability to achieve your most ambitious digital marketing goals.

Anthill does however offer bespoke modules and workshops that are customised to you and your individual needs.

ESSENTIAL

The first layer of the Anthill Academy™ is focused on developing the shared ambition, starting position, language and approach that is so often lacking. Each module is designed to be appropriate to all user types within pharma and aims to resonate with and enthuse users by simplifying the value proposition of digital marketing and its potential in pharma. As a result, you and your colleagues will be most effective when discussing and strategising around digital marketing.

Getting started with digital marketing

What is digital marketing and how does it relate to your work? Today's world demands the use of sophisticated, strategic digital solutions in order to achieve business outcomes.

Understanding customer behaviour

We need to ensure that our initiatives are built in-line with the needs of our customers. Their behaviour will determine the success of our business, so it's their needs that need to be at the centre of what we do.

Creating superior customer experiences

If we want to influence the behaviour of our customers, we need to give them great, meaningful experiences with every interaction, building on our relationship with them at every stage.

Building digital solutions

Achieving these superior customer experiences will require digital solutions that support you at every step along the way. Built towards the needs of the customers, these solutions represent the execution of your strategic initiatives.

Measuring success

Of course, the work that we do will need refining and updating in line with real-world feedback. This is only becoming more apparent with the increasing rate of change that characterises our world.

ADVANCED

The tools and methodologies from Anthill's 17 years of experience have been collected into the Advanced layer of the Anthill Academy™. The only prerequisites for this layer are the principles discussed in the Essentials; from there the Advanced modules introduce, outline and then give examples of how you and your team can best get involved in the marketplace with best-in-class digital solutions.

Unfolding digital transformation

We unfold the layers of the digital transformation wheel, comprehensively acknowledging each of the elements of the digital environment.

Gathering insights

As the world of 'big data' expands, so too does the opportunity to extract deep insight into your customers, (be they physicians, patients or payers) and your competitors. However, knowing what to look for and where can be a challenge.

Building customer profiles

Using your gathered insights to build meaningful customer profiles. What are the types of patient, HCP and other recipients of your digital initiatives, and how do their tasks, pains & gains differ from one another?

Expanding customer decision journeys

With your various customer profiles populated, we can expand them across customer decision journeys.

Initially built with a uniform set of stages, these journeys can then be personalised for recipient type and disease area with the data you capture.

Creating customer experience maps

With your Customer profiles and their respective customer decision journeys built, how do you create customer experience maps that plot the tasks, pains & gains that you need to address before, during and after key events throughout a given time period?

Outlining the digital tactics

With your customer experience map built, you need digital tactics with which to address it.

Audit your existing tactics against your customer experience map to highlight gaps. Then you can develop the missing tactics.

ADVANCED

Planning the omnichannel marketing roadmap

With your defined strategy and digital tactics in place, you're ready to outline your implementation roadmap, mapping your tactics over a timeline.

By doing this you build your strategic roadmap to execute on.

Developing your KPI framework

How do we know as to whether our efforts are adding value to our customers?

We need to know what to measure, how to capture it and then how to automate the process.

Collecting and using actionable data

What are the tools & processes for collecting and using meaningful data? And how can that data help to refine and update your customer understanding, thus refining and updating your digital initiatives?

EXPERT

With topics like storytelling, behavioural science and AI, the Expert layer discusses the less-crucial but most novel topics around digital innovation and change.

How to build a digital eco system

The broad environment in which we interact with our various colleagues and customers is complex, nuanced and diverse. A connected ecosystem of digital assets is a powerful tool in delivering a seamless customer experience across channels.

AI and machine learning – buzzwords & reality

How is the industry adapting to the entry of these technologies? Despite being increasingly powerful, these tools are also in their relative infancy, which means that we need to outline what they are today, what they aren't today, and what they may be tomorrow.

Transitioning from big data to personalised data

With the ever-increasing focus on personal rights and fear of big data, how do you create value for your customer from their data? Nowadays we see data as the private and powerful asset that it is and we need to be smart about its potential if we want to utilise it.

Technological advances

Rather than learning about today's technology, only to be behind again tomorrow, what skills enable you to consistently monitor and understand important and meaningful tech developments as they occur in pharma?

Storytelling methodologies

Good storytelling is critical to good communication – it's how we connect with other human beings. What are the considerations when we take our storytelling into a digital context and how do we need to adapt our stories for different formats & channels?

Devices and IoT

Apart from devices that are specifically designed to quantify the body, soon, almost any device will be connected via the internet-of-things. This opens up a host of new opportunities, especially for delivering services to the empowered healthcare consumer.

Behavioural science-based communication

If our aim is, at some level, to change the behaviours of individuals then an understanding of the thinking and techniques behind behavioural science, such as nudging is powerful and increasingly so.

Anthill Academy™

To learn more about the Anthill Academy™
and how we can meet your specific needs, contact:

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