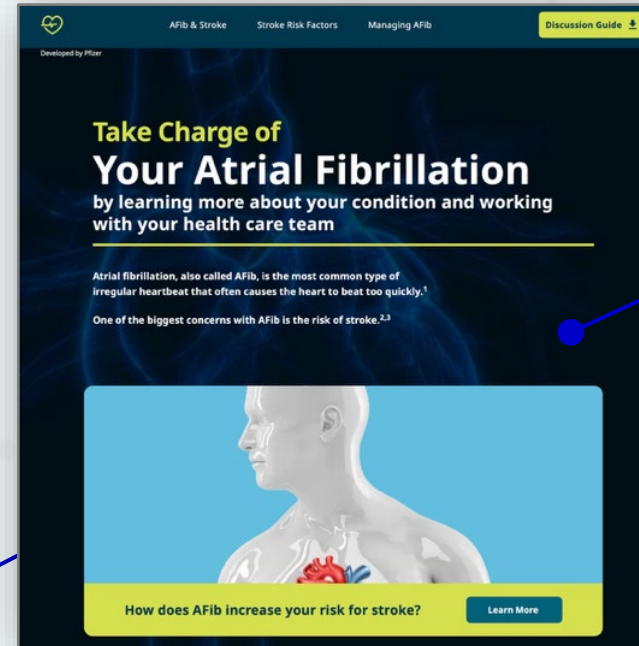# Digital Content and Adobe Analytics Standard Operating Procedure (SOP) Training Guide

July 2025

Background and Introduction

Digital content makes an impact and fills a customer need

Data suggest that when customer-facing colleagues use digital content during their calls,
it can drive up to
2.5×
more
new patient starts[1]

Take Charge of Your Atrial Fibrillation
by learning more about your condition and working with your health care team

Atrial fibrillation, also called AFib, is the most common type of irregular heartbeat that often causes the heart to beat too quickly.[1]

One of the biggest concerns with AFib is the risk of stroke.[2,3]

How does AFib increase your risk for stroke? **Learn More**

AFib & Stroke   Stroke Risk Factors   Managing AFib   **Discussion Guide**
Developed by Pfizer

In practice, we've seen that
13 of the **25**
most popular resources are
video or digital

We need to meet patients and providers where they are

9 in 10 Americans own a smartphone[2]

Patients may forget up to 80% of the information that HCPs tell them[3]

**Nearly half of the information retained from office visits is remembered incorrectly[3]**

References: 1. Mersky A. 4 ways to deliver better HCP service in just minutes a day [blog]. Published August 13, 2024. Accessed July 1, 2025. https://www.veeva.com/blog/4-ways-to-deliver-better-hcp-service-in-just-minutes-a-day/ **2.** Mobile fact sheet. Pew Research Center. January 31, 2024. Accessed June 26, 2025. https://www.pewresearch.org/internet/fact-sheet/mobile/ **3.** Brega AG, Barnard J, Mabachi NM, et al. *AHRQ Health Literacy Universal Precautions Toolkit*, 3rd ed. AHRQ Publication No. 23-0075. August 2023. Accessed June 26, 2025. https://www.ahrq.gov/health-literacy/improve/precautions/toolkit.html

We're creating modern, analytics-enabled content to understand trends and content performance using real-time metrics

COMMUNIC8 HUB

Solving for 4 areas

1. **Compatibility: PDFs no longer work** with the many electronic delivery methods to patients and HCPs

2. **Engagement: Links/QR codes CAN ENABLE** a multimodal approach to education for patients and HCPs

3. **Interactivity:** We're creating more **dynamic** patient and HCP educational **experiences**

4. **Metrics:** Usage data can help us understand content **utilization and trends**

New
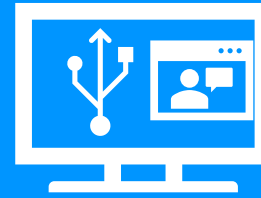
By leveraging DIGITAL PLATFORMS

that enhance our educational offerings beyond just PDFs to include **web content** and links/QR codes, we are creating better content experiences for customers **and data on utilization and trends for Pfizer.**

What it means to **health systems**

Enables health systems to seamlessly integrate curated disease-state education, **available digitally and on demand**, into HCP and patient workflows.

What it means to **YOU**

- **Marketing teams** will have real-time **metrics on piece utilization**

- **Account Management team** will have an efficient, **customer-centric** way to **find and deploy resources**

Digital resources enable Pfizer account teams to deliver patient and HCP education to health systems

- Digital resources **support outreach and education** across the care continuum and **enable implementation** across multimodal communication channels

Worksheet

The Communic8 Hub ladders back to existing 6S resources and the Communic8 Worksheet, which enables pull-through

PP-RCM-USA-0228

Patient

Interactive Education* | Available via link/QR code
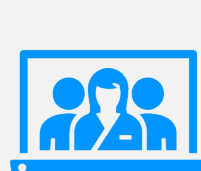
| Portal | Text | Email | Point of Care (in person) | Point of Care (telehealth) | After Visit Summary | Health System Website | Social Media |

HCP

Interactive Education* | Available via link/QR code

| Text | Email | Intranet | Meetings | Clinical Decision Support | Newsletters |

*Examples for illustrative purposes for health system consideration only.

Coming Soon: NOW APPROVED for branded and unbranded content

Health system marketing: The future of digital content tracking

Objective: Evolve the content deployment, utilization, and tracking process for IDN resources to provide credible engagement metrics and inform the development of future materials

Current State

Lacking visibility into IDN resource engagement metrics and unable to quantify impact of resources

Minimal engagement and click-level data:
90% of MG/IDN marketing resources are **PDF** format, and resources are distributed to IDNs via **Outlook** (vs Veeva, Marketo)
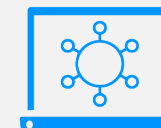
Highly manual metrics tracking process:
Current process to evaluate engagement is highly **manual, doesn't fully capture** the engagement journey, and is completed on **ad hoc** bases

Future State

Centralized and holistic view of IDN resource engagement and clear impact of resources to business

Greater engagement data:
Develop resources as **web content using AI** and **streamline content** into one platform to enable holistic metrics and deploy content via Outlook

Automated metrics tracking process:
Leverage **automated dashboard** to reflect real-time content utilization and trends (eg, Adobe Analytics)
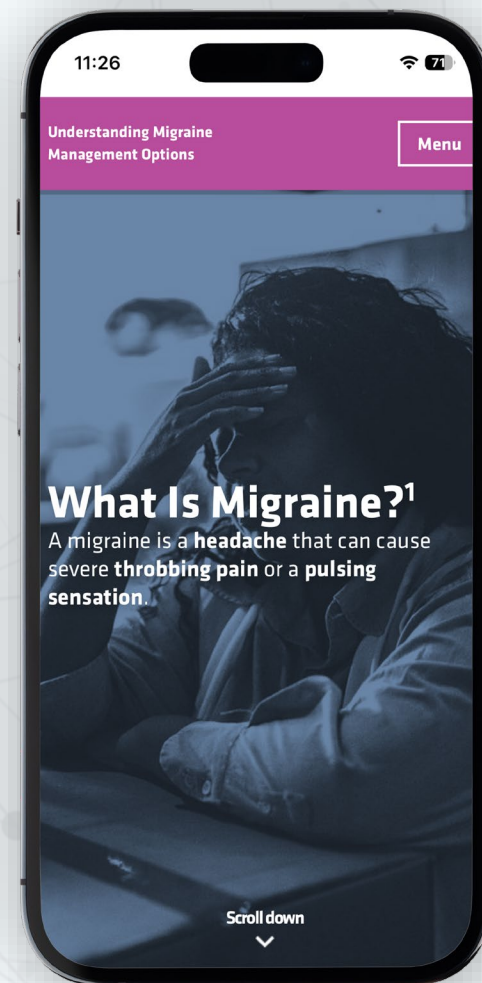
# Adobe Analytics allows marketers and account management to see usage of marketing content in real time

Our goal is to grow capability over time to be more robust and stakeholder-specific

Disease State - Resource Name	Total Clicks	Number of Pages/ Format
Optum - Migraine Health System Toolkit	1735	36
Optum - Migraine Patient Diary	1552	1
Optum - Migraine Patient Management Plan	1537	4
Optum - Migraine Patient Education Video	1617	Video
Know the Facts About Migraine - June Awareness Month	994	2
Understanding Migraine Management Options Patient - No Logos	921	3
AFib Patient Video – Understanding My Atrial Fibrillation and Stroke Risk	848	Video
Understanding Migraine Patient Education Leave-Behind - HCP	826	3
COVID-19 HCP Digital Experience	700	Digital
COVID-19 High Risk Patient Digital Experience	700	Digital
COVID-19_PSA_VIDEO.mp4	690	Video
VTE Patient Video	587	Video
Age COVID-19 Risk Factor Infographic - Dynamic	574	Digital
AFib Fact Sheet	524	2
Diabetes COVID-19 Risk Factor Infographic - Dynamic	458	Digital
HRS AFQI Framework - Video	450	Video
Heart COVID-19 Risk Factor Infographic - Dynamic	419	Digital

Digital content
has the best performance

Adobe Analytics
provides real-time metrics

Example of metrics
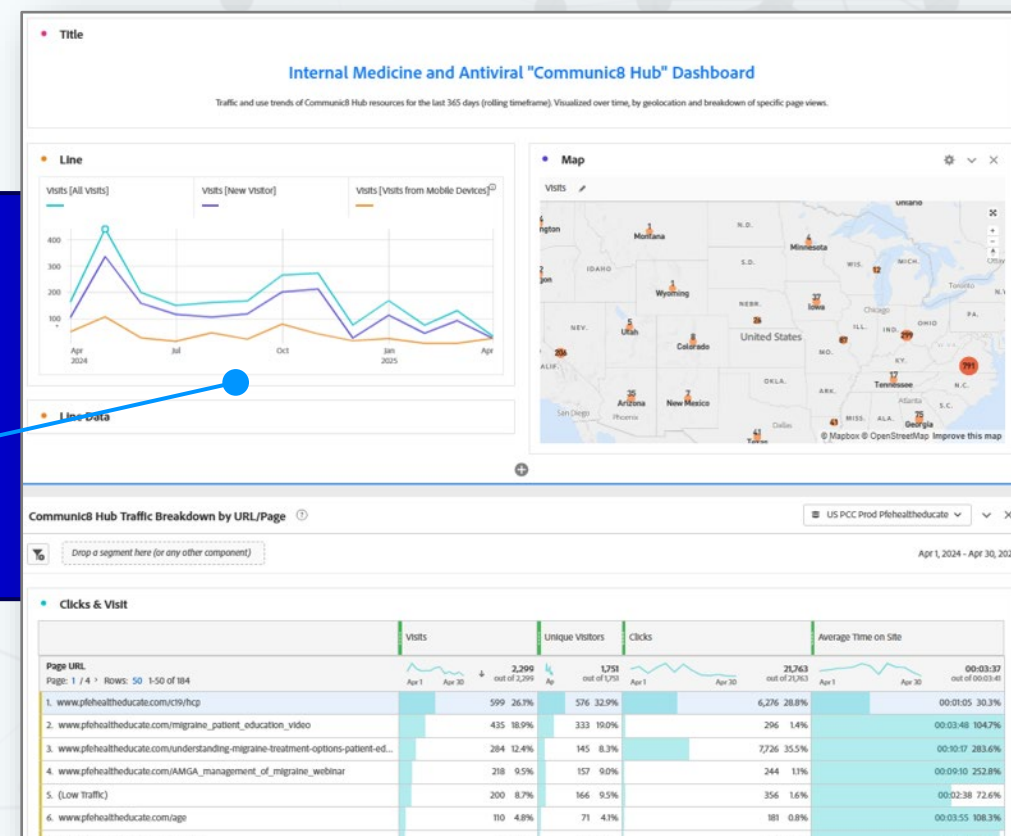
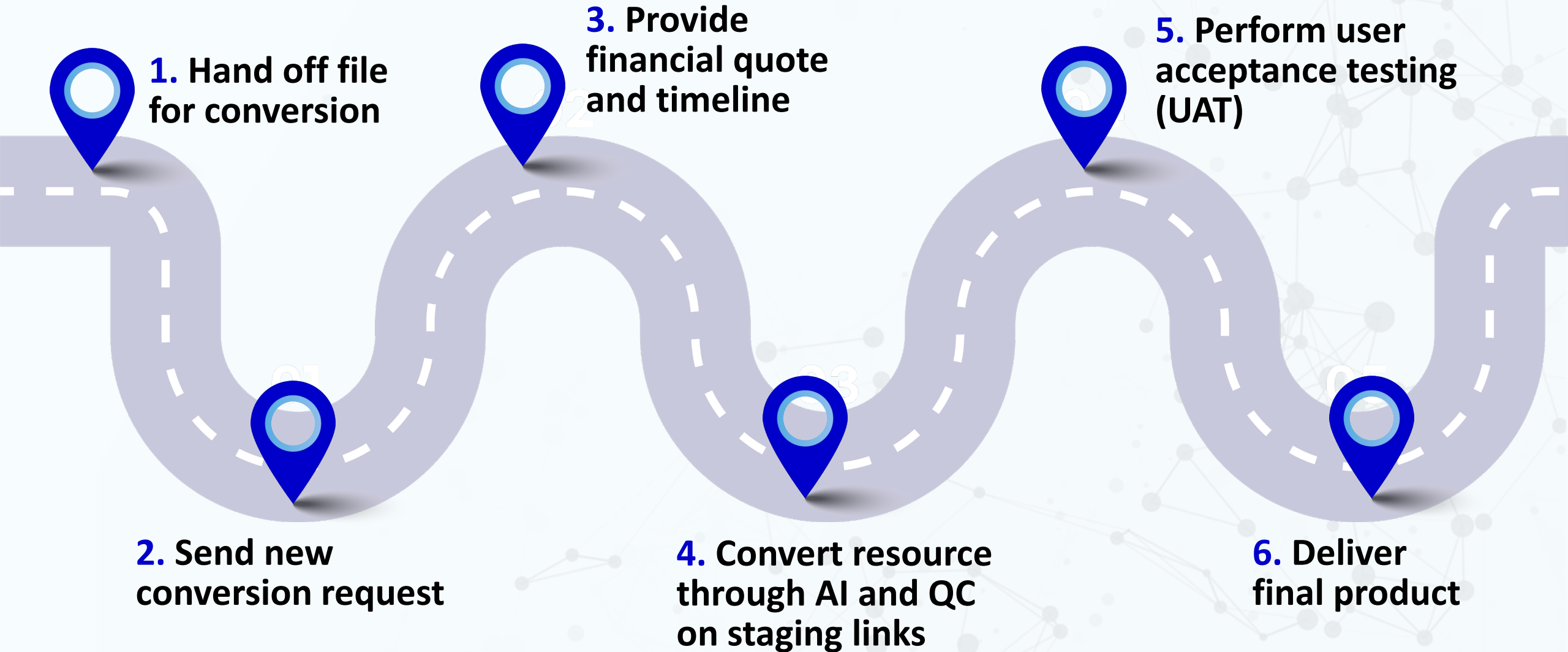Example of Adobe Analytics dashboard

Immersive Studio Requirements

Process | Ownership | Metrics

PDF conversion process: High-level view

1. **Hand off file for conversion**

2. **Send new conversion request**

3. **Provide financial quote and timeline**

4. **Convert resource through AI and QC on staging links**

5. **Perform user acceptance testing (UAT)**

6. **Deliver final product**

Immersive Studio: PDF conversion process using AI tool

1	2	3	4	5	6
~1 Day		1 Day	5 Days	2-3 Days	1 Day
Hand off file for conversion	Send new conversion request	Provide financial quote and timeline	Convert resource through AI and QC on staging links	Perform user acceptance testing (UAT)	Deliver final product

Hand off file for conversion

Pfizer brand teams hand over files to agency for posting in:
PDFs to HTML - Files handover

- Create new folder "BU_BRAND_DATE" file name (pfehealtheducate<#>com)
- Create subfolder with "RESOURCE NAME - <LAST 4 # PROJECT CODE>" and upload PDF files to convert or insert Communic8 Hub URLs into Excel spreadsheet
- BU Domains
  - IM = pfehealtheducate.com
  - I&I = pfehealtheducate1.com
  - VAX = pfehealtheducate2.com
  - RD = pfehealtheducate3.com
  - HOSP = pfehealtheducate4.com
  - USMAM = pfehealtheducate5.com

Send new conversion request

Agency sends an email to the Immersive Studio team with the new request, including links to files to convert and stakeholder email addresses:

- **Email subject line:** Matches name of folder created at PDFs to HTML - Files handover
- **Email recipients:**
  Athanasios.Kyratsakis@pfizer.com (Delivery Lead)
  Peter.Emptage@pfizer.com (Project Manager)
  Rodrigo.Domingues@pfizer.com (Developer)

  TBD – Agency Contact Email

  CC: BU Marketer contact

Provide financial quote and timeline

The Immersive Studio team provides a financial quote and a time estimate for the request.

To accept the quote, the marketer replies to the email with "I accept" and includes the following information needed to bill the credit card:

- Business owner
- Client partner
- Business unit
- Brand/unbranded
- Target audience
- Market (country)
- Cost center
- WBS (optional)
- Financial contact

After the billing details are received, the Immersive Studio team adds the marketer to the project Sharepoint folder.

Convert resource through AI and QC on staging links

The Immersive Studio team notifies agency and Pfizer BU marketer when they begin working on the request.

When everything is prepared, the team proceeds with their internal QA round.

Next, the Immersive Studio team shares staging links for all the content pieces with the agency or the marketer in order for them to QC and annotate any corrections or modifications needed.

Perform user acceptance testing (UAT)

The goal is a 100% match between the original PDF and new URL.

If any corrections or modifications are required, the agency informs the team and provides PDFs with changes for updates.

Note: Please note that you are entitled to one UAT round with Immersive Studio. Any additional rounds will incur extra charges. Therefore, ensure that all necessary changes are marked in this first UAT round included in the initial charge.

Deliver final product

Once the Pfizer BU/brand lead provides final written approval via email, the Immersive Studio team will upload the pieces to their hosting platform, Interactive Manager.

As a final step, Immersive Studio shares the embed links on the Communic8 Hub platform backend with the agency. The agency then replaces the long URL on the backend, completing the delivery process.

The marketer or agency must initiate a request to the brand RC sponsor to update GCMA metadata to include documentation: "This resource will be approved for Communic8 Hub digital distribution with web-based, modern analytics conversion."

Once live, the marketer should communicate with field teams when new content is posted so that the old links are no longer used.

PDF conversion task ownership

Phase of Conversion Process	Identify which approved resources to convert	Hand over file for conversion and send to IS	Send Pfizer Marketer financial quote and timeline	AI tool conversion of PDF to HTML	Add Adobe Analytics tagging	QC of staging link (go until clean, may need additional QC rounds)	Final delivery Deploy production URL, send live	Replace long URL on backend	Send confirmation to BU Marketer	Share update with Account Team	Adobe Analytics dashboard linking
Pfizer BU Marketer	✓	✓								✓	
Agency*	✓	✓				✓		✓	✓		
Immersive Studio (IS)			✓	✓	✓		✓				
Pfizer Digital							✓				✓

*The expectation is for each Pfizer BU/brand to work with Relevate Health agency on tactical support for sending digital PDFs to Immersive Studio for HTML conversion.

A cost-effective, innovative process to increase content ROI

COMMUNIC8 HUB

PRICING MODEL*

Agency cost not included

Conversion (per page): $250

Hosting (per package): $3/month

Embed on Communic8 Hub: $60

Extra UAT Round: $100

Average size of Account Management content is 2 to 6 pages.

Content metadata will need to reflect digital distribution in GCMA.

*Costs subject to change over time.

ASSUMPTIONS

AGENCY

**"Definition of ready"
for PDF Conversion**

- Approved for Use (AFU) PDF file with project code
  - No pink variable content, red box annotations, black box annotations, or comment boxes
- If necessary and upon request, provide production kit art file inclusive of font files, design elements, QR code images, etc

IMMERSIVE STUDIO

**"Definition of done"
after AI conversion**

- Assets are the same as on the original PDF
- All links are clickable and direct the user to the websites as approved
- QR codes are scannable and direct the user to the websites as approved
- Fonts and colors are the same—or as close as possible—to the original PDF

Choosing resources for enhanced analytics and HTML conversion

TURN KNOWLEDGE INTO ACTION

Use the Latest CDC Information to Combat Respiratory Illnesses

Respiratory illnesses like influenza, COVID-19, and respiratory syncytial virus (RSV) may impact health systems in multiple ways[1,2]:

- Staffing shortages
- Capacity
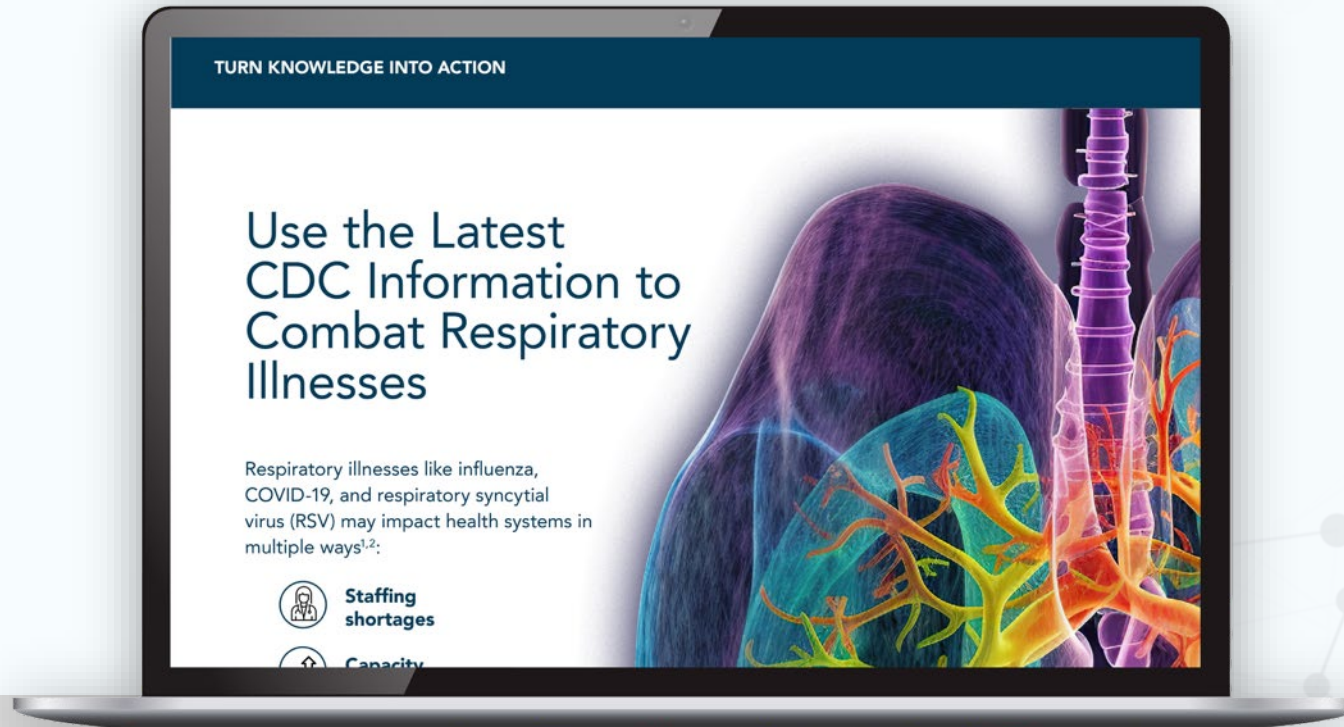
It's important to make thoughtful investment decisions regarding which pieces to prioritize for conversion

Examples for Conversion*

- Patient and provider education
- Brochures
- Interactive toolkits
- Infographics
- Pieces with QR codes and multiple links

Not Recommended for Conversion*

- Formattable content with pink carets
  (if editable text has been customized, it can be sent for conversion)
- Value prop decks
- Cost calculators
- Internal playbooks

Training SOP and Guidance

Process | Ownership | Metrics

Content tracking and evaluation: Detailed deployment for Marketing

COMMUNIC8 HUB

TIMING	April/May 2025	Mid-May 2025	June 2025	July 2025	June/July 2025 Advisors August 2025 Full Team	2025 | S2
PHASE	**Pilot**	**Communicate**	**Readiness**	**Convert**	**Train**	**Metrics**

Process and analytics	**Communicate program Cross BU**	**Prioritize content to convert**	**Work with Pfizer Digital**	**Digital content in Communic8 Hub**	**Modern, analytics-enabled content**
Worked with Pfizer Digital to convert above-brand materials to web-based, analytics-trackable content.	Branded Communic8 Hub and future of content was launched on Community of Practice (COP) call in May.	Brand teams started to review current content to determine which pieces to convert and gather metrics.	Brand teams submit single pieces or bulk set of content for conversion.	Marketers post approved AM materials in Communic8 Hub and AMs use the platform to share analytics-enabled content with IDNs.	Adobe Analytics dashboard shows content trends and performance metrics for AM, providing key insights for marketing teams.
Established simple Adobe Analytics dashboard.	Brand teams were approved to start digital content conversion.	**FLAG:** Content must be in Communic8 Hub for analytics tracking.	**FLAG:** Review slide 13 for recommendations on which content types are best suited for the conversion program.	**Best Practice:** Train AM teams on how to present digital content for the best results.	
	Launched pilot for creation of branded implementation guides and branded Communic8 Hub Site page builds.				

Sneak peek: Adobe Analytics dashboard

Real-time tracking and over-time trending

Geolocation of resource utilization

Hundreds of data points available–highly customizable views for deep insight monitoring

Automated reports can be subscribed to and mailed to Marketers and Leadership
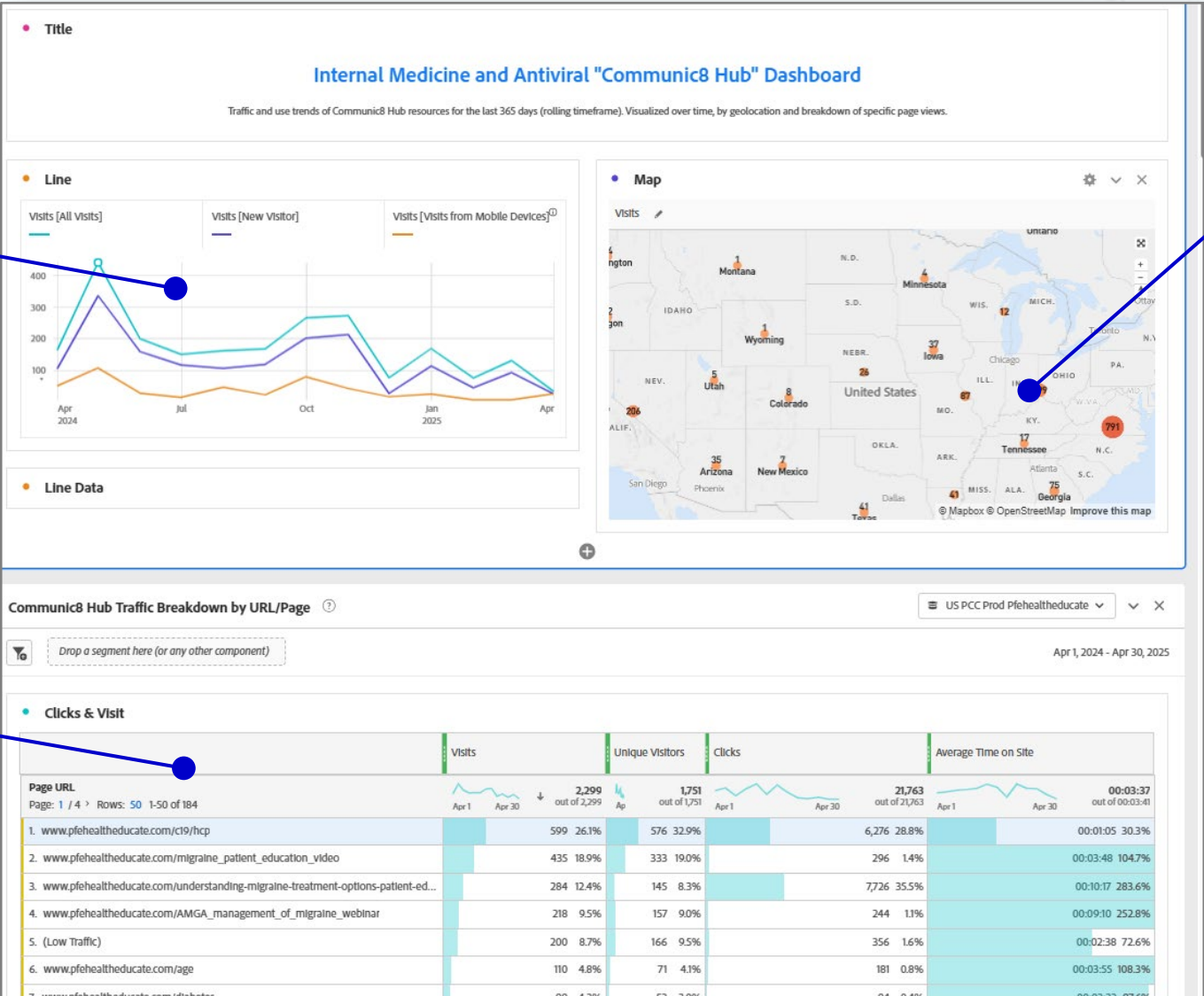
Case Studies

Evolution in action

Conversion example

- Pilot AI tool process developed by Immersive Studio
- Pilot post-conversion QC process developed by Agency
- Kicked off pilot to convert 3 COVID-19 digital PDF resources to modernized, analytics-enabled format

Name of resource for conversion

Link to Approved for Use (AFU) resource

Link to converted resource used to compare/QC with original file

Example of QC process during which the agency reviews converted content and marks up any changes needed to match the original approved file.

Resource Name (Last 4 of Project Code)	Approved Digital PDF URL	Immersive Studio's Staging Link
Respiratory Disease Season Awareness - Provider (1091)	https://www.pfehealtheducate.com/library/C19/Respiratory_Disease_Season_Awareness_Provider	https://interactive.digitalpfizer.com/respiratory-disease-season-awareness-provider/Respiratory_Disease_Season_Awareness_Provider/index.html
NYC Health + Hospitals COVID-19 Health System Case Study (1093)	https://www.pfehealtheducate.com/library/C19/COVID-19_Health_System_Case_Study_New_York_Health_and_Hospitals	https://interactive.digitalpfizer.com/covid-19-health-system-case-study-new-york-health-and-hospitals/COVID-19_Health_System_Case_Study_New_York_Health_and_Hospitals/index.html
Diabetes COVID-19 Risk Factor Infographic (0702)	https://www.pfehealtheducate.com/library/C19/Type-1-or-2-Diabetes-COVID-19-Risk-Factor-Infographic-PAGE-BREAKS_No-Logos.pdf	https://interactive.digitalpfizer.com/type-1-or-2-diabetes-covid-19-risk-factor-infographic-page-breaks-no-logos/Type-1-or-2-Diabetes-COVID-19-Risk-Factor-Infographic-PAGE-BREAKS_No-Logos/index.html

Branded "imp" guide and site pages pilot

To date, the **Communic8 Hub platform** has included only unbranded resources. However, this implementation (imp) guide is now approved for sending PAXLOVID branded resources to customers via URL link/QR code using the approved email template.

The IM Communic8 Hub SharePoint Site will be updated to feature separate pages for PAXLOVID branded resources and unbranded COVID-19 resources, upholding compliance requirements (similar to PROMOS).
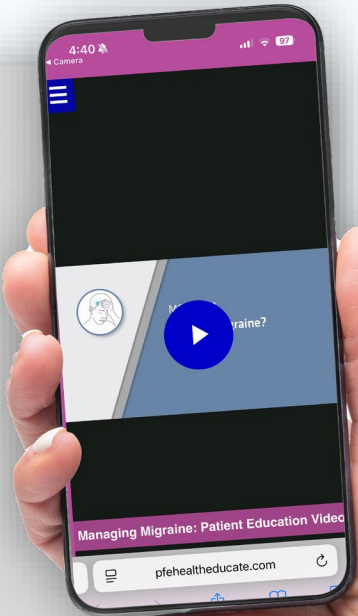
What good looks like

Migraine Video Content

This migraine video is an example of a resource for which Adobe Analytics are currently being tracked.
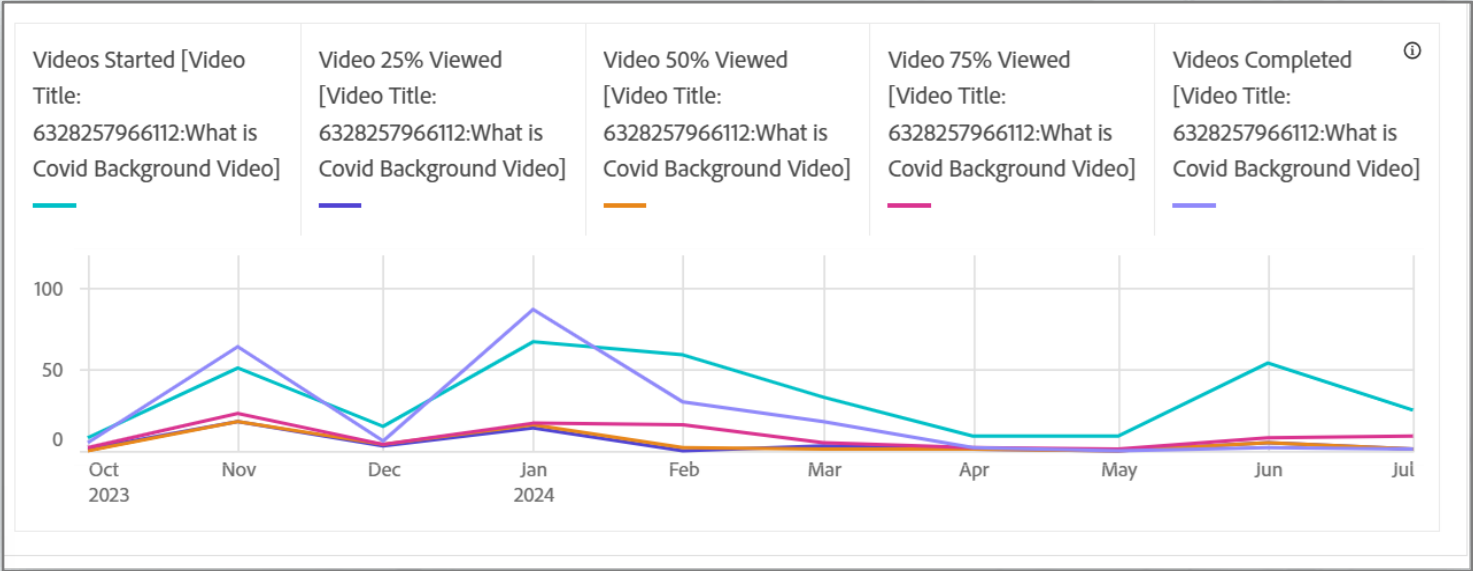
Migraine Patient Education Video

www.pfi.sr/migraineptvideo

Adobe Analytics Dashboard

Your investment in digital conversion provides access to real-time data on every piece of your digital content, revealing invaluable insights for marketing planning.

Videos Started [Video Title: 6328257966112:What is Covid Background Video]	Video 25% Viewed [Video Title: 6328257966112:What is Covid Background Video]	Video 50% Viewed [Video Title: 6328257966112:What is Covid Background Video]	Video 75% Viewed [Video Title: 6328257966112:What is Covid Background Video]	Videos Completed [Video Title: 6328257966112:What is Covid Background Video]

Clicks & Visit

Page URL	Visits	Unique Visitors	Clicks	Average Time on Site
Page: 1 / 6 Rows: 50 1-50 of 288	4,793 out of 4,793	3,299 out of 3,299	49,447 out of 49,447	00:02:38 out of 00:02:39

	Visits		Unique Visitors		Clicks		Average Time on Site	
4. www.pfehealtheducate.com/migraine_patient_education_video	476	9.9%	367	11.1%	309	0.6%	00:03:50	145.2%
5. www.pfehealtheducate.com/understanding-migraine-treatment-options-pati...	378	7.9%	213	6.5%	8,222	16.6%	00:09:29	359.6%

Communic8 Hub key stakeholders list

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