



Perspectives

A monthly look at what's happening in
the ever-changing digital world from
the Interactive Strategy Group at
RTC Relationship Marketing

August 2010
Vol. 1, Issue 1

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From the Editor

Welcome to the first issue of *Perspectives*. In order to help our clients and internal teams keep up with the ever-evolving digital world, the Interactive Strategy group is publishing a monthly collection of one-page briefings that provide not just information on trends, but their implications. In each one-page *Perspective* we'll give you a summary of what you need to know and, more importantly, explain why you should care and what you might want to do with the information.

Each member of the RTCRM Interactive Strategy team will be following a different industry or topic for several months. This way you will see how specific innovations in marketing and communications evolve over time. We'll also cover general digital interest stories entirely outside of the marcom world to provide you with the wider context that may be driving a trend.

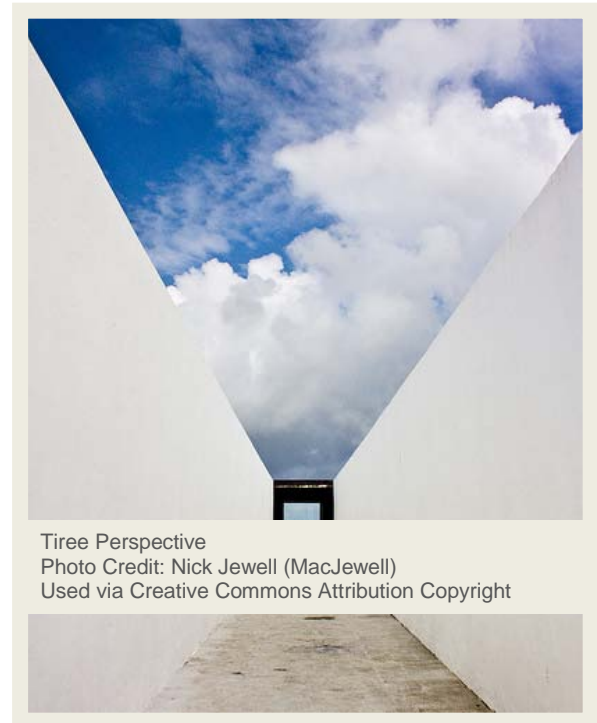
The next question is always, "Is this happening in my category and if so, what does this mean for me?" The Interactive Strategy team is always available to develop custom briefings on any topic found in our monthly *Perspectives* book – just talk to your Project Manager or Account Manager. If you aren't a current RTCRM client and would like a custom briefing, feel free to contact me (all my information is below) and we can work something out.

My job as editor of these monthly collections is to ensure we provide you with fresh and relevant information. I'll glean the trends we're seeing over time across these industries. In return, let me know if you find what my team provides to be relevant, interesting and actionable for you. If the monthly collection is too infrequent for you, then you can stay up-to-date via *Treffpunkt* – the RTCRM Interactive Strategy team blog at <http://rtctreffpunkt.blogspot.com/>.

Keep in touch – I really want to hear from you!

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Tiree Perspective
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The RTCRM Interactive Strategy Team introduces themselves in 140 characters or fewer...

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David BenBassett: *Intern.* Social media student. Searching the digital world for relevant conversations. Want my Perspective? Maryland Terp. Fear my turtle.

Greg Bulmash: *Intern.* Learning the digital ropes, taking names along the way. Marketing implications, I'll find them. Maryland Terp, Montgomery County native. Hail to the 'Skins.

The Use of Nontraditional Domains

Michelle Fares

Summary: The use of nontraditional domain names, such as .tv or .fm, is an emerging trend in the online world. Unique domains are most valuable to companies when a consumer performs a directional search and already has an idea of what they are looking for, or as a vanity URL. They are especially valuable when strong consumer associations with the domain name do not already exist. RTCRM recommends that companies purchase these domains alongside traditional .com addresses as an investment, and deploy with careful consideration on key campaigns.

Key Information

As online real estate becomes more and more valuable and the increasing use of vanity URLs for campaign tracking only limits the supply further, companies are turning to non-traditional domain names to stand out from their competitors. In an attempt to ease pressure on the popular .com domain, the Internet Corporation for Assigned Names and Numbers (ICANN) announced the release of 7 new top-level domains in 2000, including .info, .biz and .pro.¹ However, as sites in these domains were purchased and carelessly used by commercial organizations, the general perception of sites in the .biz and .info domains became that they are less reliable, of lower quality, and less authoritative. Whether that is the perception of the public or just marketers is hard to say.

Today, a new wave of domain names is emerging that don't seem to have the stigma of .biz or .info. Major and minor companies are beginning to eye a few unique domains belonging to small countries that are selling the rights to use them. Domains such as .fm (belonging to the Federal States of Micronesia), .tv (the island of Tuvalu), or .ms (Montserrat) are providing unique alternatives to a .com address. Examples of popular sites using these domains are the music sharing site last.fm, the cable network site TNT.tv, and the non-profit multiple sclerosis site shift.ms. In each case, customers assume that the domains stand for "music," "television," and "multiple sclerosis," respectively, and not for the names of the countries that own the domains.

A unique domain can be used in several ways. Using a unique domain as the primary address for a campaign would be valuable in directional searches, where consumers know exactly what phrase they are searching for. In these cases, a unique domain has an edge in search engine optimization, because it has fewer search results than a more conventional, keyword-rich domain name and will be able to reach the top pages of search engines more easily. As a result of less competition, a unique domain can drive more traffic to the page.² A unique domain can also be used as a vanity URL to direct traffic to an existing site. However, this depends on consumers remembering the URL correctly and typing it in to the search engine. A broad search, where consumers are just looking for general information, would not turn up the vanity URL.

Implications and Action Items

RTCRM recommends using unique domain names under certain circumstances, and purchasing them regularly to protect the brand. A company should always investigate whether the domain has been linked to other organizations, ideas, or campaigns. It is important to ensure that no single entity that would work against the brand exists under the brand name in a unique domain.

Here are some guidelines for using a unique domain name:

- **Purchase** a unique domain for your campaign alongside a traditional .com address, either with the intent to use it in the future or as an investment, insurance, or defensive tactic.
- **Deploy** a unique domain name or vanity URL with careful consideration as to consumer associations or potential regulatory issues.
- **Consider** popular domains such as .fm, .mobi, or .co, which are growing in popularity and could be valuable in the future.

For more information on purchasing country-specific top-level domains, please visit <http://www.icann.com>.

¹ ICANN Announces Selections for New Top-Level Domains. Internet Corporation for Assigned Names and Numbers. <http://www.icann.com>

² Weird But Valuable Domain Names. Roberto Bell, Article Dashboard. <http://www.articledashboard.com/Article/Weird-but-valuable-domain-names/583052>

Targeting the Tech-Savvy Boomer

Carlen Lea Lesser

Summary: Boomers are often treated as one homogenous group with identical tastes, preferences, and behaviors. Generalizations can be made, but there is diversity – especially between older and younger (Generation Jones) Boomers. This is especially clear when discussing using technology to communicate with Boomers. The key is to understand the foundational reasons they may interact differently with technology than Gen-X'ers or Millennials. To be relevant to tech-savvy Boomers, approach them in the right channels and utilize technology in a way that shows them you know them.

Key Information

When the Web first moved into the mainstream with the launch of the Netscape browser³ in 1995, Boomers were already in their 30s and 40s. They were well established in adulthood, and behavior patterns had been set. During the 1980s they were adopters of the then cutting-edge technology of cellular phones, which was a key element of the “Yuppie” persona⁴ that defined the Boomer generation in the 1980s. But in the same way that Gen-X grew up with cell phones but were slower adopters of text messaging than Millennials, Boomers were slower adopters of the Internet, and use it differently than younger generations. But “different” doesn’t mean that they are not tech savvy or frequent users – and in some cases they are behaviorally identical to their younger counterparts.

Boomers who fall in the middle of the tech-savvy spectrum still often use technology differently than their younger counterparts. The key difference is that the Web, in particular, is not seen as a destination. It is transactional. You go online to *do* something. Even use of Facebook, which Boomers have been joining in large numbers, follows this pattern. For a Millennial, Facebook is a destination, so much so that it is reducing the importance of having a driver’s license⁵ — which had been a key rite of passage for Boomers. It is this difference that is most important when using technology to communicate with tech-savvy Boomers.

Another key cultural implication that must be considered when trying to reach the wide spectrum of those who might be considered a tech-savvy Boomer is that Boomers do not see themselves as old or out of touch.⁶ Unlike previous generations, many Boomers see their 50s (and up) as their prime. It’s not that they are unaware that there is a youth culture, but Boomer culture has been very dominant up until very recently, and much of the current technology innovation is being led by Boomers; for example, Apple co-founder Steve Jobs is 55 years old.

Implications and Action Items

When targeting tech-savvy Boomers, it’s important that the form and function of all communications resemble the other cutting-edge, or leading-edge, sites they may be visiting – but one must also address the reality that they may need higher-contrast visuals and larger fonts. Imagery should be aspirational, not evocative of the nostalgia of youth.

Email is still the primary digital communication tool for Boomers, but for tech-savvy Boomers you may want to expand to blogs, podcasts, mobile phone apps, mobile optimized websites, and even the Kindle and iPad. The Kindle has seen wide adoption among Boomers and seniors⁷ because it is a simple, single-use device made for reading. The iPad already has magazines like *Popular Mechanics*⁸ publishing for its format.

Here are some important tips for being relevant and engaging to tech-savvy Boomers:

- **Engage** them through the same channels you would engage any tech-savvy person.
- **Optimize** digital experiences to support Boomers more transactional use of the Web & digital technology.
- **Utilize** aspirational imagery, not nostalgic images of the past.
- **Consider** issues around accessibility and ensure that high contrast text/background and larger fonts are used.
- **Ensure** that the definition of “tech-savvy” includes a spectrum that matches the reality.
- **Create** specific criteria for each end of the tech-savvy spectrum to ensure the communications will be effective.

³ We Are the Web. Kevin Kelly, *Wired* Magazine. August 2005. <http://www.wired.com/wired/archive/13.08/tech.html> [Accessed 7/22/10]

⁴ Living: Here Come the Yuppies. *Time* Magazine. January 1984. <http://www.time.com/time/magazine/article/0,9171,952325-1,00.html> [Accessed 7/22/10]

⁵ Is Digital Revolution Driving Decline in U.S. Car Culture? Jack Neff, *Advertising Age*. May 2010. http://adage.com/digital/article?article_id=144155 [Accessed 7/22/10]

⁶ Boomers in the Fourth Turning. Presented at ePatient 2009. <http://www.slideshare.net/carlenlea/boomers-in-the-fourth-turning-epatient-2009-presentation>

⁷ Kindle Demographics. Kindle Culture Blog. April 2009. <http://kindleculture.blogspot.com/2009/04/kindle-demographics.html> [Accessed 7/22/10]

⁸ Average age of a *Popular Mechanics* reader is 46+ years old. Source – *Popular Mechanics* media kit. [Accessed 7/22/10]

FDA Releases Warning Letter on Video Marketing

David BenBassett and Sara Weiner

Summary: On May 27, 2010, the Food and Drug Administration (FDA) issued a warning letter to Eisai Corporation regarding a consumer-targeted method-of-action video posted on the website for Gliadel[®] Wafer (polifeprosan 20 with carmustine implant), a drug used as an alternative to surgery or radiation in patients with malignant gliomas. The letter criticizes the minimization of risk information in the video, citing lack of integration of risk information to main video content and concern for audio and visual cues that imply the ad is over prior to presenting the risk information. The letter also takes issue with the misuse of efficacy claims and research data. Marketers should ensure that risk information is given the same focus as benefit information and integrated into the overall creative experience, and continue to make sure content is consistent with the clinical data.

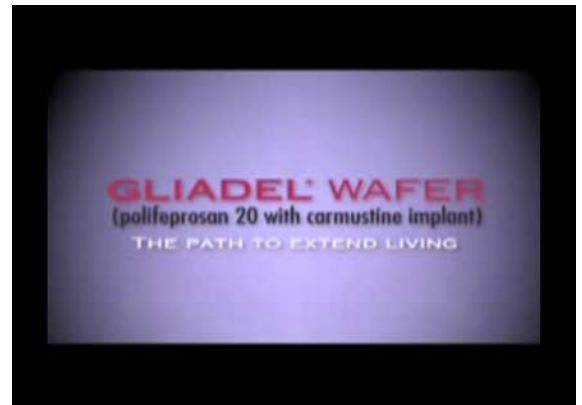
Key Information

The video and website were submitted by Eisai to the FDA using Form FDA-2253. After review, the FDA issued the warning letter to Eisai, which only cites the video. The letter was released on May 27, 2010, and posted to the FDA website on June 17, 2010.

The method-of-action video that was cited is targeted toward people considering treatment for gliomas and informs viewers about an alternative to radiation. The video appeared on the Gliadel[®] consumer website, and no registration was required.

In its warning letter, the FDA took issue with: 1) the placement and creative presentation of the risk information; and 2) the inaccurate efficacy claims. According to the letter, the video failed to **“convey any of the serious risks of Gliadel[®] during the audiovisual portion of the video.”** When the risk information was presented, it was after numerous audio and visual cues that implied that the ad had ended, such as presentation of the **“MGI Pharma logo and a significant period of silence.”**⁹

Additionally, the FDA stated that the ad included misleading statements about the product’s method of action and its efficacy.



Implications and Action Items

The letter focuses on improper presentation and integration of risk information in an online consumer video. In the May 2009 FDA guidance on risk presentation, the FDA clearly indicated that the risk information must be presented in a manner consistent with the treatment of benefits information, including the same type of creative emphasis, language, and font.

Here are some important guidelines for marketers to follow when developing consumer-targeted videos:

- **Apply** FDA guidelines to all audiovisual materials with the same vigilance that one would apply to all other media and review at each step to ensure there are no potential issues.
- **Reevaluate** placement of risk information. It should not be isolated in the last frame or come after any creative or audio signals that may indicate the ad has ended.
- **Ensure** all efficacy statements and benefit claims are supported by substantial evidence and consistent with the Prescribing Information.

To review the Eisai warning letter, please visit <http://tiny.cc/gliadel> (PDF). For more reviews of FDA guidelines, please visit <http://www.rtcrm.com/whitepapers> and <http://www.rtcrm.com/blogs>. FDA warning letters and FDA guidelines can be found at <http://www.fda.gov>.

⁹ FDA Warning Letter to Eisai Medical Research Inc., May 27, 2010

Text-to-Give Campaigns and Nonprofit Fundraising

Sara Weiner

Summary: Recent national disasters have led to an increased awareness of text-to-give campaigns. These campaigns, which ask people to use text messaging to make a donation, have provided the nonprofit sector with an improved fundraising capability. The mass adoption of text messaging, the succinct process, and the ability to donate tiny dollar amounts have made it is easy and inviting for the public to make donations. Similarly, the easy configuration and mass reach have made text-to-give a viable and successful fundraising mechanism for nonprofits of all sizes.

Key Information

Text-to-give campaigns, where nonprofit organizations ask the public to donate money via text message, have recently grown in popularity. Sadly, this uptick comes as a result of international disasters such as the 2008 Myanmar cyclone and the 2010 Haiti earthquake.¹⁰ The most well known of these text-to-give efforts is surely the Red Cross's massive initiative that raised over \$7MM in 24 hours for Haiti.¹¹ Success like this has driven mainstream nonprofits such as Malaria No More and Keep a Child Alive to use text-to-give as a main source of donations. Even small nonprofits have seen an increase in funding by utilizing this technology. The reason is two-fold: 1) the simplicity of setup makes it quick and easy for nonprofits; and 2) the increase text messaging across all demographics makes it quick and easy for the public.



The easiest way for a nonprofit to set up a text-to-give campaign is to **piggy back** off of an established service such as mGive. By registering on their site, one can enable text-to-give through an easy 3-step process:

- First, a short number code and a code word that is used in place of a phone number are created by the service
- This short code (e.g. 12345) along with the code word (e.g. DONATE) is promoted by the nonprofit via advertising, the news, email notices, etc.
- People can then simply text the code word to the short code in order to donate to the nonprofit

Donations are actually billed through the phone companies as part of a user's monthly phone bill, but the donation is sent directly to the nonprofit. The donation, like any donation, is still tax-deductible, and the phone bill serves as a receipt.

Although the mass destruction in Haiti created public comfort with text-to-give campaigns, it's hard to ignore the "perfect storm" of technology and nature that likely added to the Red Cross's success. According to the CTIA, there were 1.56 trillion text messages sent in the USA in 2009 (the year prior to Haiti), up significantly from the 81 billion sent in 2005.¹² Had the Haiti earthquake occurred five to 10 years ago when text messaging wasn't nearly as popular, a text-to-give campaign would not have had the same effect as it did in 2010.

Implications and Action Items

As mobile technology improves even further, the public's ability to effortlessly donate will be a boon to nonprofits and will increase consumer comfort with mobile financial transactions. While text-to-give can be an effective and efficient way to fundraise, nonprofits should consider a few things:

- **Evaluate** the audience—are those most likely to donate to your organization comfortable with text messaging?
- **Be reasonable** in requesting donations—know that people will be more comfortable with donating via a text message if it is a small sum that is requested (\$5-\$10).
- **Calculate** whether this solution will drive revenue for your nonprofit—some services charge a fee and take a percentage of every donation¹³.
- **Be prepared** to wait 90 days or more for funds to come through—due to multiple systems involved on the back end, it may take up to three months to see the impact on your balance sheet.

¹⁰ Text to Save Lives: Mobile Giving Takes Off. Sarah Perez, Read Write Web. June 2008. http://www.readwriteweb.com/archives/text_to_save_lives_mobile_giving.php

¹¹ Digital Fundraising Still Pushing Haiti Relief. Doug Gross, CNN. January 14, 2010. <http://www.cnn.com/2010/TECH/01/15/online.donations.haiti/index.html?hpt=T2>

¹² U.S. Wireless Quick Facts. CTIA. http://www.ctia.org/media/industry_info/index.cfm/AID/10323

¹³ <http://mgive.com/Default.aspx>

Twitter and the 2010 World Cup: When Hashtags Become Vuvuzelas

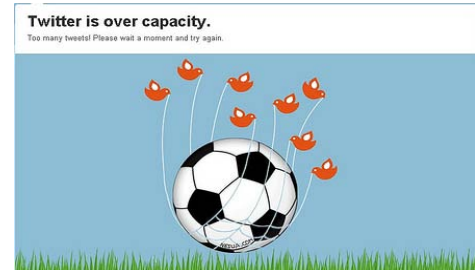
Rebecca Johnson

Summary: Twitter recorded its largest period of sustained activity for an event during the 2010 World Cup. However, the most obvious and relevant World Cup hashtag, #worldcup, was overrun by a vast quantity of content and irrelevant content. As a result, the feed was confusing, chaotic, and became — like the much-hated vuvuzela — useless and annoying background noise. To avoid this and to promote idea exchange and relevant information sharing, hashtags should be used sparingly, especially during times of increased volume on Twitter.

Key Information

Based on data from an April 2010 Twitter study,¹⁴ an estimated 127,079,710 registered Twitter users were producing an average of 66 million tweets per day (or 736 tweets per second) on June 10, 2010, the day before the 2010 World Cup started. Fortunately, the creators of Twitter had foreseen the need to sort and organize this enormous, constantly updating stream of information. And so, hashtags were created, enabling users to selectively filter Twitter content based on subjects, events, people, places, products, etc.

To help organize the anticipated mass explosion of tweets during the World Cup tournament, Twitter created a special section of twitter.com (now deactivated, but you can still view screenshots¹⁵) that allowed fans to filter hashtags by country and by match. Twitter also added a feature allowing users to show their team allegiances by appending a country's hashtag with its national flag. Unfortunately, Twitter's organizational efforts proved useless against the soccer-related passions of users who chose to ignore two key principles of hashtags: 1) Use only to add value to the conversation, i.e. don't tag your rants about coaching advice, explicit criticisms of players and FIFA, and personal venting; and 2) Use sparingly, i.e. don't use the #worldcup hashtag for every single tweet.



This hashtag abuse can be seen in the data collected from Twitter during the World Cup. On the first day of tournament play, usage of the #worldcup hashtag, arguably the event's most relevant hashtag, peaked at 1.51% of Twitter's volume (6 tweets/second.¹⁶) For the final game, these statistics were even greater, with #worldcup reaching a high of 8 tweets/second. According to Twitter¹⁷, the World Cup Final marked "the largest period of sustained activity for an event in the service's history, with over 2,000 tweets/second during the last 15 minutes of the match and 3,051 tweets/second when Spain scored its winning goal."

While following a Twitter feed can re-create some of the excitement of a live sporting event, when its volume reaches epic levels and the contributors constantly utilize the same hashtag, the feed becomes confusing, irrelevant and incomprehensible. This is exactly what happened to the #worldcup feed: Volume and lack of substance ultimately transformed it into merely loud and inconsiderate noise, very similar to the much-ballyhooed vuvuzela.¹⁸

Implications and Action Items

Here are some lessons learned about Twitter hashtags from the World Cup 2010:

- **Be selective.** If you want to promote idea exchanges, conversations and value-add, then pick a hashtag that's subject-related but not generic. Also, carefully select how and to whom you promote your hashtags. Think of your hashtag like a private chatroom, where you (or a small group) control who enters.
- **Set expectations.** If you're going to follow a large, fast-moving Twitter hashtag feed, set expectations. These feeds tend to populate with rants and raves, so you'll have to actively look for the gems.
- **Be mindful.** Twitter is a fantastic way to share information, ideas and news. However, as a community we need to be aware of the impact our own actions have on others' Twitter experience, not just our own. So, be responsible with your own hashtag usage; only utilize them when you're adding value to a specific topic.

¹⁴ <http://www.businessinsider.com/twitter-stats-2010-4-twitter-now-has-106-million-users-1>

¹⁵ Tweeeeeeeet! Twitter Has a Way to Show Off Your World Cup Allegiances. MJ Siegler, TechCrunch. June 10, 2010. <http://techcrunch.com/2010/06/10/twitter-world-cup/>

¹⁶ http://trendistic.com/worldcup/_90-days

¹⁷ Twitter: The World Cup Final Was Our Most Tweeted Event, Ever. Jason Kincaid, TechCrunch. July 16, 2010. <http://techcrunch.com/2010/07/16/twitter-the-world-cup-final-was-our-most-tweeted-event-ever/>

¹⁸ Twitter Finally Reveals All Its Secret Stats. <http://www.vuvuzela-time.co.uk/rtcrm.com>

The iPad's Current and Potential Contribution to Health Care Professionals

Greg Bulmash

Carlen Lea Lesser, contributor

Summary: The iPad, which is the first of a new wave of touch-screen tablet computers, can be a useful tool to physicians because of its capability to function as a laptop at the size and weight of a clipboard, as well as its user-friendly interface and high-resolution picture display. The device can be used in a variety of ways ranging from assisting doctors with diagnoses and proper medications to simply educating and entertaining patients in the waiting room. Most intriguing, the iPad could be the quintessential medium for Electronic Medical Records (EMR) applications, providing a simple way to enter and access the information.

Key Information

A 2010 survey of 350 clinicians¹⁹ revealed that more than half of MDs are at least considering the purchase of an iPad. Roughly one third of these potential purchasers declared that they are planning to purchase an iPad within its first year. As an increasing number of applications are developed for this platform, its full capabilities and functions will be clearly revealed to the public, leading to an expected increase in popularity. During its growth phase, Apple will continue to improve the iPad, and the price will begin to fall, if it follows the standard Apple product lifecycle.

There are a variety of ways that the iPad may be used by physicians to improve patient care. Imagine a world where a patient could walk into the waiting room and sign in at the front desk using a tablet that interacts directly with the receptionist's computer to simplify the verification and updating of insurance information. The patient then takes a seat with a mounted iPad on the table in front of him.²⁰ Instead of sifting through outdated magazines, he can peruse the latest health news and interactive educational applications. When the patient gets called back into the office, the physician comes in with her own iPad equipped with an Electronic Medical Records (EMR) application displaying the patient's recently updated information along with all of his past medical history. She discusses his symptoms while recording notes on her iPad. Once the physician has made a diagnosis, she can instantly update the patient's records and complement her explanation to the patient by using the Blausen Human Atlas,²¹ an application that features 3D animated videos, an extensive medical glossary in layman's terms, and pictures. Patients who have experienced this application are impressed with its interactive nature and advanced visual interface.²²



Implications and Action Items

Expect the adoption of the iPad to be most extensive and rapid among younger doctors, but the simple interface may spur adoption among older doctors who have been resistant to transitioning to EMR. It has great potential to be the device that transitions EMR into the mainstream, especially as Apple is specifically working with physicians to show them how the iPad can be used in their practices and is providing resources for EMR applications.^{23,24}

Here are some important tips to consider when marketing EMR applications:

- Utilize the growth of the iPad by producing EMR and other HCP applications.
- Emphasize EMR as a means to reduce storage and paper costs, while improving efficiencies in the office.
- Learn how Apple is already reaching out to and working with the science and healthcare industries:
<http://www.apple.com/science/medicine/index.html>.

¹⁹ iPads Already Popular with Physicians. 9to5Mac. February 2010. <http://www.9to5mac.com/epocrates-doctors-ipad-survey-345965443> [Accessed 7/29/2010]

²⁰ 10 Ways an Apple iPad Can Help Doctors Improve Patient Care. KevinMD. February 2010. <http://www.kevinmd.com/blog/2010/02/10-ways-apple-ipad-doctors-improve-patient-care.html> [Accessed 7/29/2010]

²¹ Learn more about Blausen Human Atlas at <http://blausen.com/iphone>

²² How an iPod Touch Can Make You a Better Doctor. KevinMD. December 2009. <http://www.kevinmd.com/blog/2009/12/ipod-touch-doctor.html#comments> [Accessed 7/29/2010]

²³ Apple Store Is Demonstrating iPhone EMR Apps to Physicians. KevinMD. May 2010. <http://www.kevinmd.com/blog/2010/05/apple-store-demonstrating-iphone-emr-apps-physicians.html> [Accessed 7/29/2010]

²⁴ <http://www.apple.com/science/medicine/practicemanagement/> [Accessed on 7/29/2010]

About RTCRM

RTC Relationship Marketing (RTCRM) is a full-service direct marketing and relationship marketing agency based in Washington, D.C., in the heart of Georgetown, with an additional office in New York. RTCRM boasts more than 40 years' worth of innovative, targeted solutions that grow its clients' brands and help them forge lasting, valuable relationships with their customers. What distinguishes RTCRM is its unique ability to analyze data and research on both a rational and emotional level. RTCRM's clients include major brands in the telecom, technology, pharmaceutical and other business sectors, such as AARP, BlackRock, Eli Lilly and Novo Nordisk.

To learn more about RTCRM, please visit www.rtcrm.com or follow the Twitter feed @rtcrm.

About the Interactive Strategy Team

The RTCRM Interactive Strategy team is tasked with keeping track and making sense of the ever-changing digital world. It's our job to understand the nuances of how and why different types of people use technology and what that tells us about them. More importantly, it's our job to help our clients apply this knowledge to better communicate with their customers. We help clients translate business goals into marketing campaigns that build relationships with customers. In the 21st century, understanding how and why someone uses technology is as important as understanding where they live, what gender they are, and how old they are. That's where we come in. From ensuring that technographics are considered in the research phase, to tactical plans that align digital, print, and broadcast tactics, we work with clients and internal partners to make sure it all works.

It's not about what's cool. It's about what's smart.

Treffpunkt, Interactive Strategy Team Blog: <http://rtctreffpunkt.blogspot.com/>