

# Decoding Digital Pharma

Modern Strategies for the Jordanian Market

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## Digital Marketing Supervisor | Pharmacist

Driving Data-Led Healthcare Transformation

# The Foundation: Pharmacy First

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My journey began, like yours, with a Pharmacy degree from

**The Hashemite University.**

This scientific grounding provides a crucial advantage:

A deep understanding of products (composition, MOA, clinical impact) essential **before** crafting a single marketing message.

Inherent empathy for both patient needs and HCP perspectives.

➤ قبل ما ندخل ب marketing لازم نكون فاهمين شو يعني صيدلة

➤ في عنا طرفين بالمعادلة لازم نعرفهم الي هم ( المريض الصيدلاني) وفي اطراف ثانيه  
هدول مش مهمين

➤ في بعض المهارات الي لازم نحكتك فيها قبل (data science , البرمجة  
artificial intelligent, graphic design ,leader ship)

# Layering Expertise: Digital & Market Insight

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My professional path led me to master the digital landscape:

## **In-Depth Jordanian Market Knowledge:**

Managing campaigns for **>10 major brands** (Palmer's, Cantu, Wow etc.), understanding local consumer nuances and effective strategies.

## **Operational Excellence:**

Skilled in market research, competitor analysis, and applying frameworks like **OKRs & Balanced Scorecards**.

## **Marketing Automation:**

Implementing tools and workflows to streamline marketing processes.

# Layering Expertise: Technology & Creativity

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Complemented by strong technical and creative foundations:

## **Tech & Data Proficiency:**

Extensive background in Programming (Python, R, Julia, Web Dev), NLP, Data Science, and practical AI applications (with experience predating the GenAI hype).

## **Creative Foundation:**

Previous experience in graphic design principles, adding a vital visual perspective to strategy.

## **Leadership:**

Proven ability in leading cross-functional teams and managing complex

➤ Consumer = user –centric aproshed

➤ اخذنا بمقدمه المادة تبعت التسويق عن انه لازم نفهم المريض الي قدامنا من حيث حتى نقدر نلبي الاحتياجات, **psychology & behavioral science**,

➤ الي نهتم فيه رح يندرج تحت عدة مظلات اهمهم ,health care ,technology, mangment

➤ بطل الديجيتال وسيله للترفيه صار اشى لازم الكل يعرفه مثلا صارو يجو المرضى على الصيدليه مشخصين حالهم وواصفين لنفسهم الدواء ف اذا اعطاهم الصيدلاني الدواء ص يصيرو يحكو عمو chat GPT يحكي مش هاد الدوا المناسب لحالتي احلوتنتت

# My Marketing Philosophy: User-Centric!

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Contrasting with older, product-focused mindsets, my approach is built on:

Truly understanding the consumer/user mindset is paramount.

Marketing as applied psychology & behavioral science, validated by **data**.

Connecting solutions to **genuine needs** builds long-term value.

Using digital platforms strategically to understand audiences and influence behavior.

# Areas of Expertise

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Bridging clinical understanding with modern marketing execution:

**Healthcare Digital Strategy**

**Data Science & Analytics**

**Business Intelligence (BI)**

**AI & NLP Applications**

**Medical Content Strategy**

**Audience Behavior Analysis**

**Market & Competitor Research**

**Paid Media Strategy (Meta, TikTok, Google)**

**SEO/SEM Integration**

**Marketing Automation**

**Graphic Design Principles**

**Team Leadership & Project Mgt.**

**Strategic & Critical Thinking**

# Interests & Passions

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Continuously exploring:

The power and beauty of the **Arabic language, literature, and poetry**.

The potential of **Programming & Data Science** (Python, R, Julia, etc.) to uncover insights.

The evolution and ethical application of **Artificial Intelligence** in health and marketing.

في 3 كلمات ينفق عليها مئات الدنانير وهي



1. data,

2. psychology,

3. empathy

❖ رح ننتبه على شغلات ما كنا نركز عليها ننتبه هون في حفرة عشان ما نقع فيها

❖ اذ ما فهمنا عقليه الي قدامنا سواء كان صيدلاني/ مريض/ ما رح نقدر نصرقله الدواء ولا نبيعه

# Why This Lecture Matters \*To You\*

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My goal today is more than just teaching tactics. It's about igniting your understanding:

See why digital fluency is **essential** for your future as pharmacists.

Appreciate how **data, psychology, and empathy**

drive results in Jordan's health market.

Learn to approach digital communication

in healthcare **strategically, ethically, and effectively.**

My goal is to equip and **inspire** you too!



**"If you don't understand  
the customer's mindset ..  
you won't be able  
to sell to them .."**

Amr Al-najjar

# Let's Connect!

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I'm always open to discussing digital health, marketing strategy, and data science:

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Open to opportunities in Digital Healthcare & Marketing Leadership.