

Next Gen Customer Engagement approach

2024

Know and define your target

OneKey



OneKey is the Trusted Foundational source for Healthcare Customer and Organisation data



Impact

Marketing services



Service that helps to impact healthcare professionals in a differential way by supporting their teams in the Omnichannel process.



Measure

Channel Dynamic

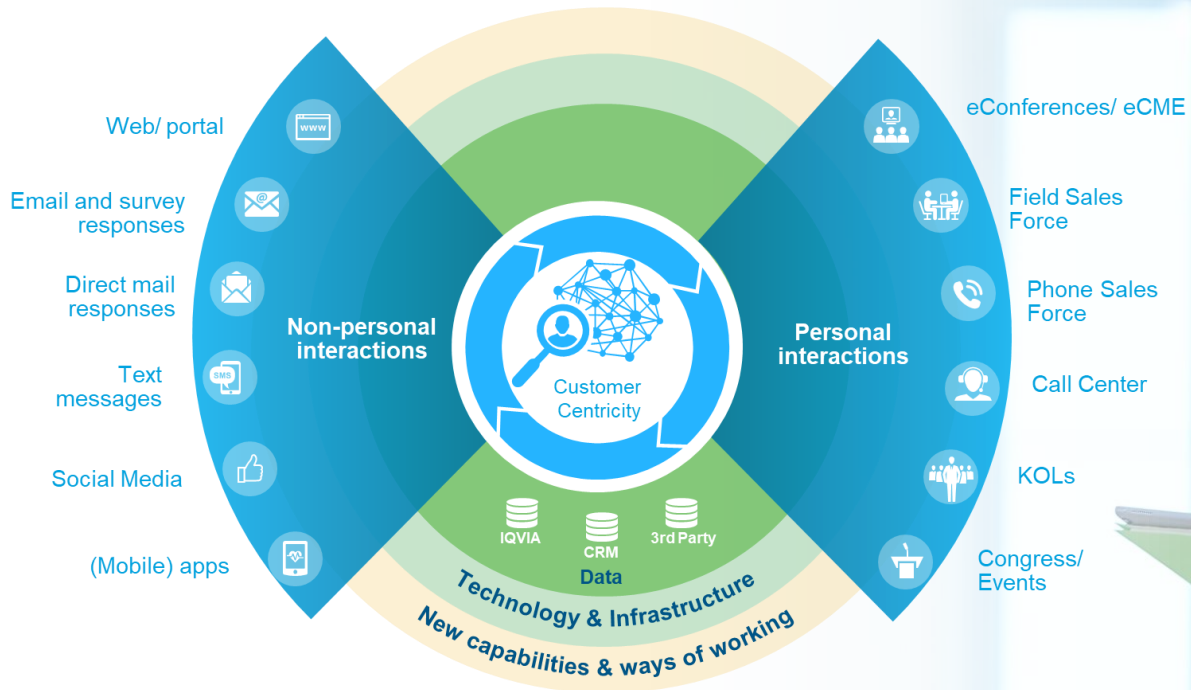


Customers' promotional patterns are changing, and it is important to measure these impacts in order to adapt to new needs.



Once upon a time, face-to-face interactions were the sole driving force of pharma-HCP relations

Omnichannel approach puts the customer at the center of the commercial model



Marketing Services provides the advice and tools to design and execute the right omnichannel campaigns

  **Medical & Promotional communications**
Custom designed email and smart mail campaigns centrally managed to fit the specifics from single channel to omnichannel.
Meetings & events production (physical or digital)

  **Outbound / Inbound Support Services**

Optimize resources and internal effort by assigning your first line of contact. From e-reps to a dedicated team can process your clients' information and ensure 24/7 reachability



Medical Publishers 

Email, social media and mobile. Sponsorship of clinical & educational content to support HCPs decision-making while positioning your brand. medical behavioral data by specialty or disease

Social & Programmatic Advertising 

Programmatic consists in omnichannel campaign automation made possible by technologies: Social, web, Search or DOOH

Point of Care Channels   

Manage the health education of patients and HCPs through audiovisual content: Interactive games, screens, audiovisual prescription, etc.

A single partner to enabling a full suite of effective and compliant engagement capabilities



KOL Events

- ✓ Branding & creative concept
- ✓ Spokespersons Trainings
- ✓ Press Office (press release, media relations, etc)
- ✓ Event Production (physical or Digital)
- ✓ Communication Campaign to other Healthcare professionals

Clinical Content

- ✓ Website development
- ✓ Interactive Games
- ✓ From traditional content to Videos that can be prescribed
- ✓ Educational content for Healthcare professionals & Patients
- ✓ Medical content sponsoring

Reaching the target

- ✓ Omnichannel Campaign orchestration (redirecting to content) thanks to Onekey
 - ✓ Email & Smart mail
 - ✓ Medical Mobile Apps
 - ✓ Social & Programmatic Advertising





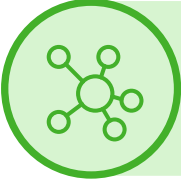
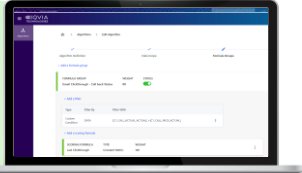




End to End Engagement

Best in Class Services

Data Driven Strategies & Intelligence

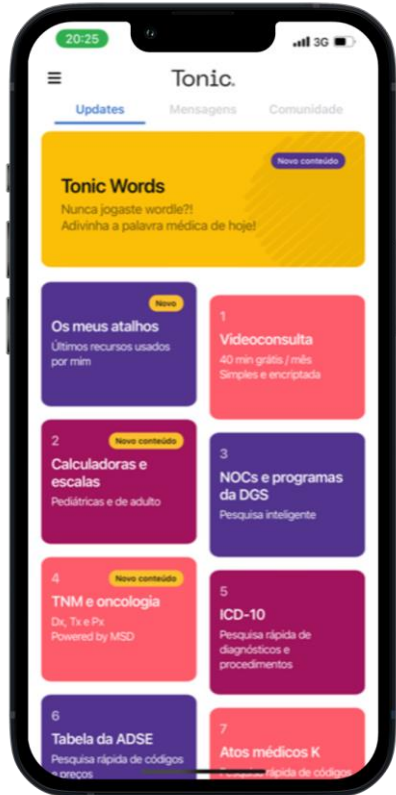
Worldwide

Business Cases: Unlocking HCP centric growth – Omnichannel solutions for pharma

	Target and channels	Project Scope		
 Sales network	<p>GPs</p> <p>End to end project: Creatives, LP, HTML, HCA, emailing, Tonic, and programmatic</p>	<ul style="list-style-type: none"> Generate awareness among GPs to continue prescribing a mature product while reducing the F2F sales intensity 		Personalized Engagements
 Top of mind	<p>General GPs, dentists and pharmacists</p> <p>Meta (Instagram, Facebook), Google display + retargeting</p>	<ul style="list-style-type: none"> Campaign to encourage GPs, dentists, and pharmacists to recommend an OTC product among their patients 		Brand Awareness
 Consent gathering & awareness	<p>Oncologists</p> <p>Linkedin Onekey data + social data, HCP Portals, emailing</p>	<ul style="list-style-type: none"> Collect consents The aim is to increase the campaign's reach using Linkedin and HCP Portals and along email campaign, collect consents from these professionals 		Consent Gathering
 Product launch	<p>Psychiatrists</p> <p>Creatives, Tonic, Programmatic, Point of Care channels, emailing and and interactive games</p>	<ul style="list-style-type: none"> Generate awareness for a psychiatric product launch 		Product Sales
 Educative platform	<p>Dermatologists and aesthetic medicine physicians</p> <p>Emailing, Smart mail, X (Twitter), Linkedin, and Google</p>	<ul style="list-style-type: none"> Drive targeted traffic to a website with informative content for dermatologists and aesthetic medicine physicians 		Traffic Generation

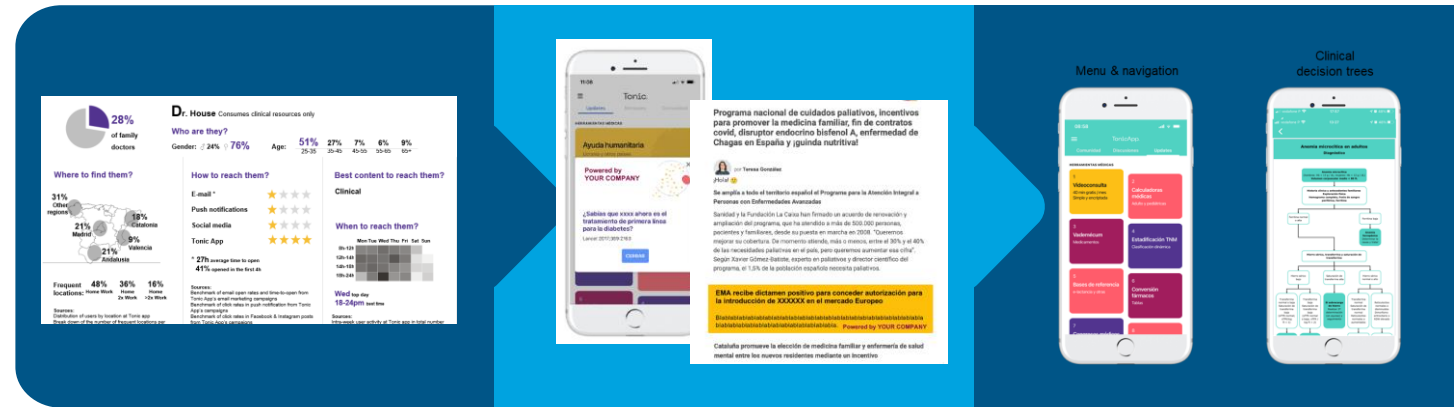
What is TonicApp?

The medical platform that curates the best professional resources for doctors from all healthcare stakeholders.



ePrescription, video consultation, diagnosis, treatment and referral decision trees, medical calculators, case discussion, jobs, congresses and healthcare news

A platform doctors love to use
 More than 3.7M clinical questions answered
 Net Promoter Score of 52



Tonic Data
 +++ market access
 Real-world data reports by medical specialty
 To deepen your understanding of the physicians' digital journey and help you deploy more cost-efficient marketing and sales tactics

Tonic Omnichannel
 +++ launch and maturity
 To help you communicate with doctors doctors easily with peer-to-peer" messages

Tonic Medical
 +++ growth y medical affairs
 High-touch sponsoring of clinical and educational tools and content that help doctors on them
 day-to-day decision-making
 To help you solve your disease awareness, treatment or patient referral challenge

Reaching wider HCP audiences

#1 Best in class medical publishers in Spain



Medical Platform

92.255

PulseLife, para decisiones médicas con evidencia

¡Encuentra las respuestas a todas tus preguntas médicas!

Nuestras aplicaciones clínicas

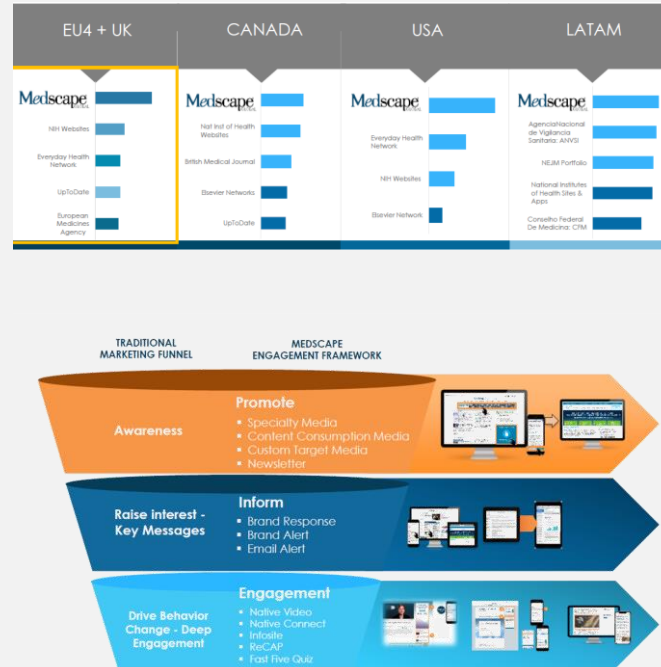
Escalas y calculadoras
Algoritmos para la toma de decisión
Recomendaciones
Casos clínicos

Encuentra las respuestas fiables a todas tus preguntas médicas

Cáncer de mama



113.674



Medical News

+200K

El Médico Interactivo

LA MEJOR OFERTA FORMATIVA

INFORMACIÓN SANITARIA - ÚLTIMAS NOTICIAS

¿Qué puede aportar la digitalización de los hospitales de día oncológico?

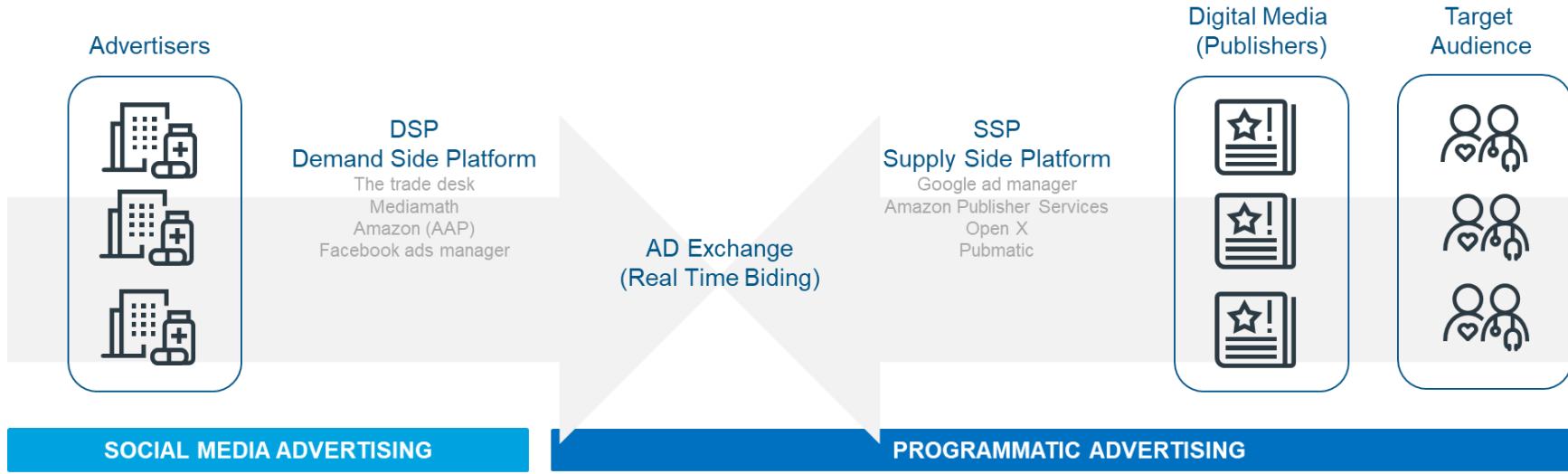
ONCOpti

El presidente del Consejo General Farmacéutico y la importancia de la Mesa de Oro de la Real Academia Nacional de Farmacia

Nuevo! Accede a la monografía sobre Salud Mental y actualízate ¡totalmente gratis!

VIATRIS Área Cardiometaabólica

Programmatic advertising is the process by which, using a technology, it is possible to buy and sell digital advertising inventory through auctions in real time, being able to segment the audience and, therefore, increasing its efficiency



SOCIAL MEDIA ADVERTISING

Digital advertising campaigns on closed advertising networks as known as « Walled gardens »

Worldwide

PROGRAMMATIC ADVERTISING

Automation of omnichannel advertising campaigns enabled by technologies (Below channels supporting programmatic)

<u>Display / Video</u>	<u>Audio</u>	<u>DOOH</u>	<u>Connected TV</u>
Banner and video ads on websites and applications (Web ads)	Audio ad on audio streaming services	Banner and video on outdoor and indoor screens	Video ad on streaming and broadcaster programs

- Visibility at the right time
- Exposition frequency during campaign duration
- Inviting content and Call To Action
- Non intrusive user experience

Developing Social & Programmatic HCP engagement campaigns

In order to find the right population at the right time

PRECISION CAMPAIGNS

Targeted advertising campaigns using HCPs email data (OneKey first-party data)

Traditional



Email, Paper mail, Smartmail and Phone campaigns

Social Media



Banner on verified HCPs' social media accounts

Programmatic



Banner on website where verified HCPs are compliantly tracked

CONTEXTUAL CAMPAIGNS

Campaigns based on HCP likely online presence (HCP portals) and offline presence (Workplace)

HCP Portals



Banners on HCP community websites

Search

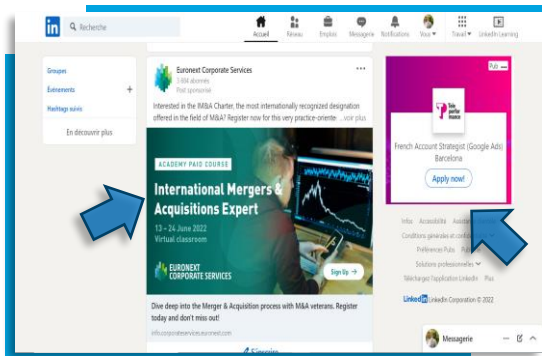


Website ranking optimization based on keyword search

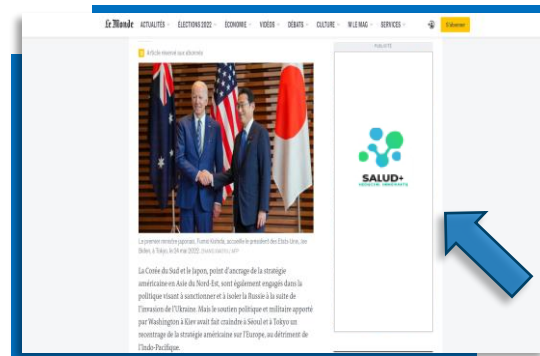
Point of care screens



Screen communication in hospitals, doctor offices, pharmacies, clinics



Social Media Ad (illustrative)



Programmatic Ad (illustrative)



Point of Care Ad (illustrative)

Point of care channels ecosystems will help managing the health education and differentiate HCP

Valuable solution for clients with portfolio / pipeline in markets with relatively high under-diagnosis / treatment (i.e. Oncology treatments, Chronic kidney Disease, Severe Asthma, Alzheimer & Dementia, Obesity...)

Viewer response

95%

Found the information in the video easy to understand

80%

Preferred receiving a personalized video than written information

86%

gave the video content a positive rating



HCP perception

60%

Greater understanding of the disease, tests and treatments

50%

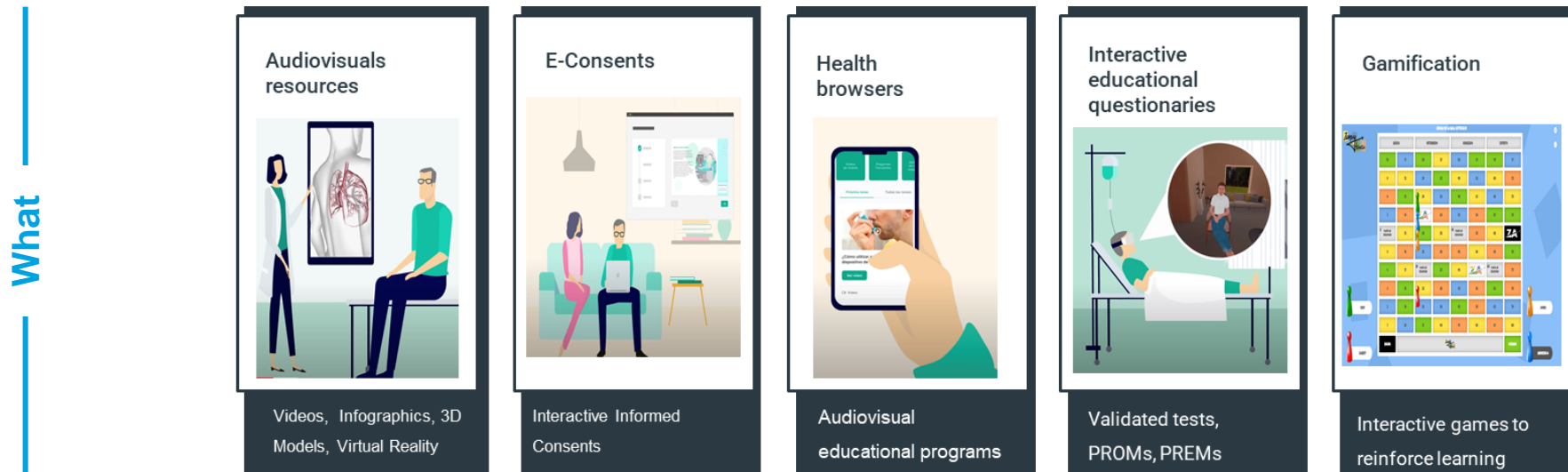
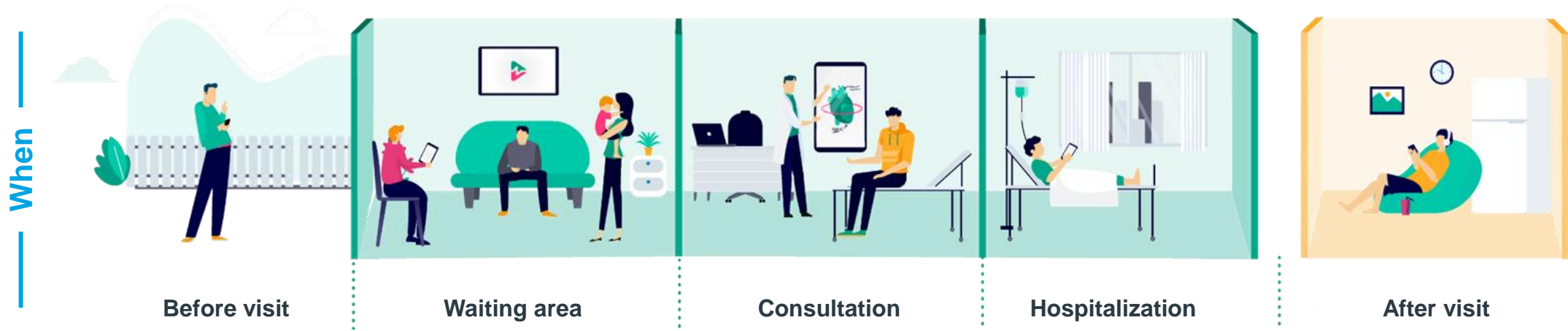
Improved conversations with patients

30%

Save of time in consultation

POC | Patient Care Program' ecosystems will help managing the health education and differentiate HCP

Valuable solution for clients with portfolio / pipeline in markets with relatively high under-diagnosis / treatment (i.e. Oncology treatments, Chronic kidney Disease, Severe Asthma, Alzheimer & Dementia, Obesity...)



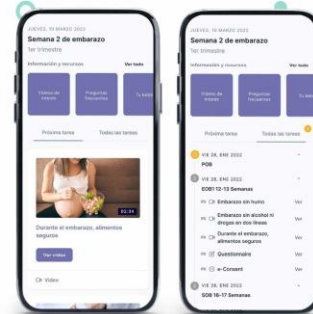
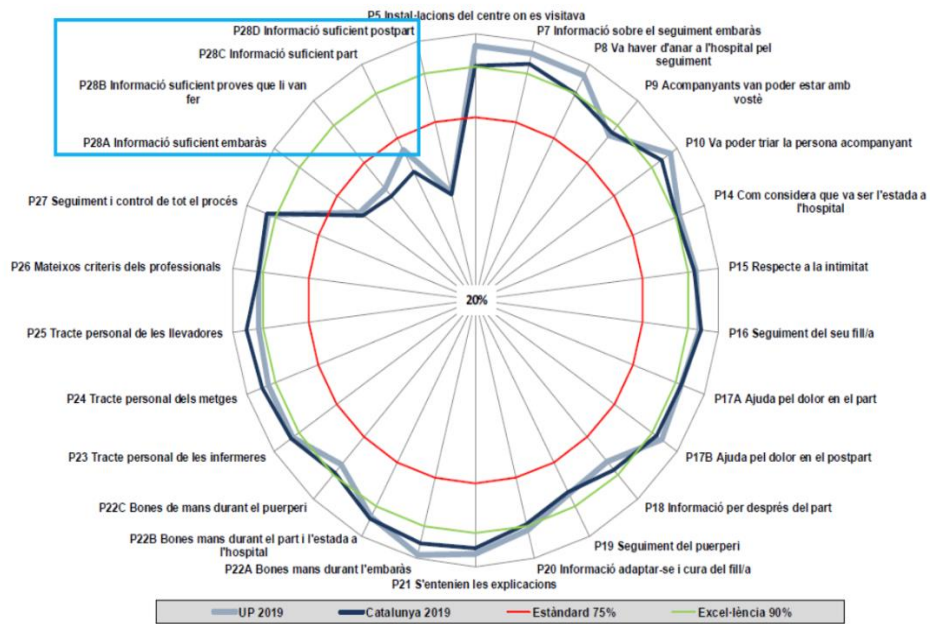
Case Study #1 - Pregnancy

Caring for the patient through personal information

Problem

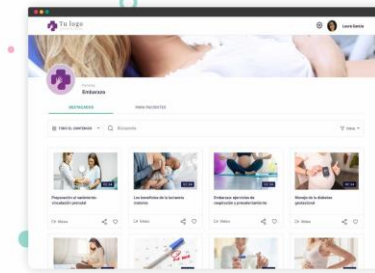
Solution

D.1. Comparació de la UP amb Catalunya



Guideline Information Health Browser

Automated program where the patient receives the scheduled information automatically



Public Information Portal

Patient and relatives can consult information in a reliable and secure environment



Specific Information Content Prescription

Professional Prescribes the specific contents that the patient needs

Case Study #2 - Mental Health

Caring for the patient through personal information

¿Y si pudieras prescribir videos informativos validados a tus pacientes con depresión en un solo click?

Estimado/a Dr./Dra.[Insertar Nombre]:

Tenemos el placer de presentarte el **Canal Point of Care (POC) en Depresión**, una plataforma digital que te permite involucrar al paciente antes, durante y después de la cita médica, brindándole videos informativos científicamente contrastados sobre su patología y su tratamiento.

La depresión es una enfermedad compleja que se presenta con expresiones clínicas muy heterogéneas, que con frecuencia hacen que su abordaje requiera un enfoque individualizado. Por ello, **ponemos a tu disposición la primera plataforma de prescripción de videos a tus pacientes.**

En el Canal POC en Depresión encontrarás videos sobre **qué es y qué no es la depresión, su tratamiento, cumplimiento terapéutico y hábitos saludables.**

Esta plataforma pretende favorecer el conocimiento y compromiso del paciente con su patología, y optimizar la comunicación con su médico.



Prescribe videos de forma fácil y personalizada

+90%

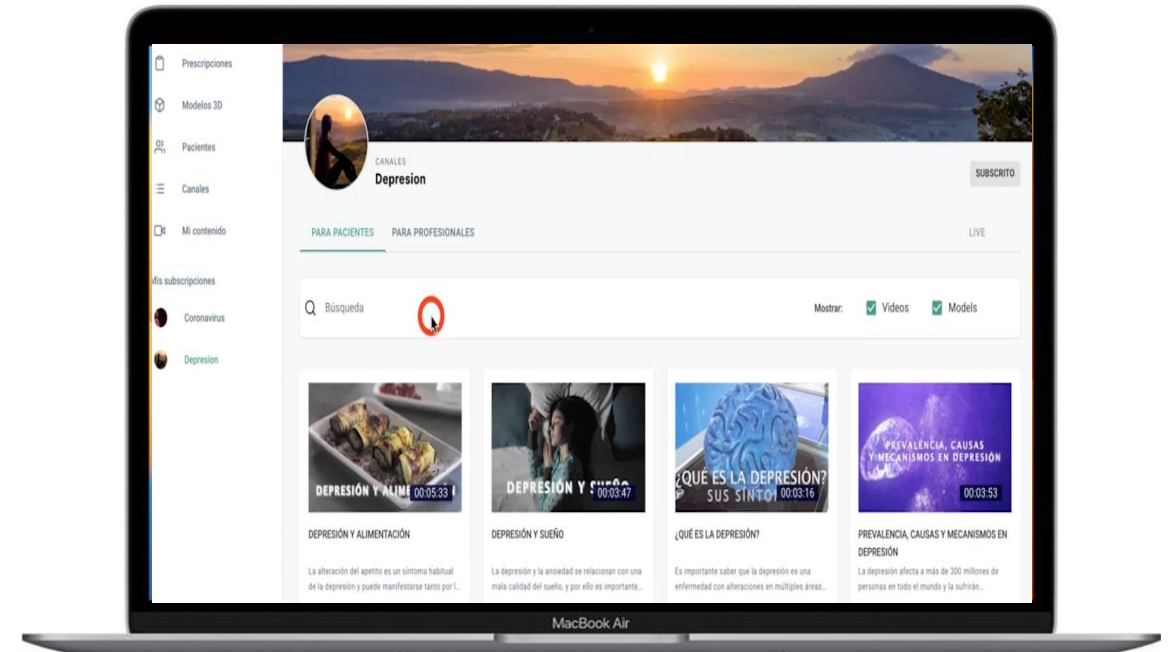
Has prescribed media content to patients

+3.000

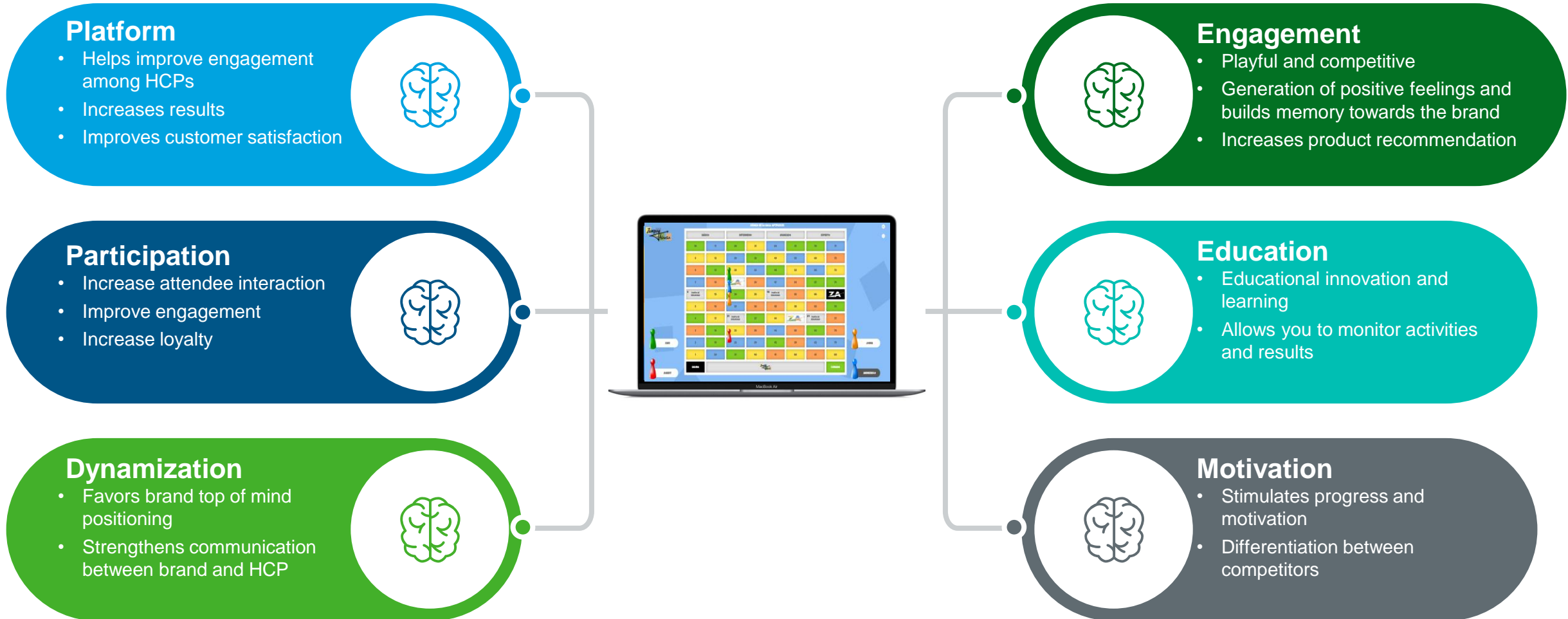
Prescribed videos

75%

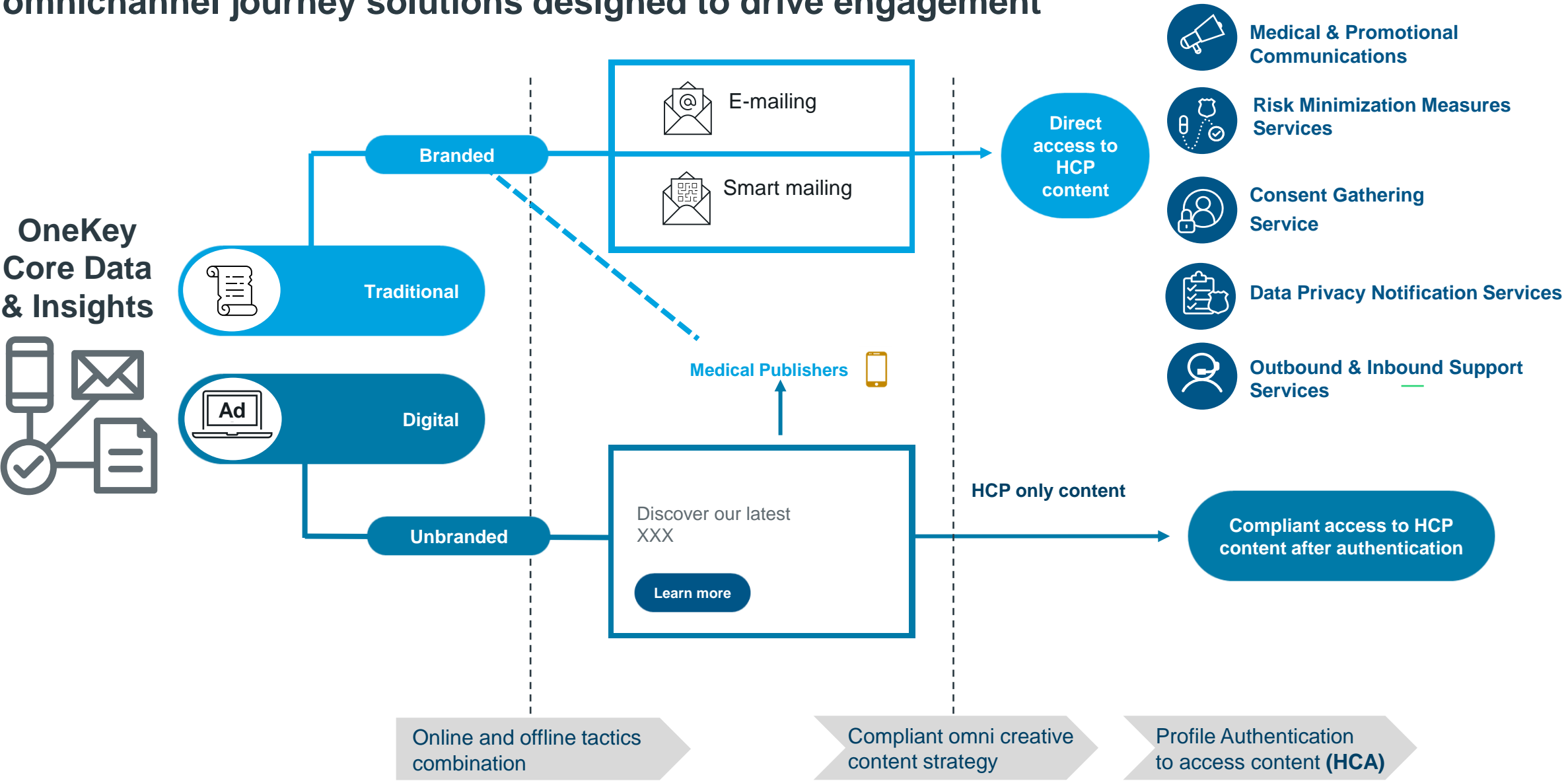
HCP were prescribing on a weekly basis



Events: Awareness generation through a gamification strategy



Personalized customer experience across multiple touchpoints with our tailor-made omnichannel journey solutions designed to drive engagement



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2024