



IQVIA Impact Summit Q&A

Critical challenges across omnichannel customer engagement, data management, and organizational alignment in a patient-centric world

IQVIA recently sat down with a Sr. VP of Business Insights and Operations for a pharmaceutical company to discuss the role and importance of omnichannel customer engagement, data, master data management, and organizational alignment and hiring for success in today's constantly evolving, patient-centric environment.

Q: What is the current focus of the pharmaceutical industry in terms of customer engagement?

A: The pharmaceutical industry is focusing on transitioning from traditional field force models to an integrated omnichannel approach. This involves leveraging data and technology to create a seamless customer journey, with a strong emphasis on Master Data Management (MDM) and data analytics.

Q: What are the main challenges in achieving effective customer engagement?

A: One of the main challenges is aligning marketing, business, and marketing technology teams. There is often a disconnect in the language and objectives of these teams, which can hinder the implementation of a cohesive omnichannel strategy. Additionally, continuous experimentation is needed to balance digital and traditional methods effectively. The goal should be to start and execute something simple (i.e., informing sales reps of a digital behavior). Focus on an item that can be done quickly but that can also have significant impact without involving massive coordination or complex AI/ML/Next Best Action. The most important factor toward success is just getting started.

Q: How important is data in this transformation?

A: Data is crucial in this transformation. Having a solid data foundation and effective MDM is fundamental. Data analytics helps in understanding customer interactions and driving decision making, which is essential for creating an integrated customer journey.

Q: What role does organizational alignment play in this process?

A: Organizational alignment is vital for achieving true omnichannel orchestration. Clear communication, executive engagement, and having co-sponsors from different departments are essential to ensure that everyone is working towards common goals. Governance and steering committees can also help in maintaining alignment.



Q: How can companies balance digital and traditional methods in customer engagement?

A: Companies need to continuously experiment with different methods to find the right balance. This involves testing, learning, and adjusting strategies based on the brand, lifecycle, and market conditions. It is important to have patience and realistic expectations about the outcomes of these experiments.

Q: What are some key considerations for hiring talent in this field?

A: Hiring talent from different industries, such as Consumer Packaged Goods (CPG), can bring fresh perspectives. However, it is important to adapt to the unique challenges of the pharma sector. Ensuring that new hires understand the specific needs and language of the industry is crucial for their success.

Q: What are the top priorities for companies in this transformation?

A: The top priorities include establishing a solid data foundation, aligning organizational goals, and continuously experimenting with different customer engagement methods. Companies should also focus on clear communication and executive engagement to drive their omnichannel strategy forward.



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