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Step-by-Step Omnichannel Deployment Strategy in Life Sciences
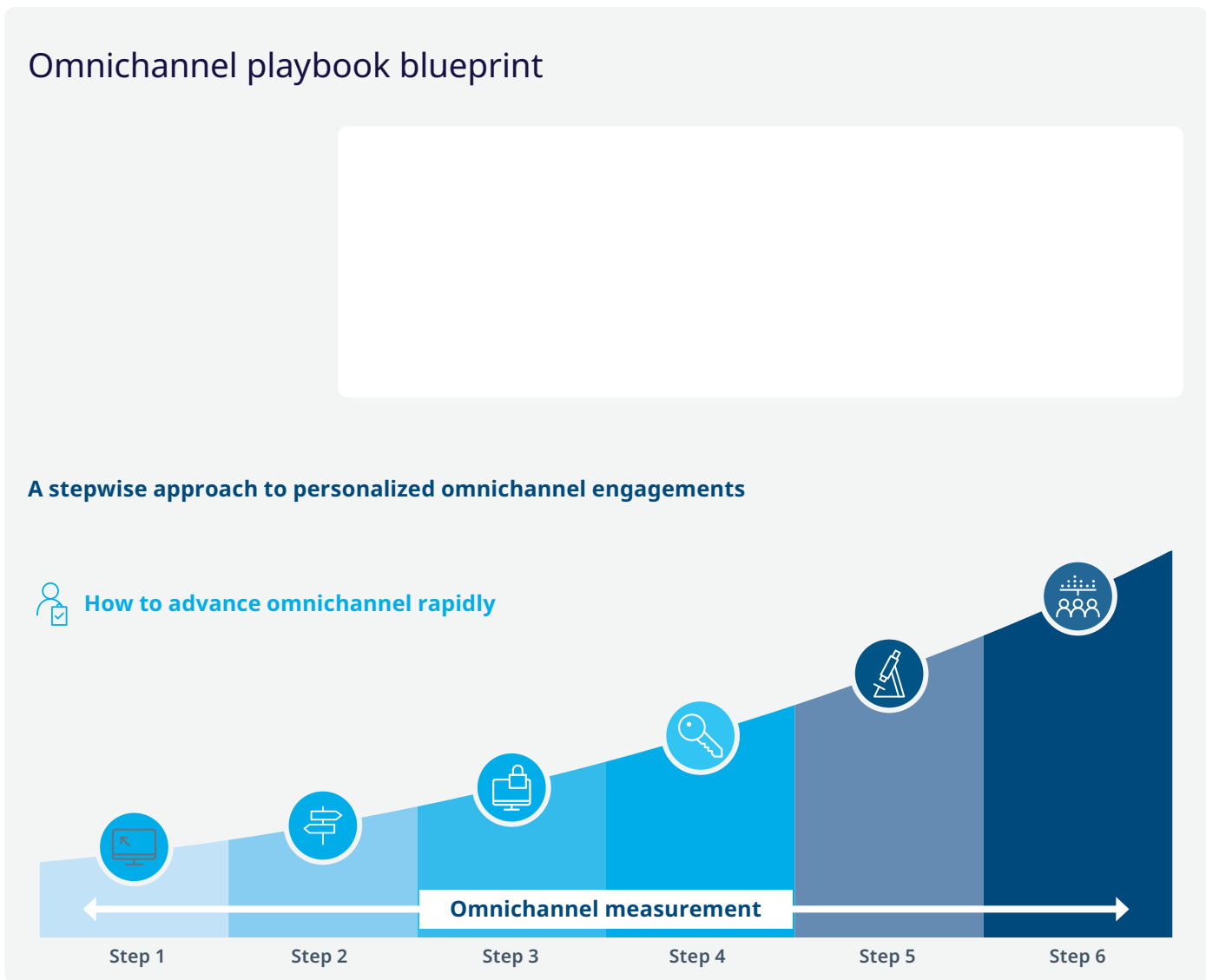
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Introduction

- Despite the surge in data, content, and available channels, information has stayed independent and isolated, often without a coordinated approach for delivering a seamless customer engagement.

- Marketing focus has been on creating a seamless integration of touchpoints, designed with the customer at the center of all engagements, to deliver consistent personalized experiences.

- This approach aims to delineate a step-by-step omnichannel approach; one that integrates, manages, and translates individual solutions into an effective and orchestrated solution for the life sciences ecosystem.

- A robust omnichannel engagement strategy helps brands meet healthcare provider (HCP) preferences when they are seeking information in their channel of choice, enabling life sciences customers to reach HCPs earlier in the treatment decision-making process.
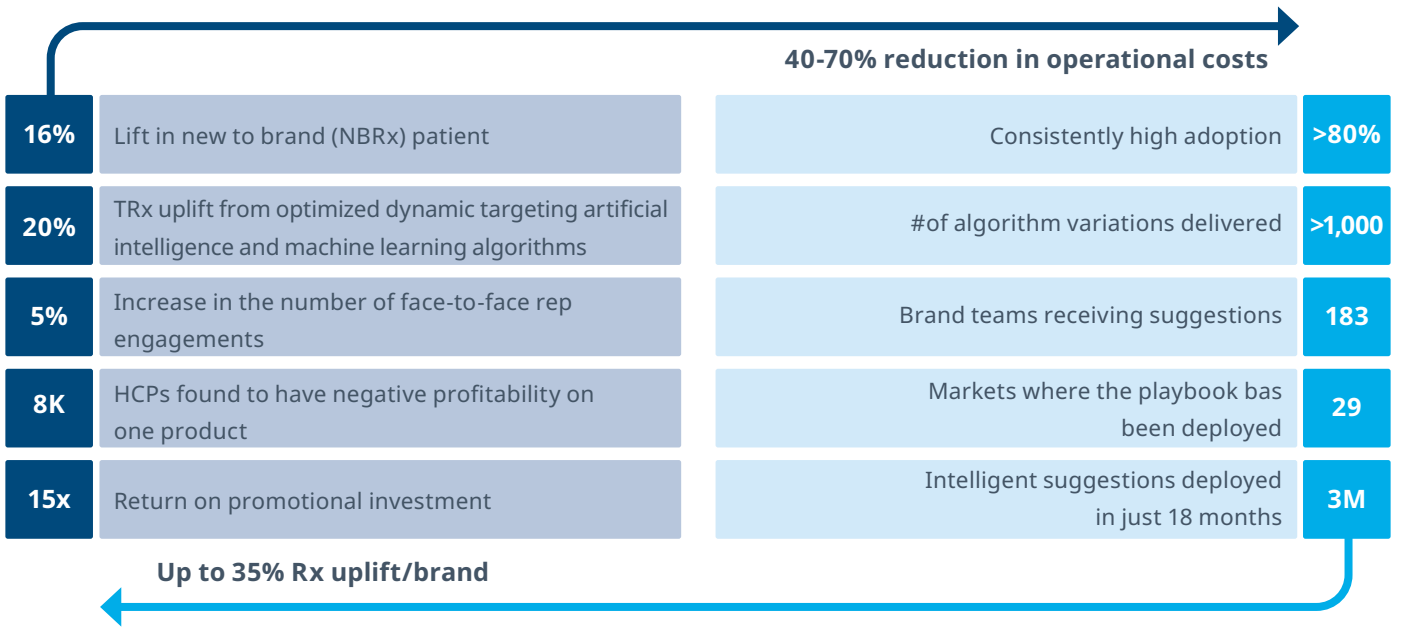
Click on the icons to learn more.

Guiding principles

Omnichannel playbook blueprint

A stepwise approach to personalized omnichannel engagements

How to advance omnichannel rapidly

Omnichannel measurement

| Step 1 | Step 2 | Step 3 | Step 4 | Step 5 | Step 6 |

Business impact

Empirical case where customers are seeing better returns just by deploying more effective NBA [Step 4]

40-70% reduction in operational costs

16%	Lift in new to brand (NBRx) patient	Consistently high adoption	**>80%**
20%	TRx uplift from optimized dynamic targeting artificial intelligence and machine learning algorithms	#of algorithm variations delivered	**>1,000**
5%	Increase in the number of face-to-face rep engagements	Brand teams receiving suggestions	**183**
8K	HCPs found to have negative profitability on one product	Markets where the playbook bas been deployed	**29**
15x	Return on promotional investment	Intelligent suggestions deployed in just 18 months	**3M**

Up to 35% Rx uplift/brand

Click on the icons to learn more.

Case study[2]

Top 10 pharma had challenges understanding HCP behavior, and had minimal insights for the field

Acknowledgements/References

[1] Integrated HCP Triggers - AIM XR/Patient - Sales Team Huddle 2024
[2] Presented at IQVIA's Information Management Summit, New Jersey March 2024

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