

Turbocharge your brand with omnichannel activation

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indegeneTM

For decades, life sciences brand planning operated like a well-oiled machine. It included sales force activation, media planning and single platform messaging as major parts of a routinized process. But two major events are questioning the status quo.

1. Prospects of a recessionary environment

Inflation and a potential recession in the US and its impact on consumer spend is creating growth and budget pressure for life sciences brand managers. Brand teams are increasingly exploring ways to maximize returns from their marketing investments.

2. Evolving physician and patient demographics and behaviors

Covid-19 and the resultant lack of in-person access made the in-person engagement channel largely ineffective. At the same time, the proliferation of data and sophistication of omnichannel orchestration turned a potential adversity into an immediate opportunity.

While omnichannel activation should be prominent in the brand planning process, too often it is reduced to a 'nice to have', one that often gets sacrificed through the iteration process. But embedding omnichannel activation early in the process can deliver significant benefits.



1. Growth in prescriptions



2. Efficient use of marketing investment



3. Effective orchestration of field sales and marketing programs

With the right capabilities and partnerships, you can turbocharge your brand with omnichannel activation. Here's what you need to make omnichannel activation a success.

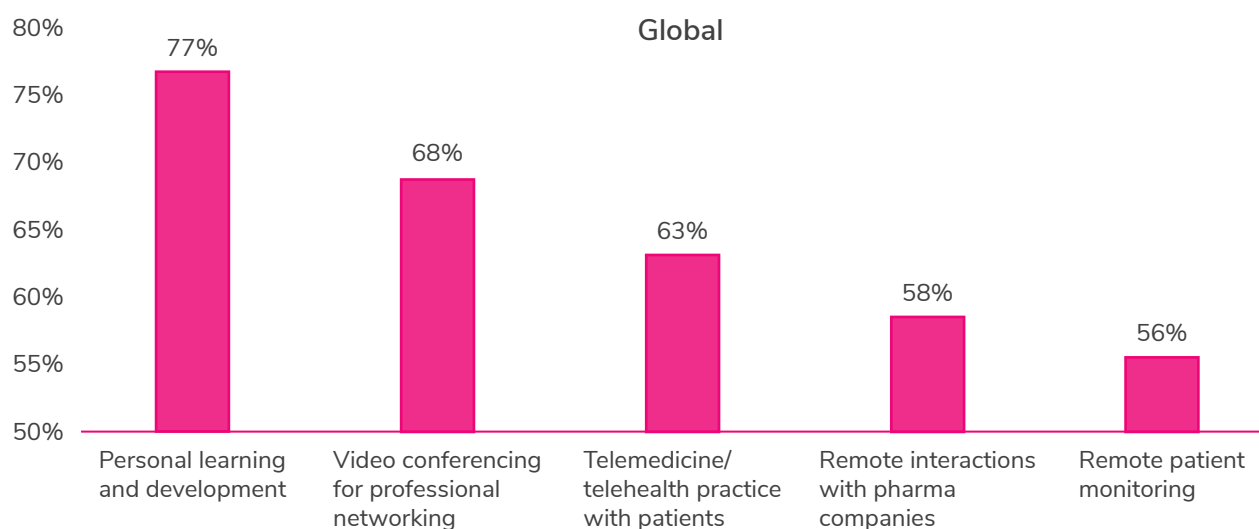
1. Micro segment your physicians

Deep insights into physicians' content and channel preferences, leading to a comparable digital affinity score helps you identify physicians with the highest probability of engagement and drive better prescription behavior. Big data sets such as closed-loop marketing activity data, sales data, anonymized patient-level data, and demographics information offer deep insights and recommendations on physician behavior. Use predictive scoring approaches, leveraging ML techniques to predict key physician behavioral characteristics, like their content and channel preferences and their probability to prescribe a certain type of treatment.

2. Personalize your content

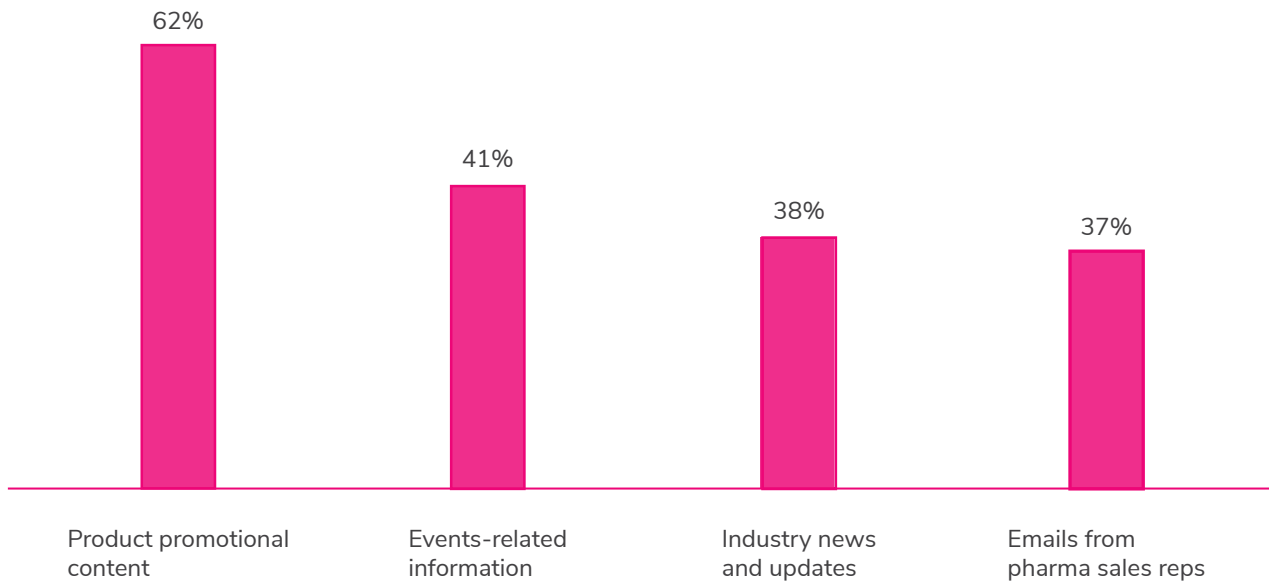
A global survey of 984 digitally-savvy physicians by Indegene revealed that 77% of physicians use digital channels for personal learning and development. 68% of them use video conferencing for professional networking. 62% of them are overwhelmed with promotional content. Yet, life sciences companies continue to share promotional content with physicians. 62% of physicians would like reps to understand their specific needs and share only the most relevant content with them. Apply the granular segmentation to truly understand what content your physicians prefer. Then automate and modularize your content so you can deliver a personalized customer experience at scale.

Figure 1: What purposes do HCPs use digital channels for?



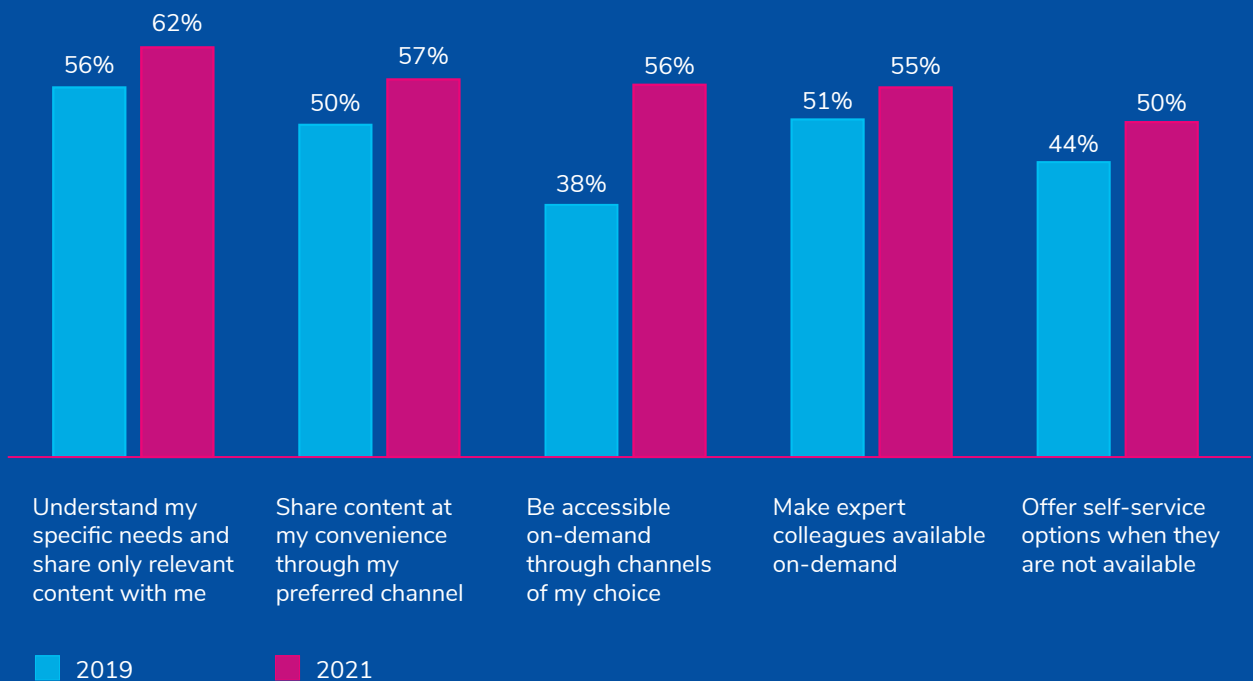
Source: The Digitally-Savvy HCP, Indegene, 2022

Figure 2: Which type of content are HCPs overwhelmed with?



Source: The Digitally-Savvy HCP, Indegene, 2022

Figure 3: How did HCPs' sense of value for pharma representatives change from 2019 to 2021?

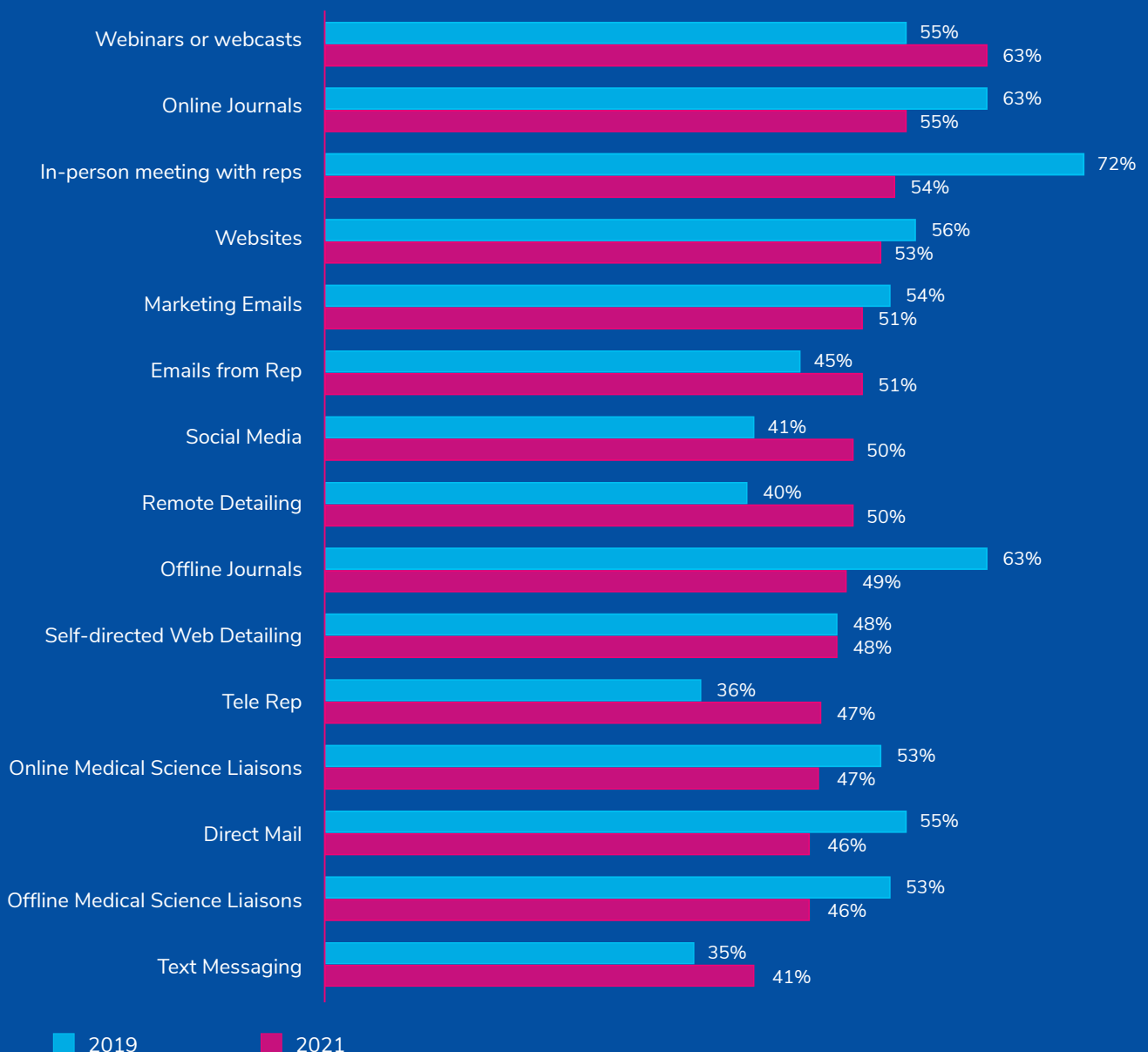


Source: The Digitally-Savvy HCP, Indegene, 2022

3. Use only the most relevant channels

As figure 4 states, Indegene's survey also found that 63% of physicians preferred joining webinars in 2021, versus 55% in 2019. Only 54% of them would still meet reps in-person in 2021 versus 72% in 2019. 50% of them would engage with a brand on social media in 2021, up 9% points from 2020. 57% of physicians were asking reps to share content through their preferred channels in 2021, versus just 50% in 2019. Yet, brand managers continue to use traditional channels more often. As Figure 3 shows, an overwhelming 56% of physicians expected reps to be accessible on-demand through their preferred channels in 2021 versus just 38% in 2019. By building and understanding your physicians' channel effectiveness score, you don't just meet them where they are, but also improve the returns on your marketing investment.

Figure 4: How did pharma companies' use of channels to engage with HCPs change from 2019 to 2021?



4. Optimize in an agile way

Physician preferences for branded and unbranded content have evolved over the last few years. But the inherent rigidity in brand planning does not allow brand managers to make changes to physician engagement on the fly and share content that is truly relevant to them. The rate of change of physicians' preferences and their demand for information outpaces the rate at which campaigns operate. As preferences evolve faster than plans, content relevancy erodes, channel impact reduces and brand experience dilutes. Monitor your segment's content and channel effectiveness continuously and optimize the variables that influence them quickly with data to make the most from your omnichannel campaigns.

With an effective omnichannel activation model, you turbocharge your brand planning in the following ways



1. Respond quickly to rapidly-changing physician and patient preferences



2. Empower field sales and marketing teams so their programs are lock-in-step with each other



3. Leapfrog established competitors and promising upstarts who are evolving new ways of going to market

As physicians and patients become more digitally-savvy, life sciences brand managers also need to adopt a digital-first omnichannel approach to activate the market. There is enough evidence that it works and brands have a dire need to be future ready to make a start now.

Get started on your omnichannel activation journey today!

Indegene's Omnichannel Activation solution, powered by Invisage, enables life sciences teams to seamlessly create, execute, and optimize high-impact digital experiences that effectively engage and influence HCPs - bringing them one step closer with every interaction. Invisage lies at the core of this solution. With a built-in layer of deep data intelligence and advanced AI/ML accelerators, it surfaces insights on 2.1 million HCPs from 200 million HCP-Pharma interactions, uncovering key engagement patterns and preferences. Get in touch with us to know more!

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About Indegene

We are a technology-led healthcare solutions provider. We combine deep industry expertise with fit-for-purpose technology in an agile and scalable operating model. Many of the leading, global healthcare organizations rely on us to deliver effective and efficient clinical, medical, and commercial outcomes every day. From strategy to execution, we enable healthcare organizations be future ready.



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