

Is Your Medical Affairs Organization Delivering Omnichannel Customer Experiences?



The cost of poor customer experiences can be very high!

Healthcare organizations today recognize that customers value an intuitive and effortless experience when interacting with medical affairs functions.

Poor experiences can drive customers away!

Yet only 27% of companies recently surveyed are implementing this capability at a global level. In addition, medical affairs leadership teams believe that their capabilities are inadequate.

Omnichannel medical strategy focuses on delivering a consistent, personalized experience across all channels and devices.



Healthcare organizations face unique challenges

- Thinking in silos
 - Inability to provide experiences unified across medical and commercial customer interactions
- Not knowing where to start
 Lack of customer data within medical affairs poses
 a challenge to personalizing experiences
- Multi-vendor challenge
 Managing multiple stakeholders shifts the focus away from driving meaningful outcomes

We simplify medical omnichannel

- Proven strategies to differentiating your organization
 - Pricing strategy assessment and competitive engagement simulation
- Integrated analytics plan
 Deep customer knowledge to inform strategy and drive action
- Simple operating model
 Core domain, strategic, and engagement capabilities under one roof

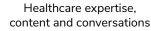
Here's how we can help you

Bold Vision build capabilities, culture

Accelerate and scale up outcomes

Personalize experience

Future Ready Healthcare





Fit-for-purpose technology



Agile operations and culture

Here's how we can enable your medical omnichannel initiatives



Every organization is different. You are at different levels of organizational capability and buy-in.

We support you by:

- Translating your medical imperatives to tangible, measurable goals
- Establishing omnichannel goals against clinical segments and personas
- Defining an omnichannel roadmap
- Execution and measurement of outcomes

Here's how it's different

- Deep clinical and domain expertise
 Our strategies are effective because they are built by health care professionals (HCPs)
- We walk the walk
 Consultancy firms highlight challenges, we will actually help you solve them
- Flexible and modular solutions
 Customized solutions for your unique needs

Here are just a few outcomes we have delivered

50+

Brands supported

20+

Languages

100M+

Website footfalls generated

Compliance

Readiness for GDPR and other data privacy regimes

1.4M+

HCP interactions under management

20+

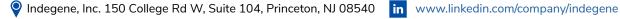
Cross-channel integrations

Through local teams, we support healthcare organizations wherever they are



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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