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Presenting leading Pharma CRM in Omnichannel Narrative

ROAD SHOW REPORT



Table of contents

- 3 The Pipe-Dream of Omnichannel CRM in Commercial and Medical Engagements
- 10 Case Study: How Worwag Pharma scaled its global commercial efforts with a comprehensive Omnichannel CRM solution?
- 13 CRM walkthrough How to leverage commercial excellence with a robust CRM?



The Pipe-Dream of Omnichannel CRM in Commercial and Medical Engagements



Introduction

The dream of seamless customer engagement across various channels – the holy grail of omnichannel marketing – is a hot topic across industries, and pharma is no exception.

The Media-Soft Road Show commenced with a captivating discussion on the challenges and opportunities associated with Omnichannel Customer Relationship Management (CRM) in the commercial and medical engagements in the pharmaceutical industry.

The talk was enriched with insights from prominent speakers, including Nico Renner from Roche, Robert Sunjic from Grünenthal, and Dario Safaric from Media-Soft, each bringing valuable insights from their extensive experience in the field.

The discussion centered on the pipe-dream of omnichannel CRM in commercial and medical engagements, exploring the realities, complexities, and potential solutions within the German pharma landscape.



Nico Renner Patient Partnership Manager



Robert Sunjic Country Cluster Head D - A - CH / General Manager - Senior Vice President

Key Points Discussed

- Exploring the Unique Landscape of the German Market
- Orchestrating Omnichannel Engagement
- CRM Data Quality and User Experience
- Internal Alignment Challenges Between Medical and Commercial Functions
- Gazing into the Future: Trends and Challenges

Exploring the Unique Landscape of the German Market:

The speakers began by acknowledging that omnichannel is currently one of the most hyped terms in the pharma industry. However, the emphasis was placed on tailoring the conversation to the specifics of the German market, which presents unique challenges compared to other regions.

Robert highlighted the digitalization challenges in Germany, emphasizing that the country is not as digitally advanced as desired. An intriguing example brought up was the persistence of fax machines, with Germany having a significant share of global fax deliveries, especially in the health sector. The challenge discussed was integrating these traditional channels into the CRM system effectively.

Robert: "The question for omnichannel is, I think, as in all other European or worldwide countries, the same - How can we manage our engagement with customers in one CRM system?"

Nico further elaborated on the need for a cohesive engagement strategy, emphasizing that the question of omnichannel is the same worldwide. He mentioned the challenge of orchestrating various channels effectively and raised the importance of quality over quantity. The discussion touched upon the struggle to balance face-to-face interactions with digital channels and the need for better data quality and user experience in CRM systems.

Orchestrating omnichannel Engagement:

A central theme that emerged early in the discussion was the orchestration of omnichannel engagement. Nico Renner emphasized that, despite market-specific nuances, the core challenge remains the same globally: how to effectively manage customer engagement across diverse channels within a unified CRM system. The discussion pivoted around the delicate balance between quantity and quality, emphasizing the importance of a strategic approach and the incorporation of face-to-face interactions alongside digital channels in the omnichannel marketing mix.

Nico: "I would say, regarding omnichannel marketing, the biggest challenge is probably the orchestration of all channels you have, and also the question - who is orchestrating those channels?"

CRM Data Quality and User Experience:

As the conversation unfolded, a critical aspect that came under scrutiny was the quality of data within CRM systems. Nico Renner emphasized the critical role of data quality and user experience in successful CRM implementation. "Quality over quantity. How many channels do you actually need to do effective omnichannel marketing? And also, understanding that face-to-face and human-to-human is also part of omnichannel marketing, not only digital." He further highlighted the importance of user experience: "The data quality decides on your impact at the end of the day. So how do we actually engage and motivate all people using the CRM system to put in data frequently, but also in good quality? And I think that comes down to user experience because the system should be easy to use, not take a lot of your day, so to say. This highlighted the need for user-friendly CRM systems that incentivize data entry and create a clear understanding of the benefits for users.

Internal Alignment Challenges Between Medical and Commercial Functions:

A significant barrier to omnichannel success in pharma, as pointed out by Dario, is the existence of firewalls between commercial and medical teams. "We all know that actually medical is almost not speaking with commercial and vice versa," he said. Robert agreed, calling it "a huge topic which is going through our industry." Nico concurred, adding another dimension to the silo issue: "There's nothing more embarrassing than talking to a client and realizing my colleague actually talked about a topic with him and I'm not aware of it... "

Legal and regulatory firewalls often create data silos, hindering a holistic view of the customer. The panel underscored the need for transparency and internal communication to ensure commercial and medical teams are aligned in their approach to HCP engagement. A unified CRM system that transcends departmental boundaries is critical to achieving a seamless customer experience.

Gazing into the Future: Trends and Challenges

The panel explored future trends and channels in HCP engagement, acknowledging the uniqueness of the German market. Social media emerged as a potential trend, with a cautious note on its integration due to regulatory constraints. The speakers discussed the challenges posed by the overwhelming nature of emails and the potential evolution of social media channels.

Robert introduced the role of AI in the future of CRM, emphasizing the ongoing projects and developments in leveraging AI for better customer engagement. Both speakers acknowledged the challenges posed by regulatory constraints in Germany, particularly regarding data privacy regulations.

Nico: "I think one trend that now going into these niches is risky for us is emails. We all send emails every second day and nobody can read them anymore because it's just overwhelming. I believe that the trends of social media will emerge. The trend is going to be that we're going to use these channels and then the danger is of using these new channels that are easily accessible for clients using them in the same way as emails."

Robert: "Our customers are changing, they are getting younger and that's reality. And the world is much faster than 5 or 10 years ago and our clients are different, the old channels and behaviors, so every event has to be orchestrated digitally and also my face-to-face visit needs digital support because we are, and we need shorter information."

GEN AI in CRM System

The conversation explored the potential integration of AI and chatbots in CRM systems. Dario raised the question of how GEN AI might impact CRM and if HCPs in Germany would use well-developed chatbots aligned with their expectations for marketing strategies.

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Nico expresses reservations about using chatbots in healthcare, emphasizing the need for perfection in medical decisions: "personally if I see a physician and he's using a chatbot to decide on which therapy I'm getting, I would feel uncomfortable. I don't know whether this is rational, but this is just from an emotional perspective, and I would say this is a human thing, so I'd assume that most physicians probably would feel the same, at least when it comes to medical data." Nico also discusses how GEN AI could streamline CRM data entry, envisioning a future where AI pre-selects data, allowing users to focus on more critical tasks.

Robert adds to the discussion by emphasizing the challenges in the healthcare industry, citing regulatory constraints and the paramount importance of patient safety. He acknowledges the potential benefits of AI in CRM but cautions that the industry must build trust in the system and address regulatory concerns.

Experimentation and Learning: A Call to Action

During the discussion, Dario initiates a thoughtful exploration into the potential transformation of modern pharmaceutical companies within the realm of omnichannel strategies. He questions whether venturing into new channels aligns with the clear expectations set by customers for engagement.

Robert underscores the fundamental role of experimentation as not only a catalyst for change but also as a means of training and growth. He believes that such experimentation is indispensable for an industry grappling with common challenges. In addressing the need for experimentation, Nico adds his perspective, emphasizing the quest for efficiency in utilizing channels aligned with client preferences. He contends that experimentation is a vital avenue for achieving this efficiency, enabling companies to streamline their processes and deliver information promptly to healthcare practitioners.

The speakers collectively conveyed the message that experimenting with new channels is not only beneficial for the pharmaceutical industry's internal evolution but also critical for enhancing the overall experience for customers and, ultimately, patients.

The report highlights several key considerations for implementing omnichannel CRM in the German pharma market:



Understanding Customer Needs: Tailoring the omnichannel strategy to the specific needs and preferences of HCPs is crucial.

Data Quality and User Experience: Investing in data quality management and user-friendly CRM systems is essential for successful implementation.





Breaking Down Silos: Fostering collaboration and data sharing between commercial and medical teams is vital for a holistic customer experience.

Ethical Considerations with AI: The role of AI in healthcare should be carefully evaluated, prioritizing patient safety and the irreplaceable value of human expertise.





Prioritization and Focus: Experimentation is important, but maintaining a focus on core functionalities and customer needs ensures effectiveness.



Conclusion:

The Media-Soft Road Show webinar provided valuable insights into the challenges and opportunities associated with Omnichannel CRM in the pharmaceutical industry, with a particular focus on the German market. The discussion emphasized the importance of learning, experimentation, and strategic alignment to navigate the evolving landscape of customer engagement in the healthcare sector.

Concluding Quotes:

Robert: "Learn, try, and connect the dots. That's the most important thing because learning here and there is why we have to bring it together."

Nico: "Don't try everything at once; focus on the three experiments you really see value in. If it's not a hell yes, then don't say yes and don't do everything at once because then we will do everything but poorly." I think it's very important to prioritize in an omnichannel marketing strategy. Omnichannel is like playing piano. You don't need to press every key at once, focus on the ones that actually you know bring the music to the customer.



Case Study: How Wörwag Pharma scaled its global commercial efforts with a comprehensive Omnichannel CRM solution?



Gonzalo Llerena Global Commercial Excellence Lead





In this session, Gonzalo LLerena, the Commercial Excellence lead at Wörwag Pharma, shared a case study on how the company successfully scaled its global commercial efforts through the implementation of a comprehensive Omnichannel CRM (Customer Relationship Management) solution.

Worwag Pharma, a medium-sized pharmaceutical company operating in around 30 markets with over 1,400 employees, embarked on a strategic journey in 2019 to transform its engagement model and streamline its operations.





Gonzalo highlighted the importance of a clear strategy, emphasizing the need to focus on transforming the company's mindset, capabilities, and organizational skills. The gofor-grow strategy, extending until 2030, aimed to define therapeutic areas, streamline processes, and uphold the company's core values.

One significant challenge discovered during LLerena's initial assessment was the inconsistent use of CRM tools across different countries, with some lacking any CRM system or proper reporting mechanisms. To address this, Wörwag Pharma opted for an Omnichannel approach, necessitating changes and the adoption of new technology. They transitioned from laptops to iPads, working with Media-Soft as the main supplier for their flexible CRM solution.

The implementation process involved central governance, stakeholder engagement, and meticulous planning. Wörwag Pharma established a global baseline configuration to ensure consistency across countries and reduce the potential for conflicts. Various stakeholders, including sales, marketing, medical affairs, and IT, were involved in the project team discussions. The choice of iPads was driven by their user-friendly platform and coordination with global IT, opting for iOS as the standard operating system. LLerena detailed the training approach, including admin, key user, and end-user training, along with post-go-live reinforcement sessions and short video resources for continuous learning.

The stakeholder engagement plan played a crucial role in overcoming challenges associated with the transformation process. LLerena emphasized the need to anticipate resistance to change, understand user expectations, and provide ongoing support to manage the transition effectively.

The webinar also highlighted the support structure, involving local and global IT, CRM administrators at various levels, and communication protocols to address issues promptly. LLerena shared key learnings, including the importance of a well-defined project plan, effective communication with the supplier, and the need for ongoing quality control and testing.

In conclusion, Wörwag Pharma's case study showcased a successful implementation of an Omnichannel CRM solution, emphasizing strategic planning, stakeholder engagement, and a structured approach to manage the challenges associated with a significant organizational transformation.



Challenges

- Fragmented CRM landscape: Different countries used various systems or none at all, leading to data loss and inconsistent reporting.
- Outdated workflows: Sales reps relied on laptops and printed materials, hindering efficiency and real-time access to information.
- Limited user experience: Traditional tools lacked user-friendliness and required offline work.



Solutions

- Standardized Global CRM Platform: Wörwag implemented a unified CRM system across all markets with a core configuration to ensure compliance and minimize customization needs.
- Mobile-first Approach: Sales reps transitioned to iPads for improved user experience, online/offline functionality, and easier access to data.
- Stakeholder Engagement Strategy: A comprehensive plan addressed user concerns and facilitated adoption through training, communication, and support.
- Centralized Governance: A central project team and clearly defined roles ensured smooth implementation and ongoing management.
- Scalable Administration Structure: Cluster CRM managers provided support to local administrators, optimizing resource allocation



Results

- Improved Data Management: Consistent reporting and centralized data storage provided better insights into customer interactions.
- Enhanced Sales Efficiency: Mobile access and real-time updates empowered sales reps with efficient workflows.
- Increased User Adoption: User-friendly iPads and a well-managed change curve minimized resistance and maximized adoption

CRM walkthrough - How to leverage commercial excellence with a robust CRM?



Dario Safaric Global Sales and Marketing

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In a session led by Dario Safaric, the focus was on showcasing Media-Soft's advanced OmniChannel CRM, particularly tailored for the German market. Media-Soft, established in 1996 in Croatia, boasts a global presence, serving over 50 pharmaceutical companies in approximately 45 countries with a user base of 28,000 medical representatives.

The presentation emphasized Media-Soft's commitment to innovation and technology, positioning themselves as tech champions in the pharma industry. The primary discussion revolved around the concept of OmniChannel in the context of CRM.



Key Points

- MediaSoft is a trusted Pharma CRM vendor with over 25 years of experience.
- Their SalesVision solution is an omnichannel CRM that caters to various customer touchpoints, including face-to-face visits, remote visits, rep-triggered emails, and doctor portals.
- SalesVision utilizes AI (Gen AI) for functionalities like:
 - Recommending next best actions for HCP engagement
 - Providing content insights and analytics
 - Supporting medical representatives with data and task automation



Key functionalities of the SalesVision iPad application:

- Offline access: Ensures reps can access data and functionalities even without an internet connection.
- Real-time visibility: Provides reps with key performance indicators (KPIs) and visit planning & optimization tools.
- 360° HCP view: Offers a comprehensive profile of the healthcare professional (HCP), including segmentation, activity history, and next best action recommendations.
- Omnichannel engagement: Supports various communication channels like email marketing, surveys, and content sharing.
- GDPR compliance: Includes functionalities to obtain consent from HCPs for different communication channels.
- Doctor portal access: Allows reps to invite attendees to access pool marketing materials and explore various data sets.
- Institution Management: Manages functionalities related to hospitals, pharmacies, and other institutions, including departments, personnel, and ordering capabilities.
- Calendar & Reporting: Streamlines planning, reporting, and visit management for medical representatives.
- Content Lifecycle Management (CLM): Showcase various content formats (presentations, videos, flyers) to HCPs during visits.
 - Track content engagement metrics (e.g., total duration, slide popularity, HCP sentiment).
 - Upload content in different formats (PDFs, agency-created materials).
 - Analyze content data to identify areas for improvement.
- Locator: Find nearby HCPs who haven't been visited yet.
- Stock Management: Track inventory of samples, materials, and merchandising assigned to the MR.
- Sales Data Integration: Integrate primary and secondary sales data for analysis.
- Third-Party Database Integration: Seamless data import and export with third-party databases.

Web Application - for headquarters users and management

- Data Visualization: Provides dashboards and reports with KPIs and performance metrics.
- HCP & Institution Database: Manage HCP and institution data.
- Classification Flow: Classify HCPs based on questionnaires to define micro-targeting strategies.
- Advanced Analytics (Gen AI): Analyze data through various methods.
- Standard Reporting: Generate pre-defined reports (e.g., sales by wholesalers).
- Group Reporting: Analyze data aligned with marketing plans for specific users/MRs.
- Self-Service Analytics: Create custom reports with filters and visualizations (similar to pivot tables).
- AI-powered Analytics: Ask questions in natural language and receive data-driven answers (similar to GPT).

Overall, SalesVision offers a comprehensive suite of tools to empower medical representatives in the pharmaceutical industry to improve their productivity, optimize their interactions with HCPs, and gain deeper insights into sales performance.



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Empowering Pharma Engagements

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