



THE OMNICHANNEL PLAYBOOK

A JOURNEY TO OMNICHANNEL MASTERY

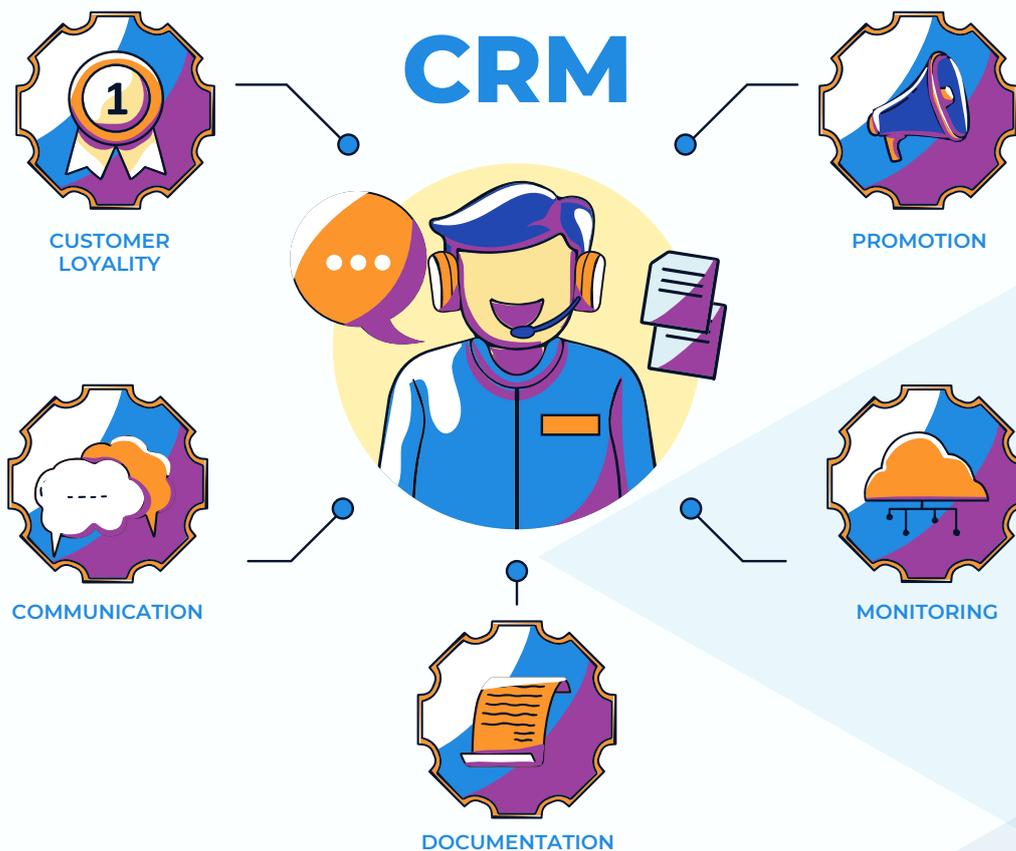
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INTRODUCTION



Pharma marketing is rapidly evolving. Today, a successful strategy requires going beyond siloed channels and embracing an omnichannel approach. This means creating a cohesive experience for healthcare professionals (HCPs) and patients across all touchpoints.

This report delves into the power of omnichannel CRM for the pharmaceutical industry. We'll explore how it fosters seamless interactions, personalizes communication, and ultimately maximizes the impact of marketing efforts. By understanding the fundamental elements and best practices for building a thriving omnichannel CRM strategy, pharma companies can unlock a new era of successful engagement in a constantly evolving landscape.



1 • Implementing a Successful Omnichannel Strategy in Pharma: Pillars and Best Practices

Creating an omnichannel strategy in the pharmaceutical industry is like assembling a well-oiled machine. Here are the essential pillars:

KNOWLEDGE OF CUSTOMER BEHAVIOR AND EXPECTATIONS:

The foundation of any successful omnichannel strategy is a deep understanding of your target audience. Analyzing HCPs and patients' behavior and expectations is crucial. Segment your audience, create detailed personas, and map their customer journeys to tailor your interactions effectively.

ACKNOWLEDGMENT OF PREFERRED CHANNELS AND FORMATS:

Different HCPs and patients have varying preferences for communication channels and content formats. Recognizing these preferences is essential. It ensures that your messages reach the right audience through the right channels, enhancing engagement.

RELEVANT CONTENT CREATION FOR EACH CHANNEL:

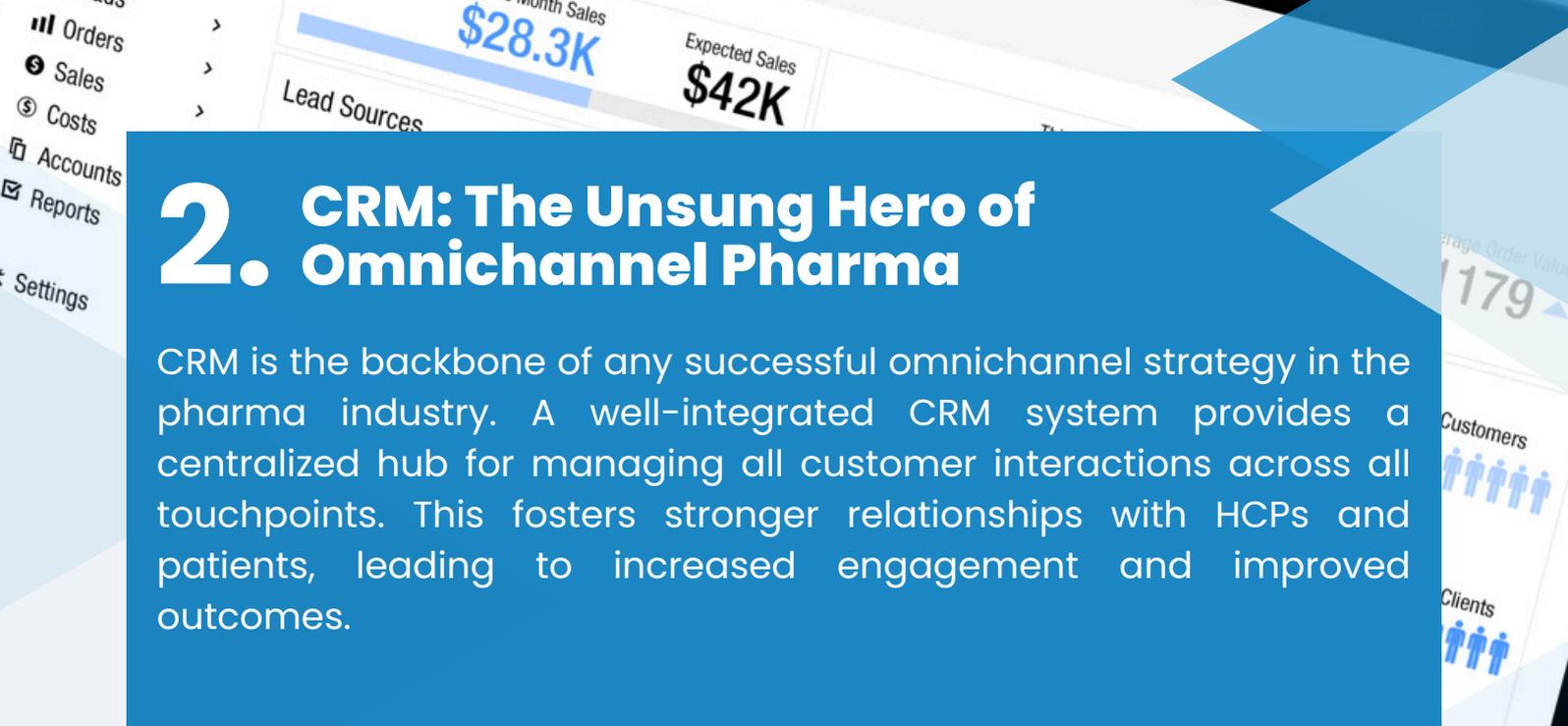
Content is at the heart of omnichannel marketing. Develop content that resonates with your audience at each stage of their journey. Consider the channel's characteristics and the specific segment's needs. Utilizing a Content Management System (CMS) helps store and distribute approved content efficiently.

CONSIDER CUSTOMERS' FEEDBACK:

Omnichannel success relies on continuous improvement. Gathering and analyzing customer feedback is like fine-tuning the gears of your strategy. Use data to optimize HCP engagement based on behaviors and preferences. Implement a content management strategy to keep your content organized and aligned with each segment and journey stage.

Pharma companies can adopt these **best practices to implement an effective omnichannel strategy:**

- ▶ **Identify Touchpoints:** Begin by identifying where patients and HCPs interact with your brand. This includes your website, mobile app, social media, email, and even in-person events. Understanding these touchpoints helps you tailor your strategy to meet customer needs across all channels.
- ▶ **Develop Customer Journey and Personas:** Create a customer journey map that outlines how patients and HCPs interact with your brand from initial awareness to post-purchase follow-up. Develop personas representing different audience segments with unique needs and preferences. Tailor content and experiences accordingly.
- ▶ **Develop a Consistent Brand Voice:** Consistency is key to building trust and recognition. Maintain a consistent brand voice, tone, and messaging across all touchpoints, ensuring a uniform customer experience.
- ▶ **Integrate Systems:** Seamlessly integrate your systems, including CRM and communication platforms. This integration ensures a flow of information between channels, enabling a unified customer experience.
- ▶ **Personalize the Experience:** Leverage customer data for personalization. Tailor messages and content based on past purchases and browsing habits. Personalization enhances engagement and drives sales.
- ▶ **Monitor, Evaluate, and Optimize:** Continuously monitor KPIs like open rates, click-through rates, conversion rates, and customer feedback. Use these insights to optimize your omnichannel strategy over time, delivering the best possible customer experience.



2. CRM: The Unsung Hero of Omnichannel Pharma

CRM is the backbone of any successful omnichannel strategy in the pharma industry. A well-integrated CRM system provides a centralized hub for managing all customer interactions across all touchpoints. This fosters stronger relationships with HCPs and patients, leading to increased engagement and improved outcomes.

The Convergence of Omnichannel and CRM



When combined, omnichannel and CRM capabilities create a holistic approach to customer engagement in pharma. Here's how:

360-Degree View of Customers: Integrating data from various channels into the CRM system provides a comprehensive view of each customer. This enables personalized interactions based on their unique preferences and behaviors.

Targeted Engagement: By analyzing data from CRM systems, pharma companies can identify high-value customers and tailor omnichannel campaigns to meet their specific needs. This targeted approach maximizes the impact of marketing initiatives.

Enhanced Communication: Seamless integration between CRM and omnichannel platforms ensures consistent messaging across all touchpoints. Whether through emails, social media, or face-to-face interactions, customers receive cohesive and relevant communication.

Optimized Sales Processes: CRM systems streamline sales processes by automating tasks, tracking leads, and providing insights into customer engagement. Combined with omnichannel capabilities, sales teams can prioritize their efforts and focus on channels that yield the highest returns.

3. The Future of Pharma Sales: Integrating AI with Omnichannel CRM Strategies

As we move forward, the integration of AI and the adoption of omnichannel strategies are emerging as pivotal factors for success in the pharma industry. In this chapter, we will explore how AI-driven solutions and omnichannel approaches are becoming integral for pharma sales and marketing, particularly through their connection to CRM systems.



How AI is Reshaping Pharma Sales?

The traditional model of pharma sales, which relied heavily on in-person interactions between sales reps and HCPs, has been disrupted. Factors such as increased regulation, access to online information, and the rise of digital communication have all contributed to this shift. As a result, pharma companies must adapt to new ways of engaging with HCPs and patients.

AI is revolutionizing the pharma industry by enhancing the capabilities of CRM systems, thereby transforming how companies manage relationships with HCPs and patients.

Here's how AI-driven solutions integrated with CRM systems are reshaping pharma sales:

Data Analysis

AI algorithms can analyze vast datasets, including electronic health records and market trends, to provide valuable insights. By integrating these AI capabilities with CRM systems, pharma companies can have a centralized repository of analyzed data. This data-driven approach enables them to make informed decisions and target their efforts more effectively.

Personalization

AI-powered CRM systems can create highly personalized experiences for HCPs and patients. By analyzing past interactions and preferences stored in the CRM, AI can recommend tailored products and communication strategies. This personalization fosters stronger relationships and improves engagement.

Predictive Analytics

AI can predict customer behavior by analyzing data patterns within the CRM. This predictive capability helps sales teams anticipate market trends and the needs of healthcare providers. Knowing these insights, companies can plan more effective marketing campaigns and sales strategies, ensuring they are one step ahead of the competition.

Efficiency

Routine tasks like data entry, appointment scheduling, and follow-up reminders can be automated with AI-driven CRM systems. This automation frees up sales representatives to focus on building relationships and strategic planning, enhancing overall productivity and efficiency.

4. Omnichannel Strategies in Pharma: A Case Study

The integration of e-marketing and omnichannel strategies has revolutionized how pharmaceutical companies engage with HCPs. To illustrate the power of these strategies, let's delve into a real-world example focused on breast cancer treatment.

Imagine a scenario where a seasoned oncologist, Dr. Smith, receives an approved email in her inbox. The email highlights a groundbreaking method in breast cancer treatment developed by a pharmaceutical company. Dr. Smith, always on the lookout for innovative approaches to improve patient outcomes, embarks on a journey through the company's omnichannel engagement strategy, enhanced by AI-driven personalization.



1. The Approved Email

The journey begins with an approved email sent directly to Dr. Smith. This email is carefully crafted, adhering to regulatory guidelines, and contains concise yet compelling information about the new breast cancer treatment method. AI algorithms have analyzed Dr. Smith's past interactions, preferences, and specialties to ensure the email content is highly relevant to her specific interests and needs as an oncologist.

2. The Website Landing Page

Intrigued by the content of the email, Dr. Smith clicks on a clear CTA that leads her to a dedicated website landing page. Here, she finds a wealth of detailed information about the new treatment method. AI-powered personalization ensures that the content Dr. Smith sees on the landing page is tailored to her previous research interests and interaction history.

3. E-Detailing Session

The pharma company doesn't stop at providing information through digital channels. They understand the value of direct engagement. Dr. Smith, while exploring the landing page, is offered a unique opportunity: an invitation to an e-detailing session.

During this session, a knowledgeable and well-trained pharma representative or MSL conducts a virtual meeting with Dr. Smith. AI tools help the representative by providing insights and data specific to Dr. Smith's queries and preferences, allowing for a highly personalized and effective session. They delve deeper into the science behind the treatment method, answer her questions, and provide comprehensive insights. This personalized interaction strengthens the connection between Dr. Smith and the pharma company.

4. AI-Driven Follow-Up Recommendations

Post e-detailing session, AI systems analyze Dr. Smith's engagement and feedback from the session to generate follow-up content recommendations. These recommendations are tailored to her expressed interests and concerns, such as additional case studies, white papers, and expert opinions on the new treatment method.

5. Webinar with a KOL

As Dr. Smith continues to express interest in the new breast cancer treatment method, the pharma representative or MSL extends an invitation to an upcoming webinar. In this webinar, a KOL renowned in the field of breast cancer treatment will discuss the method in greater detail. AI ensures that Dr. Smith receives reminders and additional resources that align with her interests and past interactions, maximizing her engagement and benefit from the webinar.

In this real-world example of omnichannel strategies in the pharma industry, we see a seamless progression of engagement with a HCP. Starting with an approved email tailored to Dr. Smith's needs, the journey evolves through a website landing page, an e-detailing session, and culminates in a webinar led by a respected KOL.

This approach exemplifies the power of personalized, data-driven communication, and the integration of various channels to meet the specific needs of HCPs. By employing e-marketing and omnichannel strategies, pharma companies can build trust, foster engagement, and ultimately contribute to improving patient care in a highly competitive and regulated industry.

5. Media-Soft's CRM: The Catalyst for Change

WHAT DO WE DO FOR PHARMA?

Omnichannel embedded in Pharma CRM

Seamless integration of essential digital and offline channels for harmonised commercial and digital engagements towards HCPs.

Flexibility

Our projects are always orientated to customers objectives. Instead of saying NO we seek for solution delivery.

Innovation

From fixing simple analytic demands to enabling comprehensive AI supporting tools in your CRM.

Customer-Obsession

4.9 out of 5 is the average satisfaction rate from our trusted pharma companies.

Cost-effective

The name of 200+ pharmaceuticals prove that Pharma CRM solutions can be effective and fairpriced.

Generative AI for better CX and decisions

Our Generative AI tools enable real-time intelligence so commercial teams can personalize and optimize HCP engagements.

At Media-Soft, we understand the unique challenges that pharma companies face in the digital age. That's why we offer the Experience Showcase, an exclusive opportunity for you to connect with our CRM experts and explore our solutions in action.

1-on-1 Call with our CRM Expert

During your Experience Showcase, you'll have the chance to engage in a one-on-one call with an expert from our team. They are here to listen to your questions, concerns, and goals.

30-Minute Video Call

Each Experience Showcase session lasts for 30 minutes, providing you with a focused and insightful conversation with our expert. We'll make the most of this time to address your specific needs.

The best part? There's absolutely no commitment required.

SCHEDULE NOW

