

# MAKING MAGIC PRACTICAL

LEVERAGING SALESFORCE MARKETING  
CLOUD PERSONALIZATION TO POWER  
THE NEXT GENERATION REP

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# EVERSANA®

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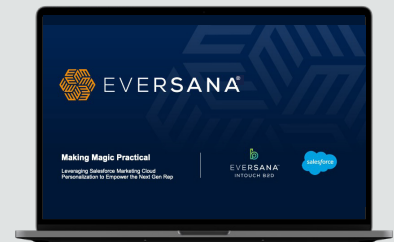
## The Problem

Sixty years ago, Arthur C. Clarke wrote, "Any sufficiently advanced technology is indistinguishable from magic." Our ancestors would have been amazed to see that we carry tiny rectangles in our pockets that let us access the world's knowledge.

Similarly, sales representatives from generations past would have been amazed to see the information and insights the rep of today can have to help them with their conversations. How can you take advantage of what's available to empower your reps? It's easier – and even more amazing – than you might think.

In those previous generations, armies of those aforementioned reps drove sales of blockbuster brands with sheer force of numbers. Today, product-adoption decisions in the life sciences category are much more complicated. The era of blockbusters has passed. Today is an era of larger pipelines and smaller budgets. Rep access, which had been shrinking for decades, fell off a cliff in the 2020s. Field sales force sizes are shrinking. And digital technology has enabled floods of messaging to healthcare professionals (HCPs).

### WATCH OUR WEBINAR!



## Making Magic Practical:

*Leveraging Salesforce Marketing Cloud Personalization to Empower the Next Generation Rep*



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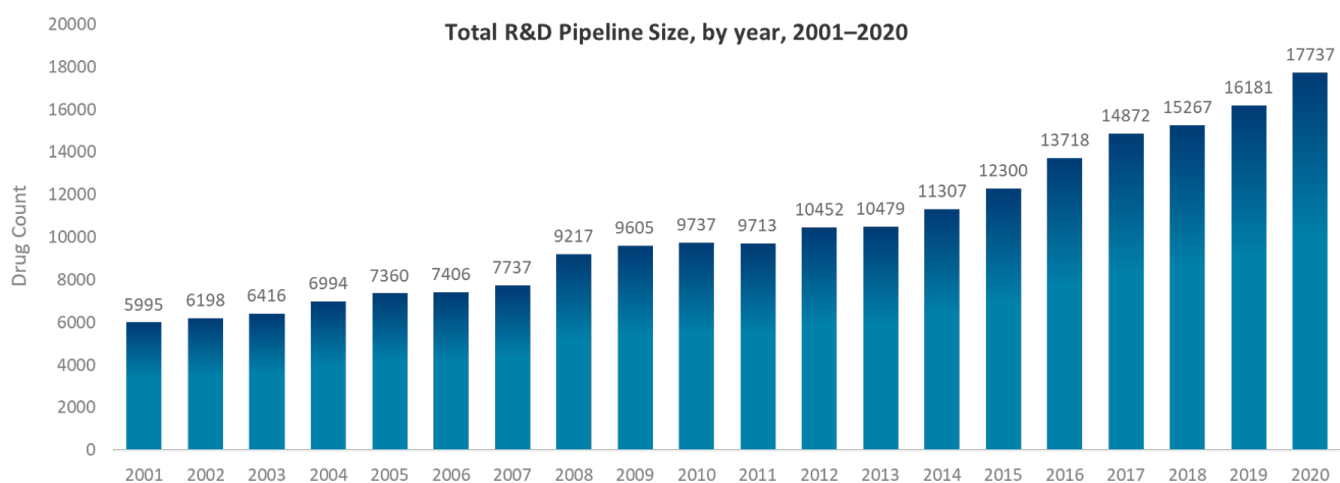


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## Biopharma Trends: Scientific innovation has generated a 3X increase in output over the last 20 years



The total R&D pipeline size has tripled over the last 20 years: from 5,996 drugs in 2001 to 17,737 in 2020, according to PharmaIntelligence.

And so, today, HCPs are overloaded with information, short on time, and hard to reach, while fewer reps are responsible for more products with fewer resources.

This evolution has led us to a current state of siloed, disconnected, static experiences, for both reps and HCPs. Ironically, at the same time, everyone's expectations have changed, and the public (reps and HCPs included) now expect premier digital experiences everywhere. Healthcare branded and unbranded websites, portals, apps, and rep tools don't usually reflect the standards for experience set in other vertical markets such as retail or financial services. In healthcare and life sciences, marketing campaigns are often still single-channel and disconnected from sales.

If only a marketer could just know what needs to be communicated...

If only a rep could just know what information would help their HCP...

If only an HCP could just know the latest and most relevant information to help their patient...

...it would be like magic. Just like Arthur C. Clarke said.

## *Today, we can make magic practical.*

The EVERSANA B2D partnership with SALESFORCE finally enables marketers and their agencies to deliver on the decades-long promise of sending "the right message to the right person at the right time" ... adding "right channel" to accommodate the digital age.

Let's talk about how.

## The Solution

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Life-sciences companies need to shift from the mindset of a pharmaceutical manufacturer of the 20th century, to that of the digital healthcare company of the 21st. Reps remain important, but they need to be empowered to succeed. The tools they were given in a slower-paced, less complex paradigm are no longer enough.

Research has shown that reps empowered to have hybrid digital and in-person conversations improve cost efficiency by 80%, surpassing the combined sales growth of the two stand-alone segments by 3%.

The next-generation rep must cut through volume and noise with relevant, value-based experiences that span 360 degrees over their interactions with the brand in order to drive influence – because that's where the bar has been set. More than 70% of HCPs are digital natives. They expect a distinctive, personalized conversation from the healthcare brands and companies with which they work, just as they receive from the other brands and companies with which they interact.

The rep of yesterday needed to carry a bag. Their conversations with their HCPs may have been the only interactions that those HCPs had with the brand.

The rep of today needs to have more. They need data-driven insight to break through the clutter. They need their brands to create customer experiences that not only surround but power, their interactions. And, most importantly, they need this information in real time to enable them to effectively act in key moments.

What can this look like? Let's review two examples. First, a recent EVERSANA case study of our own, and then, a look at how this practical magic could look for you, with an on-the-ground story of a doctor, a patient, and a sales rep.



**ALEX**  
The Field Sales  
Representative



**JEN**  
The Patient



**DR. TAYLOR**  
The Oncologist

First, our recent real-world example.

We applied this thinking to an EVERSANA Complete Commercialization client in oncology. The treatment has good efficacy data, but as a fourth- or fifth-line treatment, it's important to stay top of mind with target HCPs for the times when they have an appropriate patient who's right for the product.

We combined the power of data, strategy and technology to align our sales and marketing efforts in an integrated, omnichannel approach.

That began with breaking down siloes between marketing and sales to thoroughly understand the sales-call strategy and incorporate complementary thinking into the targeting strategy. As a result, our marketing funnel was not only influenced by target engagement with the marketing channels; it also incorporated data from deciling, rep interactions, and the target list to quantify the value and the position of the HCP in the funnel, and adjusted the messaging across multiple channels to be contextually aligned with their status.

Now that we had our strategy, we leveraged a suite of SALESFORCE products (Marketing Cloud Engagement, Personalization and the SALESFORCE Customer Data Platform) to execute personalized outreach to targeted HCPs. We were able to customize their experience based on their previous interactions and their status on the target list. Then, we were able to close the loop

with the sales team by providing engagement data through Veeva. Ultimately, this provided a more efficient marketing outreach, more effective sales interactions, and a better experience for the HCP.

Next, to see what this practical magic looks like day to day – and could look like for your reps, patients, and doctors – let's meet the fictional Dr. Taylor, her patient Jen, and Alex, a sales rep.

Dr. Taylor is an oncologist with a new patient, Jen. Jen is a single mother who's just been diagnosed with lung cancer. Dr. Taylor is worried about choosing a treatment for Jen that will give her the best chance of remission along with the best chance of remaining able to work and parent.

Dr. Taylor, a known prescriber, has shown interest in our brand by visiting the brand.com site and reviewing study data that speak both to the brand's efficacy, as well as its effect on patients' quality of life.

Dr. Taylor's actions update her engagement score, and several changes are triggered. The banner ads that she sees are optimized for her interest. Specific content is recommended to her when she visits the site. Emails to her are sent in awareness of her concerns.

And Alex, our rep, is apprised of Dr. Taylor's current needs. He immediately knows when to reach out and what to discuss. Alex can understand the total practice



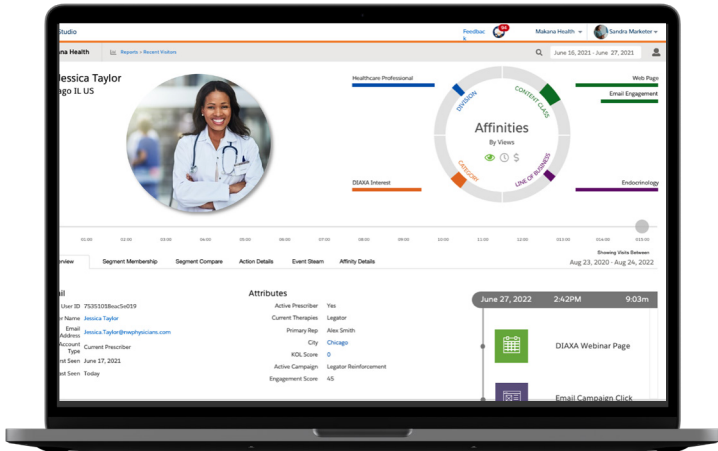
In an old deployment model, launch strategies are dependent on headcount; HCPs are targeted as individuals; and share of voice is the measurement of promotional reach.

In today's new deployment model, launch strategies are aligned with the product's archetype; HCPs are targeted with an account-based approach that understands how they operate in the ecosystem; and share of influence is what drives long-term, sustainable growth.

Traditional field deployment assembles people. EVERSANA's Field Deployment mobilizes a strategy. We're talking here about how to use technology to arm your field sales with more and better information to make them more powerful than ever before, as individual reps. But how can you use technology to make your entire field sales structure more powerful? Reach out to us!

environment — the influencer map (publishers, KOLs, colleagues), the new tools at his disposal (real-world data, triggers, non-personal promotion assets) – and he is confident that this knowledge is full, accurate and current when he has that conversation.

## Marketing Cloud Personalization (formerly Interaction Studio)



SALESFORCE provides a solution, as part of Marketing Cloud, that helps to connect the experience across all channels, unlocking insights for the rep and helping them to prioritize their outreach, not only based on historical or third-party data, but based on active engagement and interest. It's HIPAA compliant, with advanced eligibility rules — compliance is baked in.

- Connected Experience Across all Channels
- Unlock 1:1 Behavioral and Intent Insights
- HCP Prioritization Based on Engagement
- User Friendly to Scale Your Sales and Marketing Efforts
- HIPAA Compliant and Advanced Eligibility Rules

## Conclusion

To the sales reps of generations past, this level of insight and capability would indeed have looked like magic. Today, though, we're making magic practical: achievable, scalable and real-world. The power of creating robust, personalized, relevant experiences can have a profound impact on rep efficacy and brand growth. We've shared with you one of the many ways we can make that happen. Contact us for more information.



## FAQs

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### What is the primary challenge for delivering personalized technologies?

Imaging, designing, creating, then fulfilling an omnichannel experience is the ultimate team sport. You need a marketing group and their agencies, their data partners, their vendors that support tech, their executional partners and the audiences they are interacting with – everybody is a participant in creating that conversation. That takes a lot of orchestration. Organizations that aren't organically built for that connected experience of ideation, creation and fulfillment tend to focus on solving for personalization when they aren't properly prepared for it. – Paul Pierce

### As you think about the next-generation rep, how does their training change and what does the recruitment profile look like?

The next-generation rep needs to be a little bit more analytical, with the ability to utilize data and insights and act upon them; they must be flexible and agile. The most important thing is to build out the right job profile to reflect those needs, and align recruitment to achieve the proper fit. From a training standpoint, it's all about adaptive training techniques. We must be very personalized. We aim to provide an efficient and customized learning path for each person. – Krista Pinto

### How does the data generated by Marketing Cloud help you optimize your full marketing and sales strategy?

Interaction Studio comes with unique insights and reporting, which make it possible to understand how things are working from a journey and conversion standpoint, while you try different ways of personalizing content or running personal campaigns across channels. It's all first-party data based — all the data you collect within the tool is your data. This means that it can be merged with your larger overarching data set to improve your analytics. – Mark Herstek



EVERSANA®

#### About EVERSANA®

EVERSANA is the leading provider of global commercialization services to the life sciences industry. The company's integrated solutions are rooted in the patient experience and span all stages of the product life cycle to deliver long-term, sustainable value for patients, providers, channel partners and payers. The company serves more than 500 organizations, including innovative start-ups and established pharmaceutical companies, to advance life sciences services for a healthier world. To learn more about EVERSANA, visit [EVERSANA.COM](https://EVERSANA.COM) or connect through [LinkedIn](#) and [Twitter](#).

