

OMNICHANNEL FOR PHARMACEUTICAL MANUFACTURERS: FROM BUZZ TO BUSINESS IMPACT

Successful brands do not fall for the temptation to “be everywhere.”

Instead, they use omnichannel to create an immersive experience that meets the needs of their stakeholders with a personalized touch to make every engagement count.

CHALLENGE

Over 60% of new launches fail to meet market forecasts.

Why? The industry’s needs have evolved beyond:



One-dimensional playbooks



Siloed, overlapping promotional efforts



Disconnected datasets and platforms



Limited ability to assess stakeholder engagement

SOLUTION

Adopt an omnichannel model that goes beyond “marketing” to provide actionable insights that better inform commercial strategies and elevate brand success.

Data-driven planning and real-time analyses of...



Promotional campaigns



Field activities



Patient services programs

... create a seamless brand experience to drive therapy adoption.

EVERSANA’s Omnichannel Activation Model Creates a Cohesive Brand Experience With Maximum Impact

Driven by predictive analytics and machine learning, the model develops personas to predict the **next best action** for impactful, personalized engagement with stakeholders.





As a seamless router of actionable data and deep insights from all channels, the model...

- ✓ Identifies the optimal coordination of customized touch points,
- ✓ Evaluates the impact of promotional messages in market, and
- ✓ Continuously learns audience behaviors and preferences



...to inform how the channel and messaging mix can be optimized to create a seamless brand experience with maximum impact.

With real-time visibility into KPIs and ROI, manufacturers can strategically leverage insights to:

-  Pivot brand strategies
-  Coordinate promotional touch points
-  Augment and scale effective tactics
-  Optimize channel spend



An omnichannel activation model is guided, personalized and integrated



DID YOU KNOW?

It takes an average of six to seven calls between an HCP and a rep before the first prescription is written.

In the span of that time, hundreds (if not thousands) of dollars are spent on lunches, gas, materials, salaries, etc.

With a data-driven omnichannel model, manufacturers...

Identify key high-value targets



Develop personas for personalized messaging



Synchronize HCP-rep engagements with non-personal promotions

...to deliver more impactful engagements with more key targets to drive therapy adoption and drive sales.

By aligning targeting with dynamic promotional messaging, manufacturers optimize their outreach opportunities to:

✓ Decrease the first time to fill

✓ Accelerate prescriber base growth

✓ Drive higher territory profitability

Data-driven HCP targeting and persona development has never been more crucial for brand success.

CHALLENGE

Data funneled into patient services programs is not used to its full potential.

Manufacturers who play a role in supporting patients through their treatment journey should leverage key data that offers real-time visibility into patient needs and experiences.

Implement a HIPAA-compliant omnichannel activation model that develops pivotal patient personas and predictions to overcome access, affordability and adherence barriers.



Deliver targeted affordability solutions



Personalize support to streamline onboarding



Engage frequently to promote adherence

Leveraging de-identified patient data and insights has created a new sophistication in campaign outreach and personalization.

SOLUTION

Manufacturers can't afford to miss a piece of the puzzle in multi-stakeholder support – and they certainly don't want to underutilize marketing campaigns, datasets and technology.

Connect with an EVERSANA expert today to learn how we can help you...



Customize dynamic promotional campaigns



Create a seamless brand experience with maximum impact



Optimize all commercialization investments

...to elevate **brand success.**



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 lifecycle 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://www.eversana.com) or connect through [LinkedIn](#) and [Twitter](#).

