

## Did you know?

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

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

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

#### CHALLENGE

#### SOLUTION

EVERSANA's omnichannel activation model goes "beyond" marketing to provide actionable insights that better inform commercial strategies.



**Promotional** 

Campaigns





Field Activities Patient Services
Programs

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.

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.

### CHALLENGE

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



**Activation Model** Creates a Cohesive Brand Experience with Maximum Impact



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

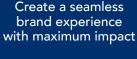






....EVERSANA





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

Optimize all