

Omnichannel for Pharmaceutical Manufacturers:



FROM BUZZ TO BUSINESS IMPACT

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

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

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

CHALLENGE

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.

- 1 **Deliver targeted affordability solutions**
- 2 **Personalize support to streamline onboarding**
- 3 **Engage frequently to promote adherence**

SOLUTION

EVERSANA's Omnichannel Activation Model Creates a Cohesive Brand Experience with Maximum Impact



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.**



EVERSANA™