



## HOW BETTER ALIGNMENT PROPELS YOUR BRAND'S SUCCESS

**Leana Wood**, Managing Director, Business Development,  
EVERSANA™ ENGAGE

"Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work." Vincent Lombardi's insights into team dynamics work for football teams and brand teams. Given the fast pace of today's commercialization efforts, your brand team can't afford to be out of sync. Yet inefficiencies and miscommunications are common throughout the commercialization process — wasting valuable resources, creating confusion among key stakeholders and slowing progress toward your brand goals.

For many brand teams, these problems are often triggered by a lack of alignment between key functions (such as market access, patient and consumer marketing, training, clinical, manufacturing, sales and IT) and their respective industry partners. When members of your brand team and their vendors aren't aligned, communication gaps can occur, causing confusion and duplicative work efforts. Even worse, these gaps can lead to poor investments in disjointed strategies that are created in a vacuum.

Yet perhaps the biggest risk associated with poor alignment within the brand team is that it creates inconsistent messaging to payers, patients and physicians, thus diluting your brand's image. Unfortunately, this seriously compromises your brand's ability to meet or exceed expectations. As a former marketer, I often spent too much time simply bringing everyone up to speed on insights recently gained and how to best execute on them.

**How EVERSANA ENGAGE can help:** We are a full-solution healthcare marketing agency for biotechnology and pharmaceutical companies, and creating alignment is the foundation of what we do. That's why leading companies have partnered with us to optimize their healthcare marketing and communications strategies.

We understand how to create aligned messaging while targeting the specific needs of your customers, including:

- ✓ Patients who actively seek information about their treatment options.
- ✓ Providers who face increased pressures to deliver higher-value care.
- ✓ Payers who demand better clinical and financial outcomes.

### Building a Stronger Team

One of my best mentors once said, "An effective brand team is structured like a wheel, with the brand leader at the hub and each function representing a critical 'spoke.' That wheel is only as strong as each spoke, and it moves forward most effectively when all the spokes are in position, moving at the same speed."

Traditionally, it's been extremely difficult for disparate members of the brand team to achieve optimal alignment, in part because they lack the incentives to create it. However, a contract commercial organization (CCO) can foster that alignment. More than simply aligning strategy, a CCO can create the financial incentives that encourage alignment across the team and its partners. When all outsourced resources have a financial stake, goals become aligned — which helps drive operational excellence and, ultimately, more revenue.

**How EVERSANA ENGAGE can help:** Our agency can set mutual goals and create alignment among internal and external teams around the factors that are most essential to your brand's success, including:

- 1 Your value proposition.
- 2 Your payer, provider and patient communications.
- 3 Your ability to use data and analytics to drive better performance.

When you work with us, all your internal functions are supported by a single partner with a financial incentive to meet your goals. This means that everyone's efforts will be more in sync — like perfectly aligned spokes in a wheel.

To ensure that alignment, EVERSANA will take on a shared financial responsibility to meet your most important goals as a marketer: brand revenue and profitability. That's how we're structured for mutual success.

### Spend Less Time on Problems and More Time on Strategy

If you're like many brand leaders, you probably spend too much time gathering updates from various internal and external teams, smoothing over communication gaps and keeping everyone up to speed. As your company grows, this burden will only become greater.

**How EVERSANA ENGAGE can help:** By having a full-service, integrated partner, your brand team can synchronize efforts and develop truly integrated solutions that realize your brand's full potential.

And when changes in the market occur and you need to respond immediately, we can help you quickly pivot your strategy so that each function stays aligned and focused.

**Here's how:** ENGAGE combines EVERSANA's market access, healthcare provider and patient-focused marketing services into a singular entity with more than 170 marketing experts worldwide. We offer a deep portfolio of agency services, including creative, digital, strategy, policy, analytics and content development — ready and available when you need them.

But more importantly, we are part of a much bigger organization with enormous resources supporting every aspect of a brand's life cycle. This means that we are uniquely positioned to differentiate the value of your brand across its life cycle and deliver the best patient experiences.

### One Specialty Drug Company's Story

Our agency's cohesive approach is helping companies like yours create alignment at every step of their brands' journeys. We recently partnered with one specialty pharmaceutical company to provide a comprehensive, integrated suite of services to bring its product to market. While the company maintains ownership of the product, EVERSANA provides all sales, market access, marketing, distribution and patient support services (see case study below). Our critical and creative thinkers are helping the company develop an authentic — and cohesive — brand narrative that illustrates the value of its product to multiple audiences.

We'd like to do the same for you. By choosing EVERSANA ENGAGE, you can be sure that every spoke on your wheel is equally strong — so that you reach your goals even faster.



### CASE STUDY:

The Evoke Pharma – EVERSANA partnership empowered Evoke to explore innovative commercialization strategies to successfully launch Gimoti. Together we were able to expose critical insights on the patient journey that unlocked the unique value proposition Gimoti offered both physicians and their patients. As a team, we delivered a compelling, consistent campaign with cross-channel support (e.g. personal, virtual, digital and patient support programs) within budget and on time.