



EVERSANA®

Orchestrating Experiences That Simultaneously Drive Brand Impact and Customer Delight

Aaron Uydess, Executive Vice President

Talking to healthcare professionals (HCPs) has been central to the success of prescription brands for decades. That has not changed. However, as important as traditional HCP promotion has been, today's activities span multiple touchpoints including the field, web, email, conferences and much more. And with this multitude of touchpoints, HCPs are expecting brands to apply an understanding of them, synchronize channel communications and provide seamless experiences. This evolution is not unique to HCPs, but also applies to the patients they see. To meet this new demand, brands are looking for solutions that can prioritize where brand goals overlap with HCP and patient needs.

Brands must work smarter with the dynamics of HCP and patient expectations evolving, the challenges with balancing share of voice and the internal pressures to do more with less. They need more than flashy new capabilities. Brands need a simple yet sophisticated combination of strategy and tactical and technological solutions that drive sales and create efficiencies, all while driving HCP and patient satisfaction.

Omnichannel: The Longest Four-letter Word in Life Sciences?

Why did a word that once held such promise become something everyone loves to hate? Precisely because it held such hope. "Omnichannel" – if you said this incantation enough, the magic spell would save the day – would lead to an entirely new world for brands and change the game.

Unfortunately, most omnichannel attempts to date in life sciences have been incrementally effective, and have proven to be costly, complex, siloed and slow. Disappointment abounded, and hesitation bloomed.

This doesn't mean omnichannel is a bad idea. It means its implementation requires an evolution and maturity. Too often, efforts are centered around flashy capabilities and traditional HCP channels like the field force. This current generation of omnichannel focused more on what can be done than the impact it could generate.

Omnichannel does work, but efforts have yet to be truly optimized. It can drive sales, savings and satisfaction, but life sciences companies have been churning unnecessarily to implement complex and intense approaches. It's time to move beyond that. There's a way to do much more, much better.

In a situation that feels all too familiar, the life sciences field is playing catch-up to other industries in employing digital technology. (See also: websites, social media, etc.) It's ironic. In bench science, innovation comes naturally. We know how to develop new medicines, but innovating outside the lab has proven to be much harder.

And so, we've been talking around the topic of omnichannel for quite some time. Eight years ago, author Anna Rose Welch asked the readers of Clinical Leader, "Is omnichannel key to patient-centricity?" Four years ago, Forbes told us "the customer is the channel." Last year, McKinsey sought to "demystify" pharma omnichannel.



Years go by and the industry still seems stuck. We understand the importance of analytics – after all, proper data analysis is essential to clinical trials – but most brands have not yet figured out how to put data to work cost-effectively on the commercial side of the organization.

Beyond Omnichannel: Orchestrating Experiences Across Channels for HCPs and Patients

Wayne Gretzky famously said his success in hockey was because he didn't skate to where the puck was, but to where it's going to be.

Brands won't succeed by investing in various solutions that promised to work a couple years ago. They'll succeed today by looking at the orchestration of experiences through newer, broader lenses. It's not about what can be done, it's about what should be done.

Nor is it the omnichannel of other industries. This isn't the B2C world of Amazon, Facebook or Sephora. While Amazon does a great job at predicting the products you want, Facebook excels at keeping its members engaged. It's not an easy task.

But in our industry, we're doing so much more. We're crafting experiences that interact with a broad set of stakeholders, all with widely varying motivations, considerations and needs. Between a patient journey, the marketing journey and the customer experience, there are flashpoints in their multiverse of journeys. Managing these flash points is critical to driving brand engagement, staying top of mind and driving impact.

Orchestrating Experiences: What Does It Take?

Connecting the journeys of HCPs and patients (and other stakeholders) requires transcending one-dimensional linear thinking, and even moving beyond two-dimensional connections. It requires a three-dimensional, multidimensional concept.

It requires an approach that's modular and customized, not expensively bespoke.

It requires decades of knowledge of how to effectively implement change in life sciences organizations, and the ability to operationalize across functions.

It requires adept use of the most powerful technology to make better decisions faster.

And, most of all, it requires us to empower the patient while we harmonize the education of the healthcare professional to simultaneously drive brand impact and positive patient outcomes.

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It's not just about synchronizing messages to HCPs and patients, it's more about the future of how commercialization is going to work efficiently in pharma, and our team has taken the first steps to get there.

– Faruk Capan, CEO,
EVERSANA INTOUCH and Chief
Innovation Officer, EVERSANA

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There's a New Way to Omnichannel: Introducing EVERSANA ORCHESTRATE™

EVERSANA ORCHESTRATE is the industry's first end-to-end modular omnichannel model that drives patient and provider connectivity across multiverse journeys. It transcends the limitations of traditional omnichannel solutions to deliver timely, high-impact engagements that improve patient outcomes and amplify sales, savings and satisfaction.



INTRODUCING EVERSANA ORCHESTRATE™



Key limitations include:

- Activating journeys to drive high engagement
- Applying subject matter expertise in strategy, tactical execution and technology
- Tailored data and analytics generating actionable insights quickly
- Integrating disease, treatment and understanding of providers and patients
- Creating compelling AI-driven engagements

As the only organization to house all commercialization services under one roof, EVERSANA ORCHESTRATE aggregates and synthesizes pivotal datasets from marketing campaigns, patient services programs and field deployment activities to drive engagement. Serving as a seamless router of actionable data and deep insights from all channels, the platform provides the optimal coordination of customized touchpoints required to create a seamless brand experience for healthcare providers and patients.

EVERSANA ORCHESTRATE Engine™ is the powerhouse of the model. Powered by artificial intelligence, machine learning and ACTICS by EVERSANA® (our award-winning data and analytics platform), EVERSANA ORCHESTRATE Engine amplifies impact by plugging into existing best-in-class tech stacks to efficiently activate and optimize customer experiences across all channels. It addresses a gap in current offerings by delivering HCP identification, journey selection and share of voice throttling, all while learning and optimizing touchpoints from engagement insight reports.

EVERSANA ORCHESTRATE Engine is platform agnostic, allowing it to integrate with existing omnichannel infrastructures and major marketing platforms to effectively determine “next best experiences” within patient and provider journeys. Additionally, its 360° vantage point of data inputs, behaviors and impact enables the model to drive direct business goals, such as shaping the market and blunting the competition.



It's time to move beyond unmet, outdated goals that require complexity and cost, and move toward a simple, sophisticated approach that achieves more. Your brand needs orchestration that has layered, interacting, modular components with a focus on impact.

– Aaron Uydess, EVP of 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 or connect through [LinkedIn](#) and [Twitter](#).

