

Navigator 365™

Your compass for omnichannel customer engagement in life sciences



Scala 365™

Omnichannel capabilities booster



Leveraging powerful tools to upgrade your Omnichannel strategies and upskill your organisation

October 27th, 2021

Introductions

Your presenters today

Luisa Schirm

Senior Strategy Consultant

- 7+ years life sciences experience
- Omnichannel Marketing
- Strategic & Business Planning
- Workshop facilitation
- Change Management
- Digital Marketing



Kyle Patel

Senior Strategy Consultant

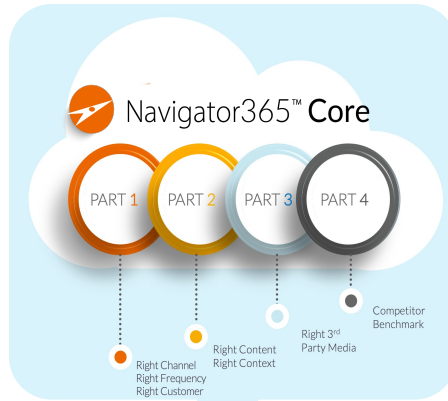
- 20+ years life sciences experience
- Omnichannel Marketing
- Communication & PR
- Digital Data & Risk Management
- Problem Solving
- Strategic & Business Planning
- Operational Optimization



Why we are here today



Power your OCE strategy with truly actionable insights



Live demonstration

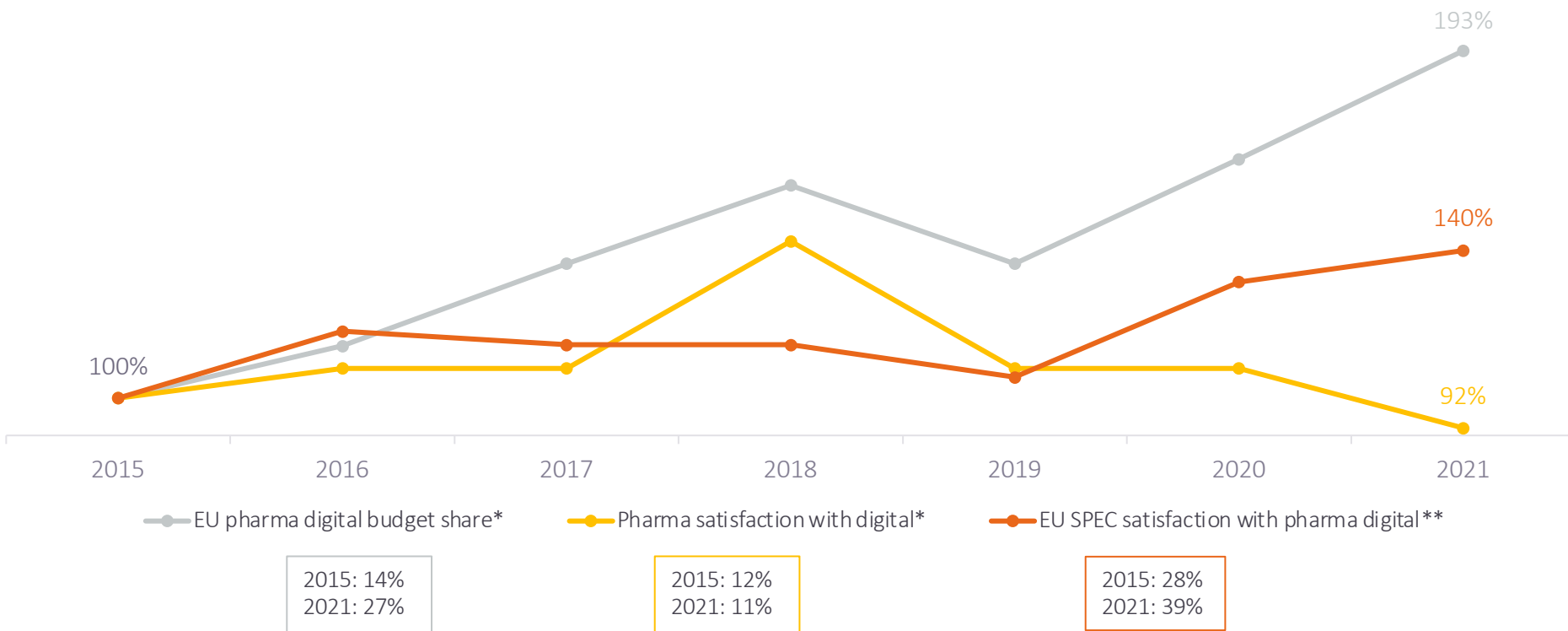


Power your capability building for your entire customer-facing community



Despite a significant uptake in budget spent on digital over the years, satisfaction levels didn't evolve at the same pace

Evolution since 2015 of digital budget and pharma/HCP satisfaction with digital



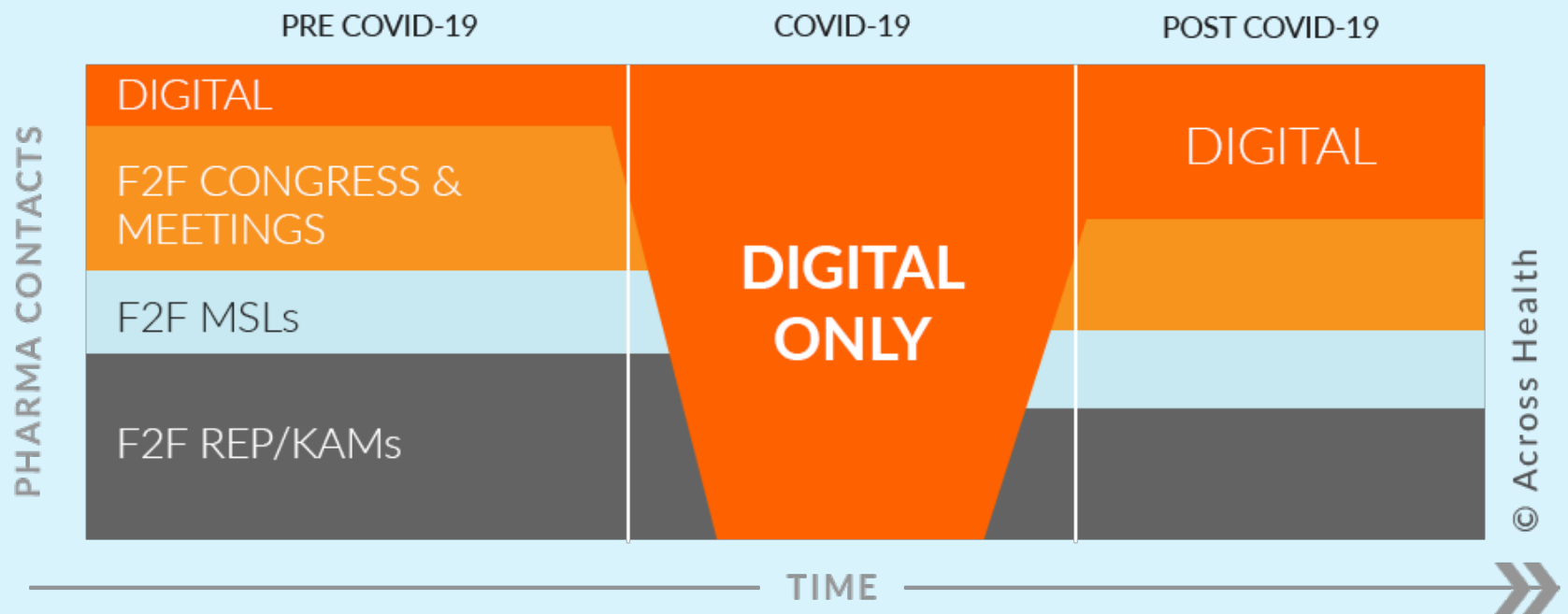
*Source: Across Health Maturometer – EU biopharma
 2021 (n=135) – 2020 (n=96) – 2019 (n=161) – 2018 (n=202) – 2017 (n=221) – 2016 (n=252) – 2015 (n=222)

**Source: Across Health Navigator Core EU4+UK:
 Q1-21 (n=384) – FY-20 (n=6251) – FY-19 (n=5172) – FY-18 (n=2020) – FY-17 (n=3185) – FY-16 (n=1120) – FY-15 (n=1246)

Why we are here today



C19 is accelerating the shift to true omnichannel HCP engagement... things will never return to the “old normal”



Why we are here today

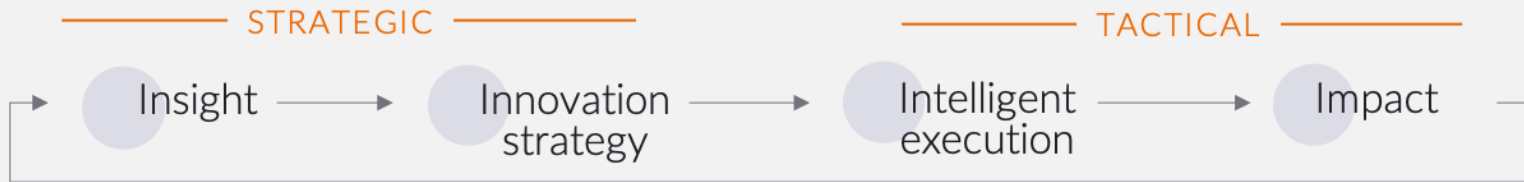
“ The greatest danger in times of turbulence is not the turbulence, it is to act with yesterday’s logic. ”

Peter Drucker

Why we are here today

How Across Health brings omnichannel products & frameworks together in a unique end-to-end fashion

FRAMEWORKS & SERVICES



PRODUCT PLATFORMS

Navigator365™ PLATFORM

Scala365™ CAPABILITY-BUILDING PLATFORM

Why we are here today



The time-tested, evidence-based Across Health self-service product suites: key catalysts for your digital transformation programme

SELF-SERVICE PRODUCT SUITES

Navigator 365™

Your compass for omnichannel customer engagement in life sciences



Navigator365™ Core

Power your OCE strategy with truly actionable insights



Navigator365™ Planner

Translate your OCE strategy into a robust plan



Navigator365™ Tracker

Track your OCE campaign for high impact

Scala 365™

Omnichannel capabilities booster



Scala365™ Learning

Boost your omnichannel capabilities



Scala365™ Game

Hone your OCE skills in a gamified test drive



Scala365™ Manual

Stay ahead with the ultimate OCE guide



Why we are here today

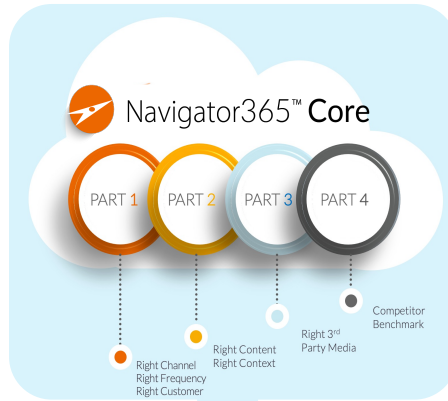


Agenda

Why we are here today



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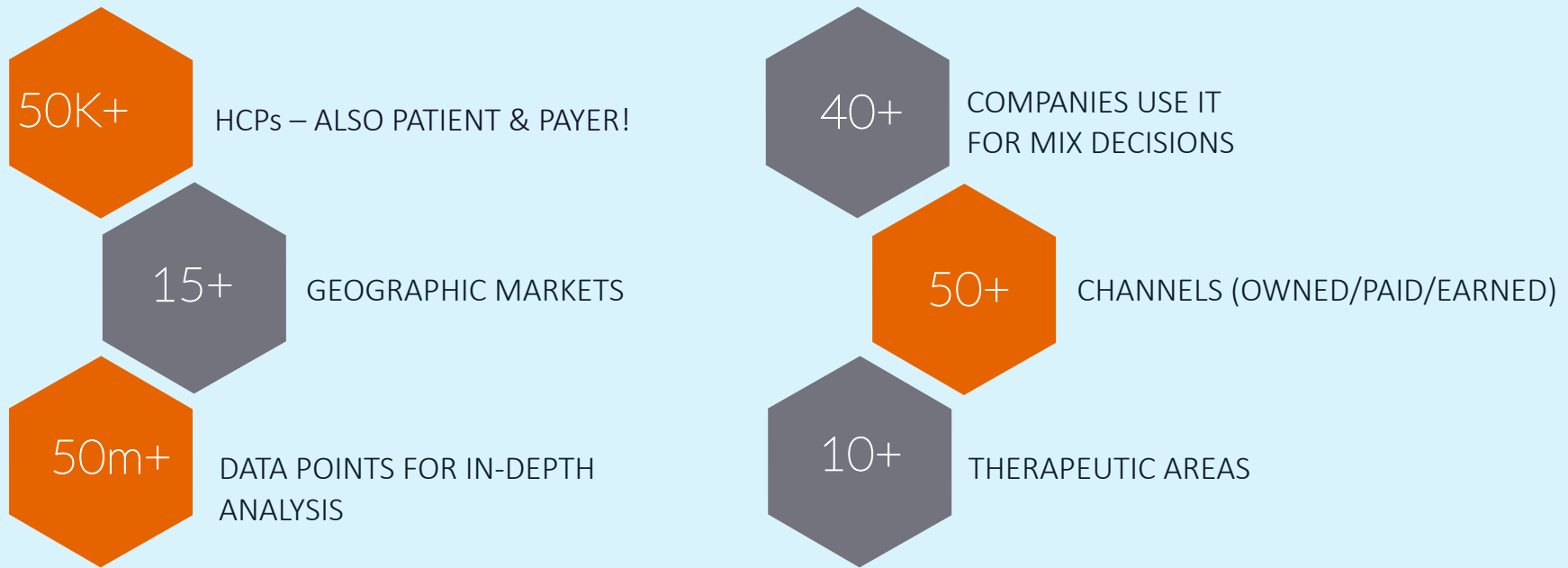
Live demonstration



Power your capability building for your entire customer-facing community



Uniquely actionable research for omnichannel customer engagement & resource optimization in the post-COVID era



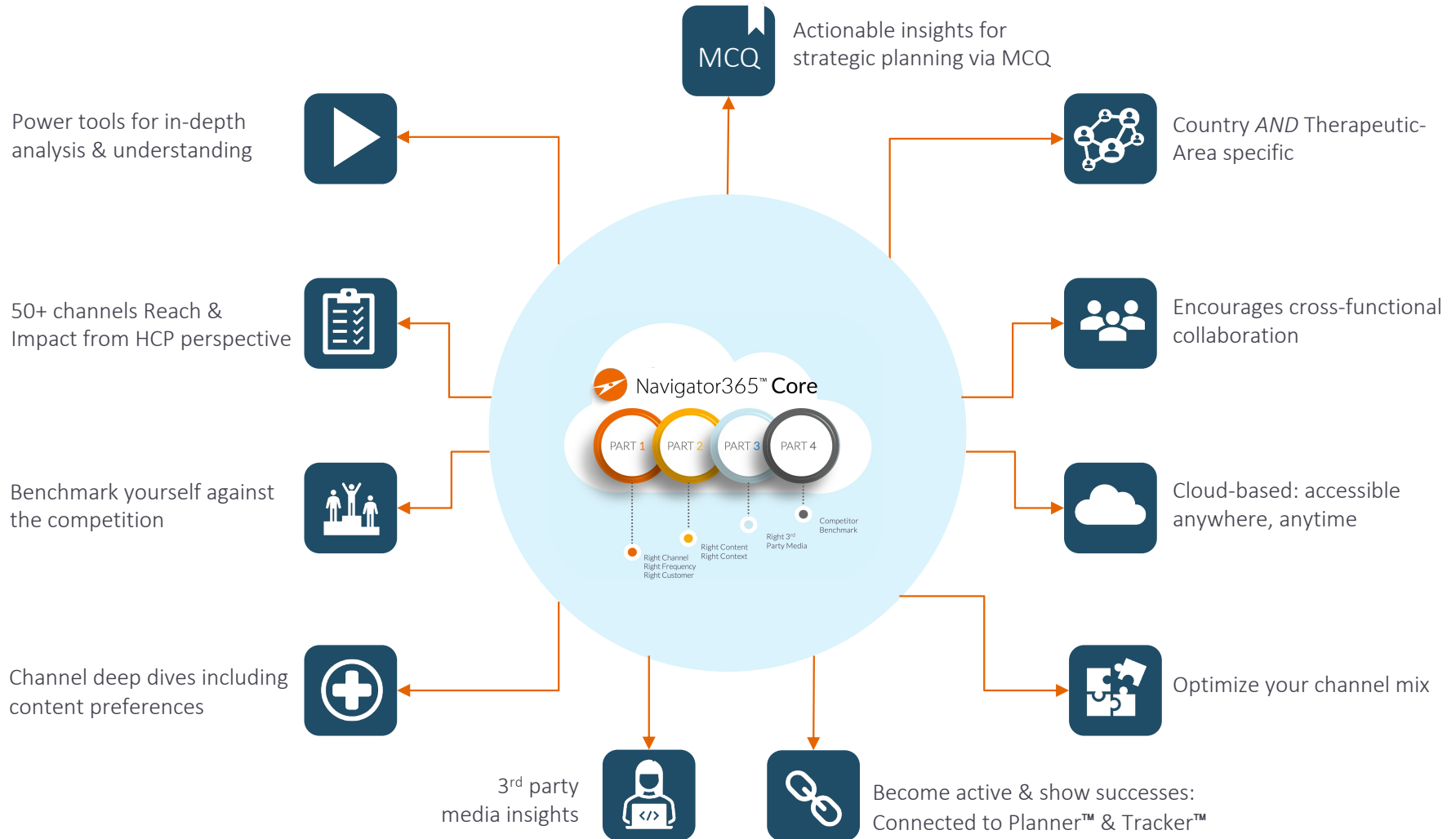
83% of clients find Navigator (much) better than competition*

* Maturometer 2020

Navigator365 Core is here to help you empower your OC strategy with truly actionable and unique insights



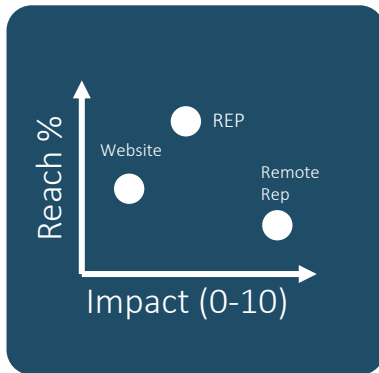
Navigator365™ Core is unique and helps you to easily translate your strategic imperatives into a high-impact customer engagement strategy



Introducing Multichannel Equivalence or MCQ

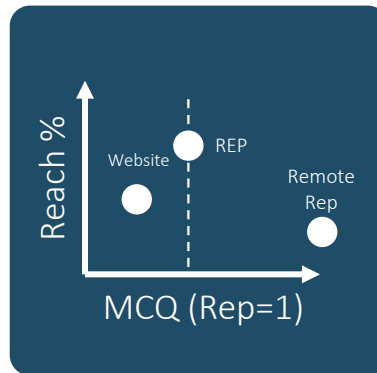
1

Navigator365™ assesses the effectiveness of (over 50+) channels in terms of two factors:
Reach & Impact



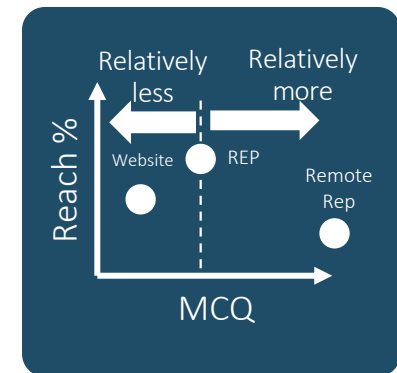
2

We rescale the graph so rep score =1 (1 MCQ=1 rep call) & other channels in relation to this channel are redrawn



3

We now can see channels that are considered relatively more or less impactful on prescribing behaviour than a F2F visit



Watch our demo

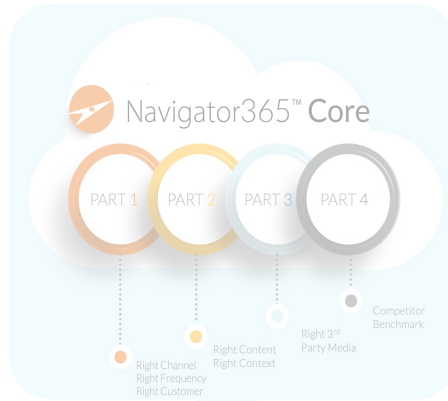


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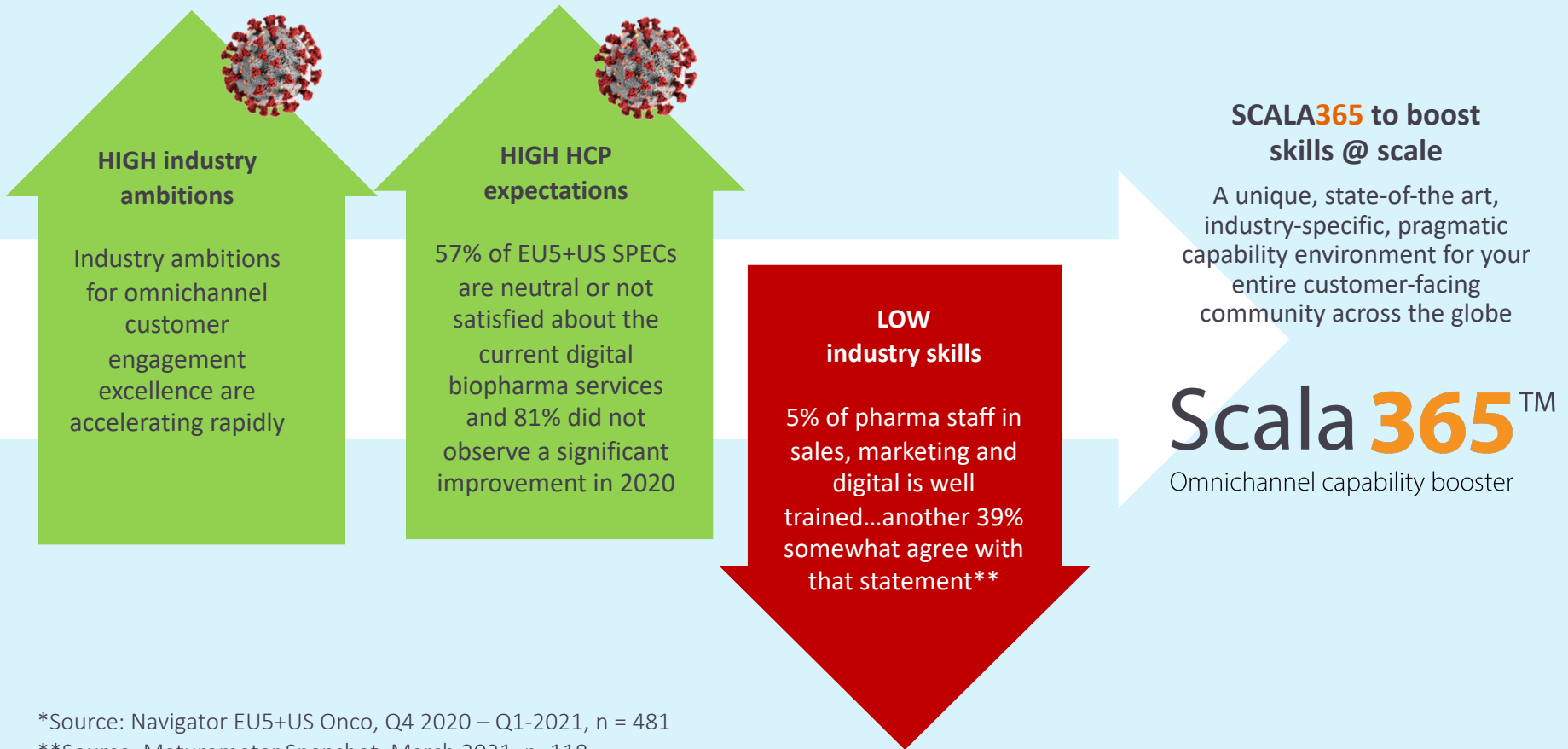


‘ Knowledge comes from knowing,
wisdom comes from doing. ’

Anthony Douglas Williams

Where are we with the industry...?

Omnichannel customer engagement becomes the next normal... today










*Source: Navigator EU5+US Onco, Q4 2020 – Q1-2021, n = 481

**Source: Maturometer Snapshot, March 2021, n=118



-  15 Interactive modules
-  8 Case studies
-  4 Playbooks & 11 channel guides
-  15 Channel checklists
-  Tailored and role-based learning plans
-  The Scala365 Game, single player

 <p>MARKETING QUICK START LEARNING PLAN</p> <p>Marketing (Quick Start)</p> <p>6 courses</p>	 <p>MARKETING DEEP DIVE LEARNING PLAN</p> <p>Marketing (Deep Dive)</p> <p>50 courses</p>	 <p>MEDICAL QUICK START LEARNING PLAN</p> <p>Medical (Quick Start)</p> <p>4 courses</p>	 <p>MEDICAL DEEP DIVE LEARNING PLAN</p> <p>Medical (Deep Dive)</p> <p>8 courses</p>	 <p>SALES QUICK START LEARNING PLAN</p> <p>Sales (Quick Start)</p> <p>4 courses</p>	 <p>SALES DEEP DIVE LEARNING PLAN</p> <p>Sales (Deep Dive)</p> <p>7 courses</p>
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-  **CASE STUDY** OC Lead Generation / Cardiovascular / DE (trial)
A true omnichannel case study: building the bridge between markete...
3 Learning
-  **CHANNEL GUIDE** Search
URLs are dead. No one types them - and while many people may rem...
3 Learning
-  **PLAYBOOK** Strategy
Multichannel marketing refers to the use of a variety of sales and ma...
3 Learning
-  **3. Search engine marketing** (trial)
INTERACTIVE MODULE: URLs are dead. No one types them - and whil...
3 Learning
-  **5. Display advertising** (trial)
INTERACTIVE MODULE: We thought display advertising was dead. How...
3 Learning
-  **9. Social media engagement** (trial)
INTERACTIVE MODULE: Social media is one of the most significant bu...
3 Learning
-  **Finish Tips & assets**
Lorem ipsum dolor sit amet consectetur. Donec ipsum ipsum, tristique...
3 Learning

MODULE 7 QUIZ: From Multichannel to Digital Strategy

Question 1

Which of the following is NOT a key component of digital transformation strategy?

Data Analytics

Personalization

Automation

Omnichannel

Question 2

Which of the following is NOT a key component of digital transformation strategy?

Data Analytics

Personalization

Automation

Omnichannel



Main features

 Pre- or self course enrolment

 Interactive weekly quiz & poll questions

 Course ratings by Scala Learning users

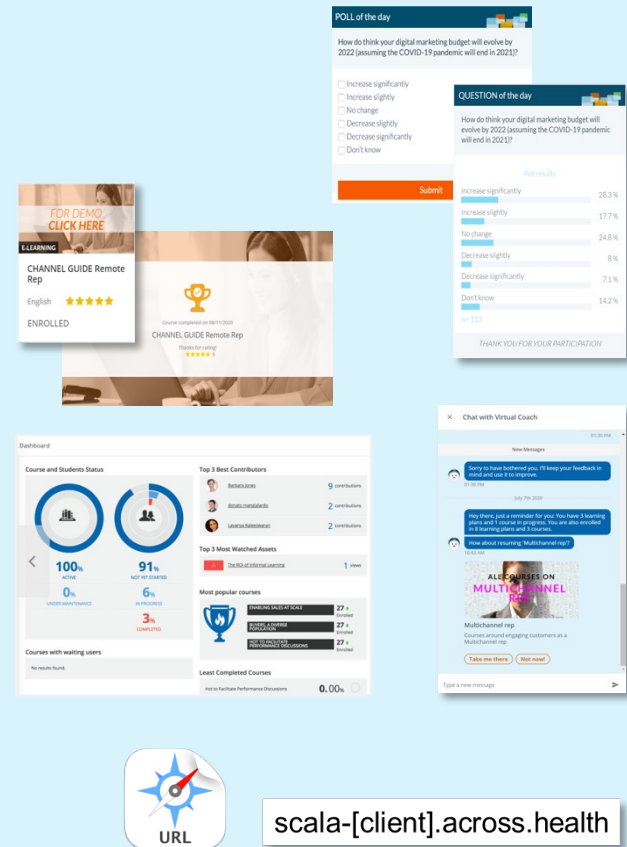
 Custom options like a client-defined URL & logo

 Advanced reporting

 Certifications

 Shortcuts to other products: Navigator365, Planner

 AI driven coaching



scala-[client].across.health

Discover our products



Power your OCE strategy with truly actionable insights



<https://across.health/offering/navigator365>



Power your capability building for your entire customer-facing community



<https://across.health/offering/scala365>

Find out more by scanning the QR codes

FEEL INSPIRED?

Want to find out which **Navigator365** core data sets are available for you to finalize your 2022 planning?

Or require more insights into **how Scala365 Learning** would be applicable to your team?



Get in touch and we will figure it out!

Your feedback is very important to us! Thank you for taking a moment to complete our post-webinar survey!



THANK YOU



Luisa Schirm
Senior Consultant
+49 152 091 344 98
luisa.schirm@a-cross.com



Kyle Patel
Senior Consultant
+49 173 367 0954
kyle.patel@a-cross.com

