

Reimagine customer
engagement

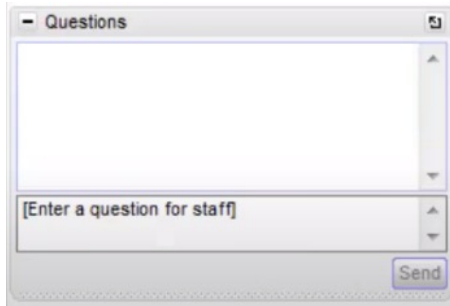
Omnichannel customer engagement in the next normal: blip or shift ?



Oct 26th, 2021

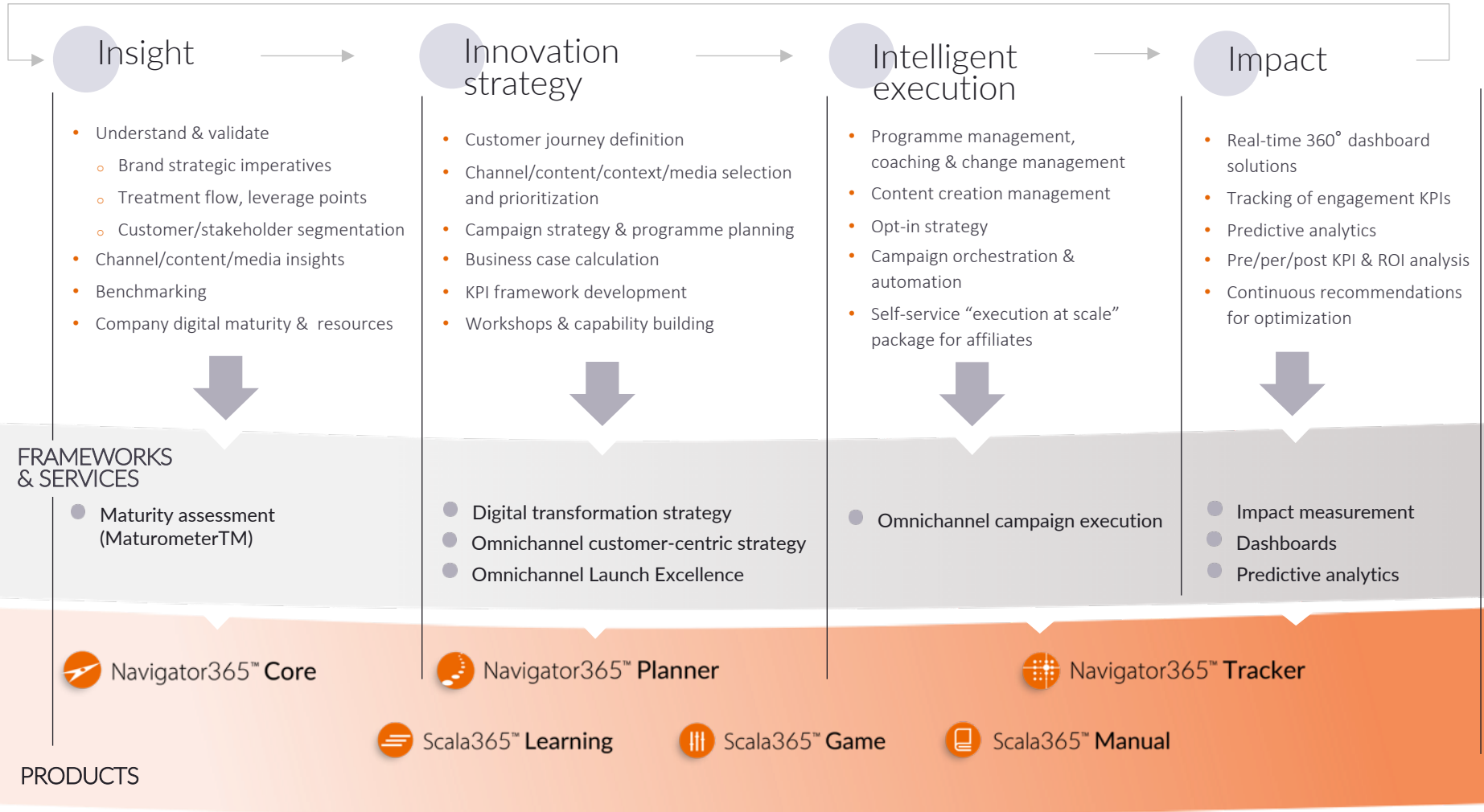
Ground rules

- This webinar will take around **30 minutes**, followed by questions
- You can submit **questions** at any time via the “Questions” box



- **Please give us your feedback!**
 - Right after the webinar a short satisfaction survey will be launched. We would love to know your opinion!
- The webinar will be **recorded** and made available after the session. We will send you an email with the details



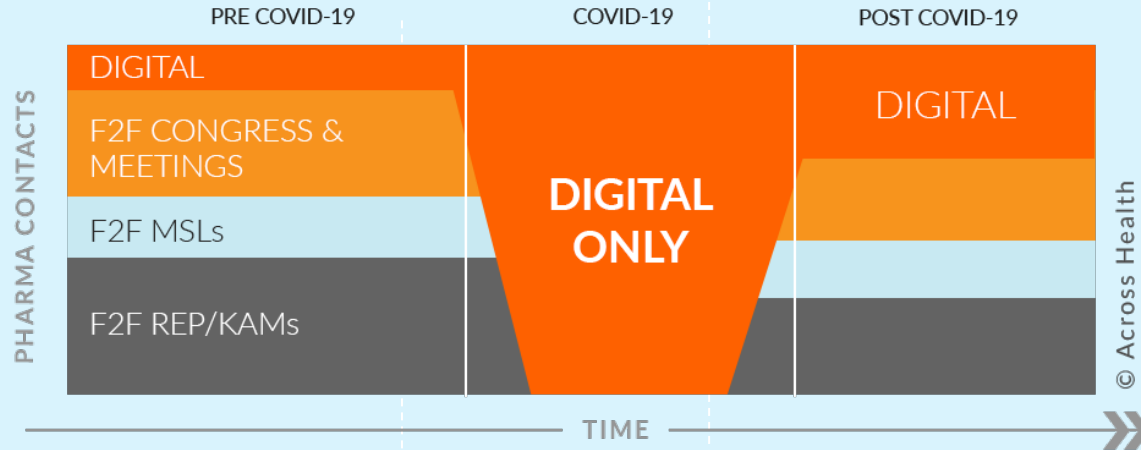


BC ⚡ AC

**BEFORE
CORONA**

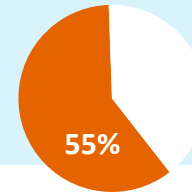
**AFTER
CORONA**

Biopharma need to re-think the GTM model; COVID-19 has significantly disrupted the traditional business model

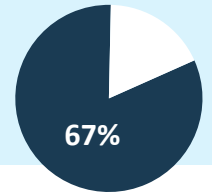


Post-COVID, HCPs want and expect to receive pharma content via digital/mix of channels¹

OC Promo preference



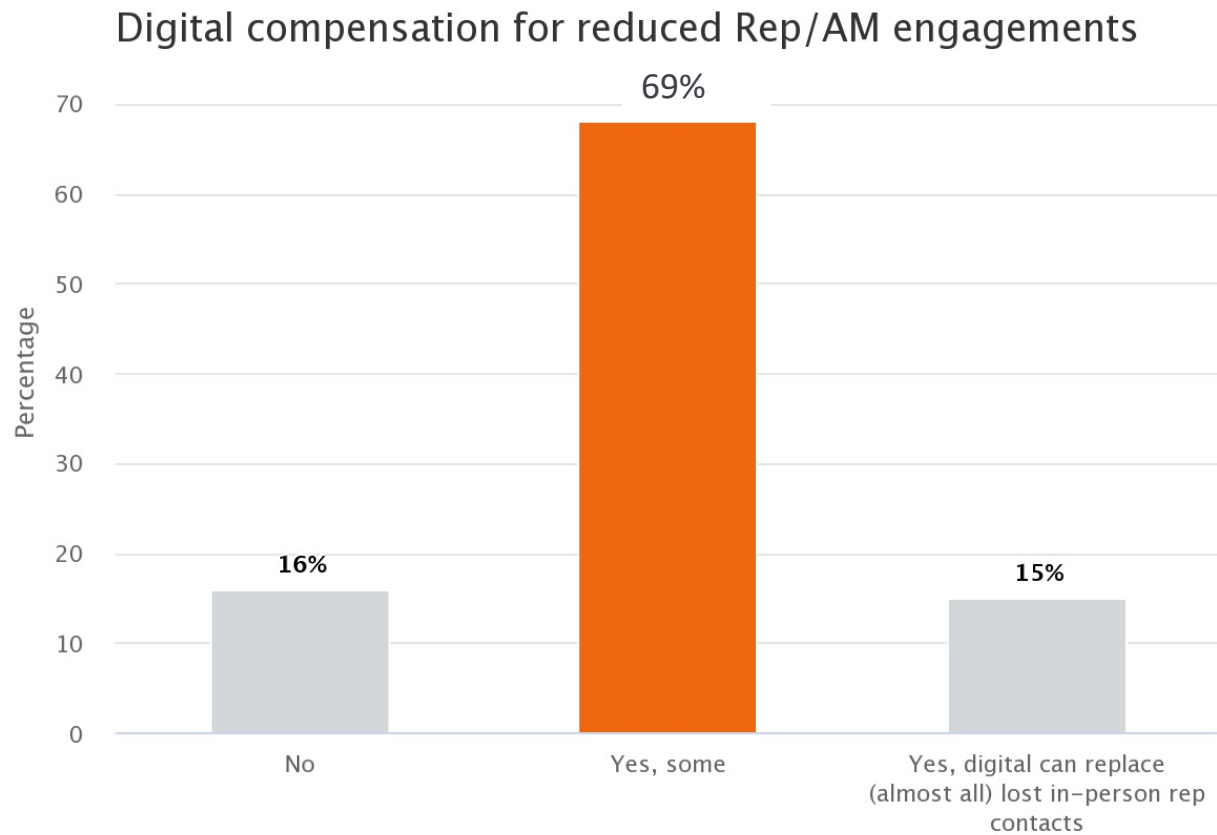
OC Education preference



Digital adoption is set to further accelerate post COVID-19. This represents an **important opportunity** for biopharma companies to deliver against HCPs' strong demand for omnichannel engagement

Source: Across Health Navigator™ 365 (Q4' 20 EU5 specialists – N= 2780)

COVID-19 has created a unique opportunity for stronger sales & marketing collaboration with 84% of EU5 specialists open for digital compensation



Source: Across Health Navigator™ 365 (Q4' 20 EU5 specialists – N= 2498)



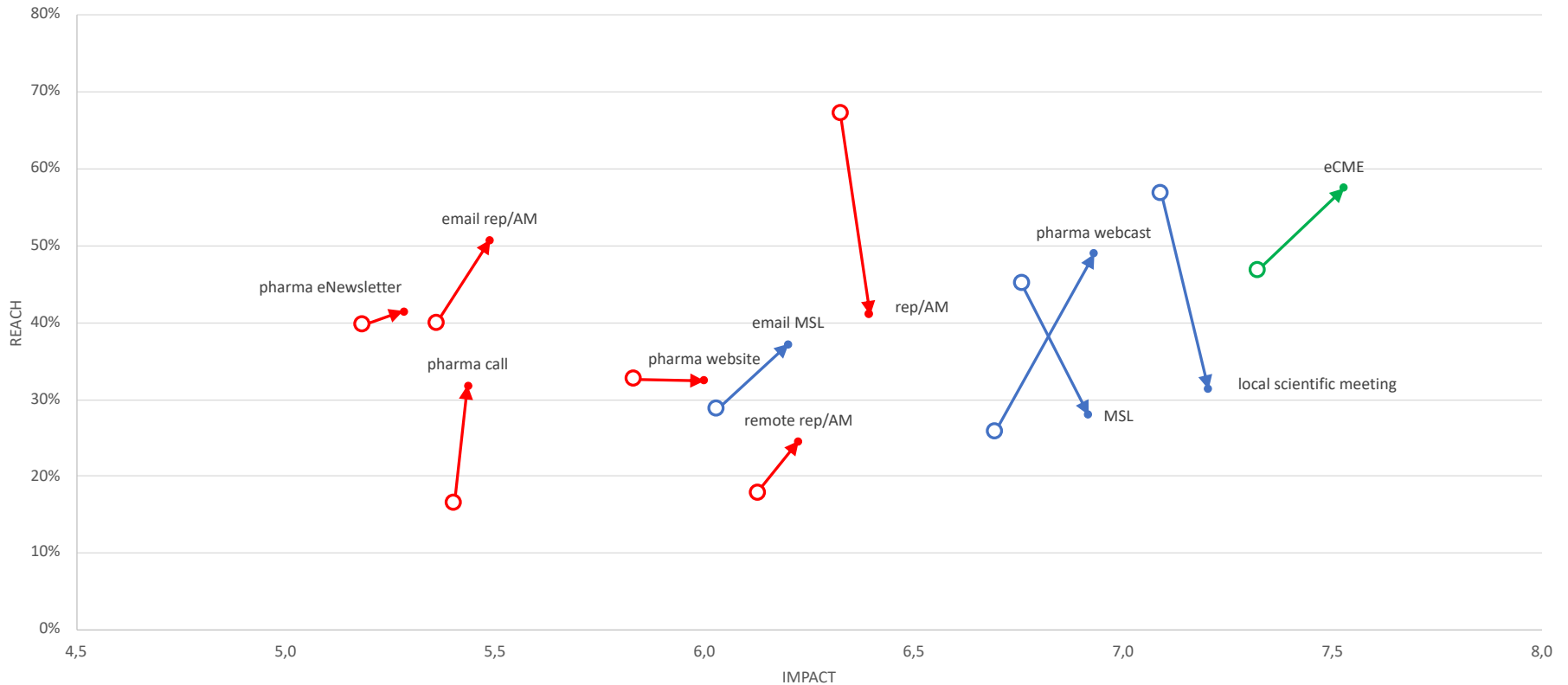
Is the death of the fieldforce being overestimated?

Arthur Miller's *Death of a Salesman*



F2F is not decreasing in impact, but reach & impact of digital is increasing significantly in 1 year

CHANNEL PERFORMANCE EVOLUTION 2019Q4 VS 2020Q4 - EU5 SPECIALISTS



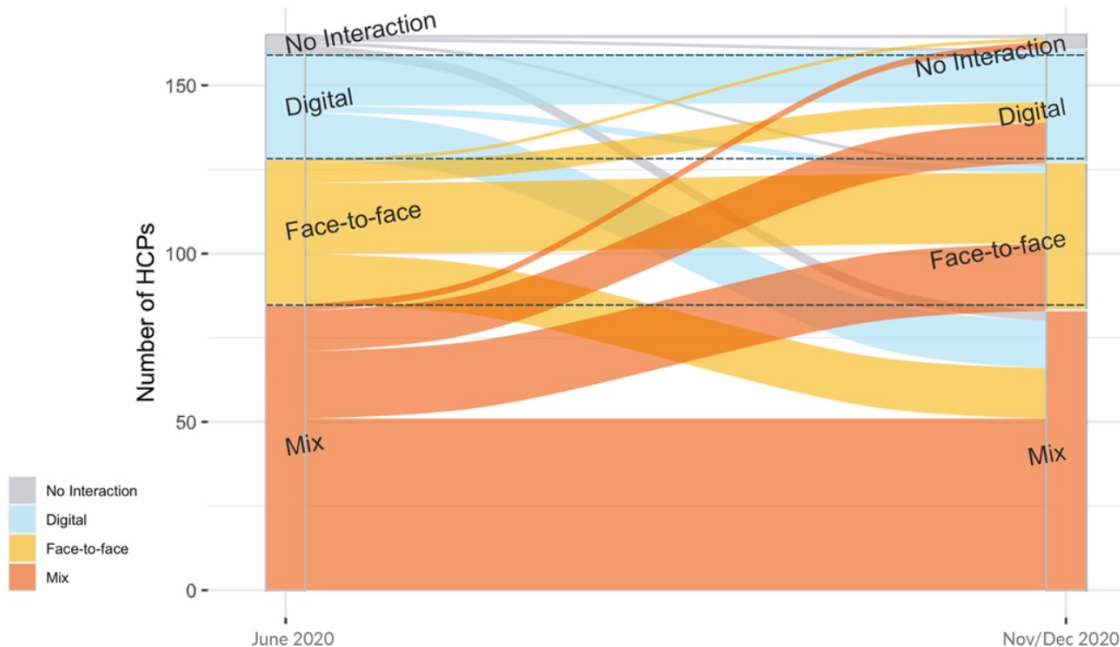
Source: Across Health Navigator™ 365
 (Q4' 20 vs Q4' 19 EU5 specialists – 2020 N= 2780 | 2019 N = 4104)

Beware of the 'SWAN-effect' in your customer data!

Customer-level channel preference dynamics will be more than ever important in the future !

'In terms of pharma educational/medical activities, which option do you prefer?'

Communication preference: medical



Pulmo EU4 + UK, HCPs wave 1 (June 2020) and wave 2 (Nov/Dec 2020); N = 162

Source: Navigator365™ Core



The answer can't be just about pumping up the “digital” volume

Biggest challenges for B2B tech marketers in 2021

1. Balancing quantity and quality (48%)

2. Digital fatigue (41%)



**“Doctors
disappointed in
pharma's digital
pandemic efforts”**


February 1, 2021

*“Promotional models
are obsolete”*

(Iqvia 2021)

Source: FINITE & 93x
tinyurl.com/hbyo1f1w

Is pharma moving?

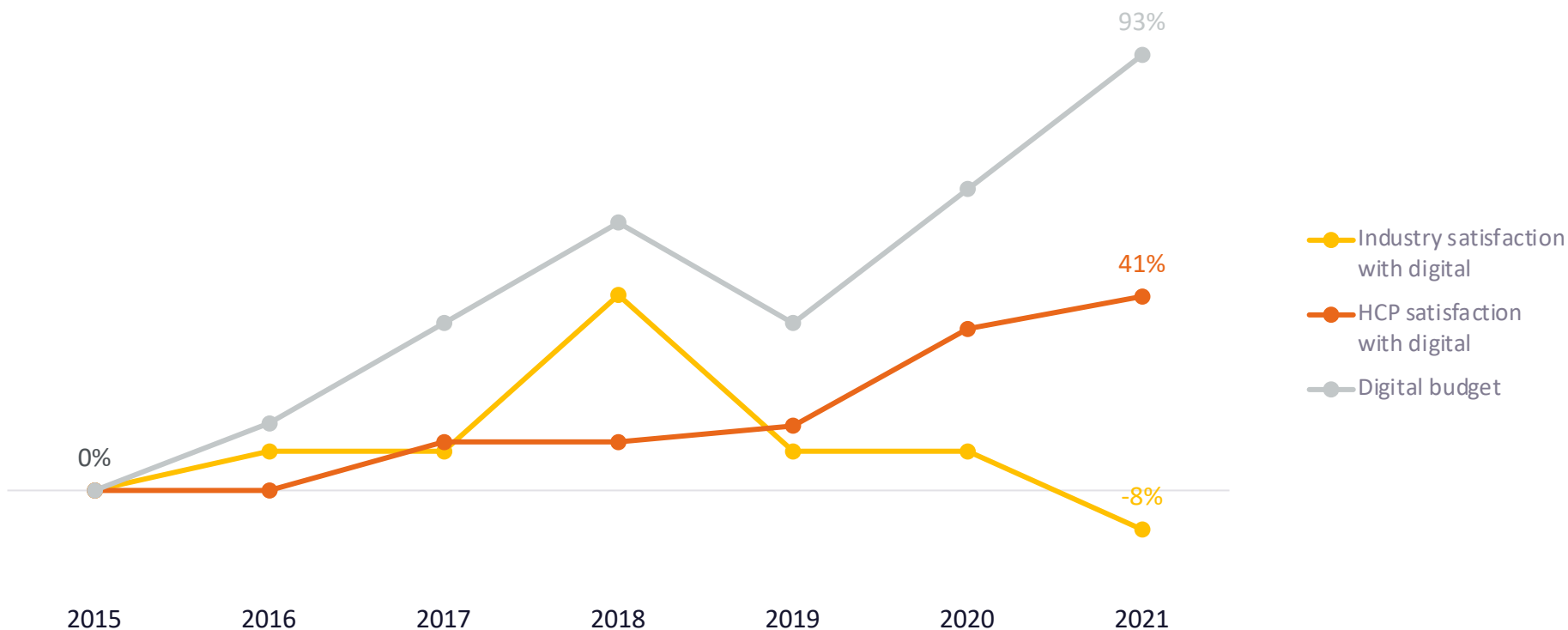
Let's first look at this through rose-coloured glasses



Maturometer™ 2021

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

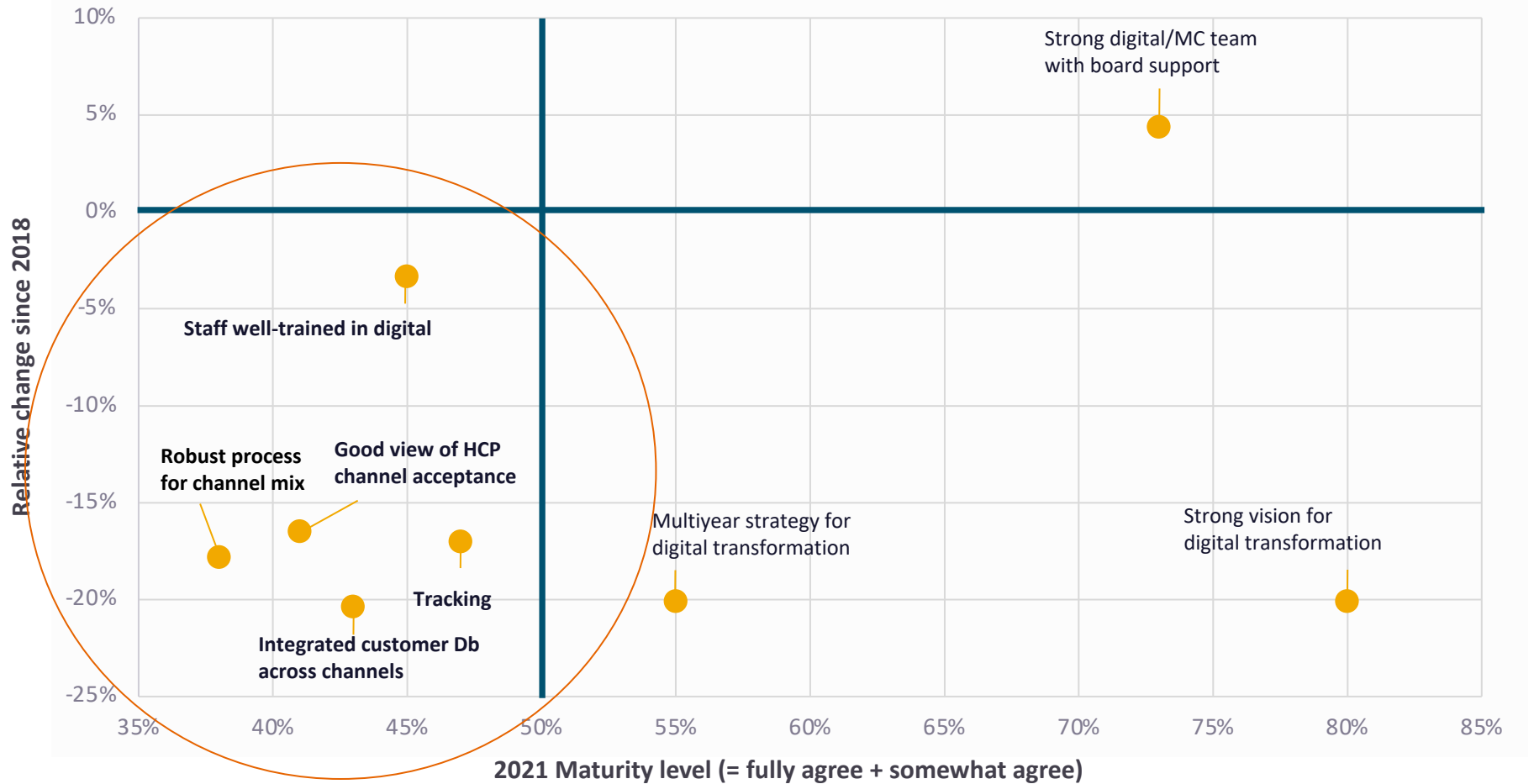
Evolution since 2015 of digital budget and internal/external satisfaction with digital



Source: Across Health  Maturometer™ - 2021



Focus areas for driving the change



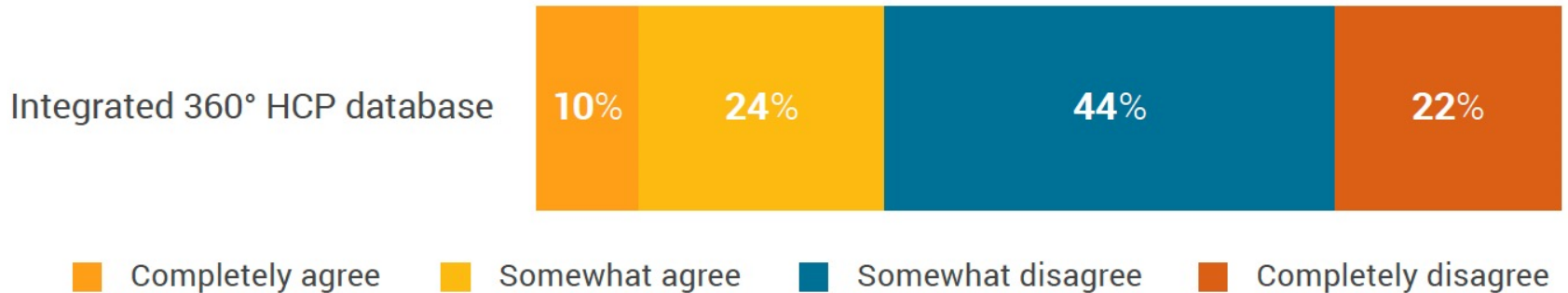
EU biopharma 2021 n=135 EU biopharma 2018 n=202



Shouldn't we have a 360 view on our customers?

Current reality shows a different picture...

Adoption of a Holistic Customer 360 and Channel Acceptance View in Biopharma



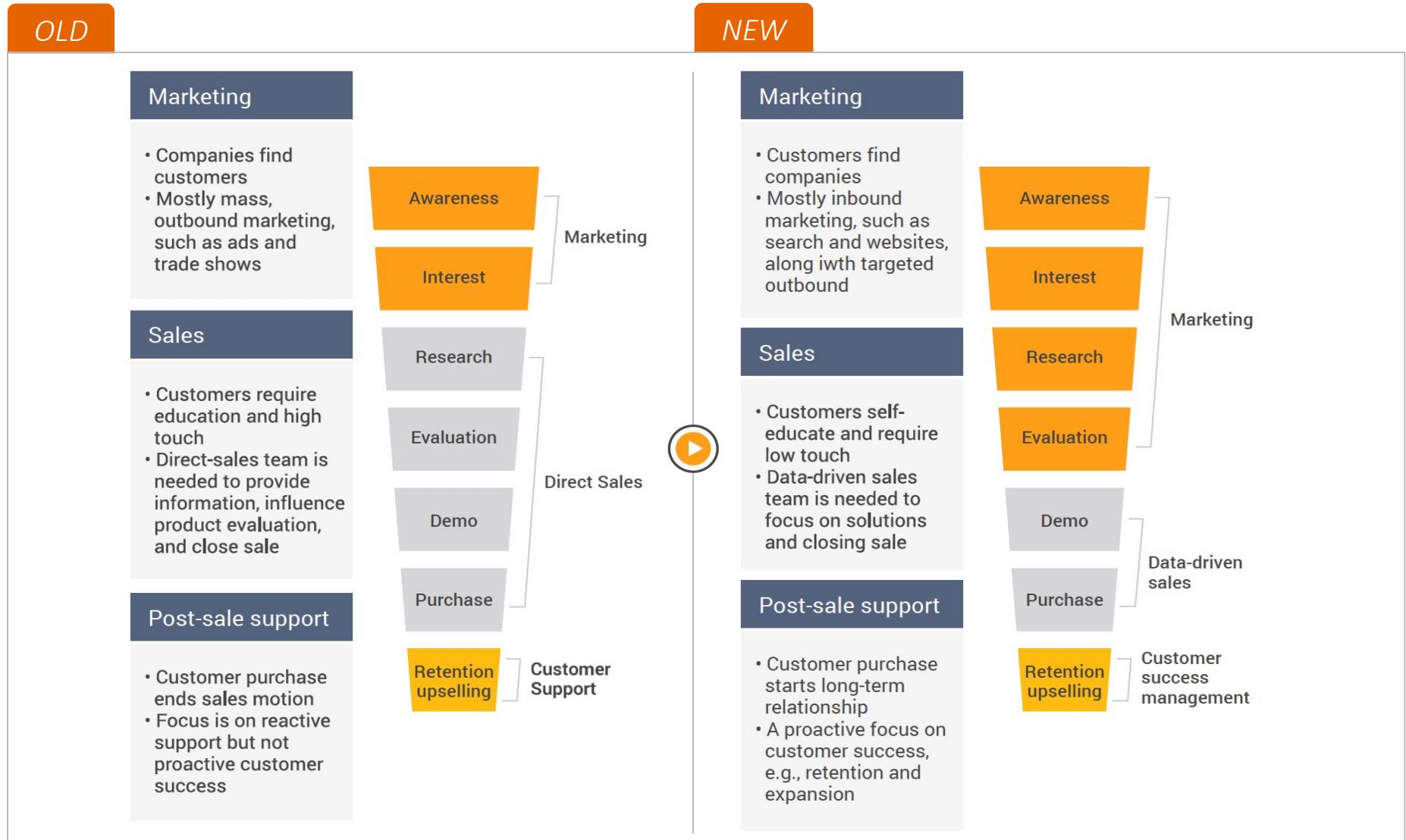
Source: Across Health Maturometer 2020



The new commercial model in pharma



Building an integrated marketing & sales engine for B2B, old vs new model



Source: BCG



Success stories in situations with restricted access



Case study 1

Omnichannel campaign to substitute F2F interaction for mature brands

Situation

- Discontinuation of GP salesforce in selected segments for 2 mature brands, one asthma and one pain brand in Germany
- A good level of opt-ins was available, as well as a detailed overview of the previous fieldforce activity at the HCP level (CRM database)

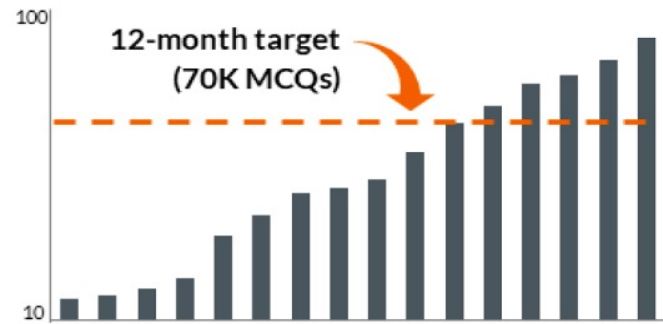
Key challenges

- 70k rep visits had been lost and needed to be replaced by non-personal channels to reach a similar MCQ (weighted multichannel interactions)
- Focus on 10k GP prescribers as well as the long-tail of no-see HCPs
- No marketing automation tool available

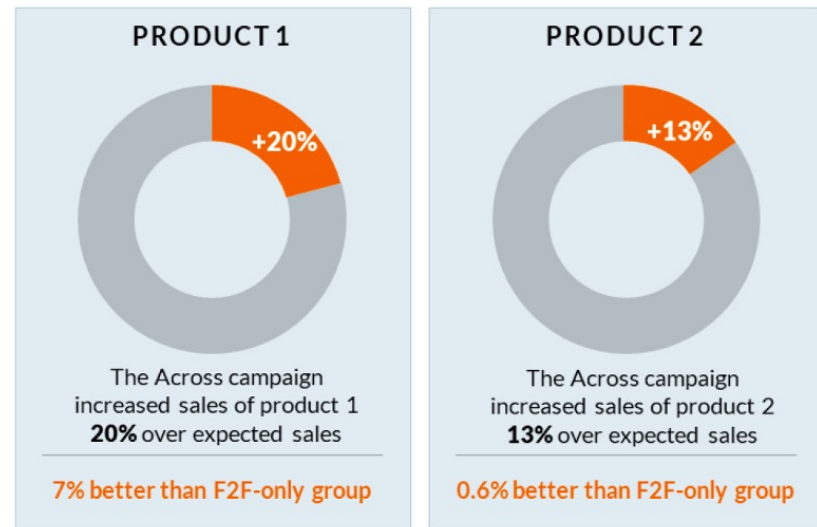
Objectives

- Across Health's objective was to minimize loss of Share of Voice, by designing, executing and measuring an insight-led omnichannel campaign based on the Navigator Multichannel Equivalence (MCQ) concept
- Proof of principle: replace 70,000 representative visits per year through an omnichannel strategy based on the MCQ approach
- Maximize sales in the targeted GP population

Evolution of total MCQ over time - target reached!



Top Level Results



Case study 2

Multichannel engagement as growth accelerator and referral predictor for innovative, cardio procedure

SITUATION

- Global player developed innovative treatment option for treatment of highly prevalent heart condition.
- Patient procedure through referral and intervention.
- Limited awareness around alternative treatment
- Limited supporting staff in focus markets.

MC approach



Lead profiling approach

Multichannel campaign
+ Scoring algorithm
= Next best visit



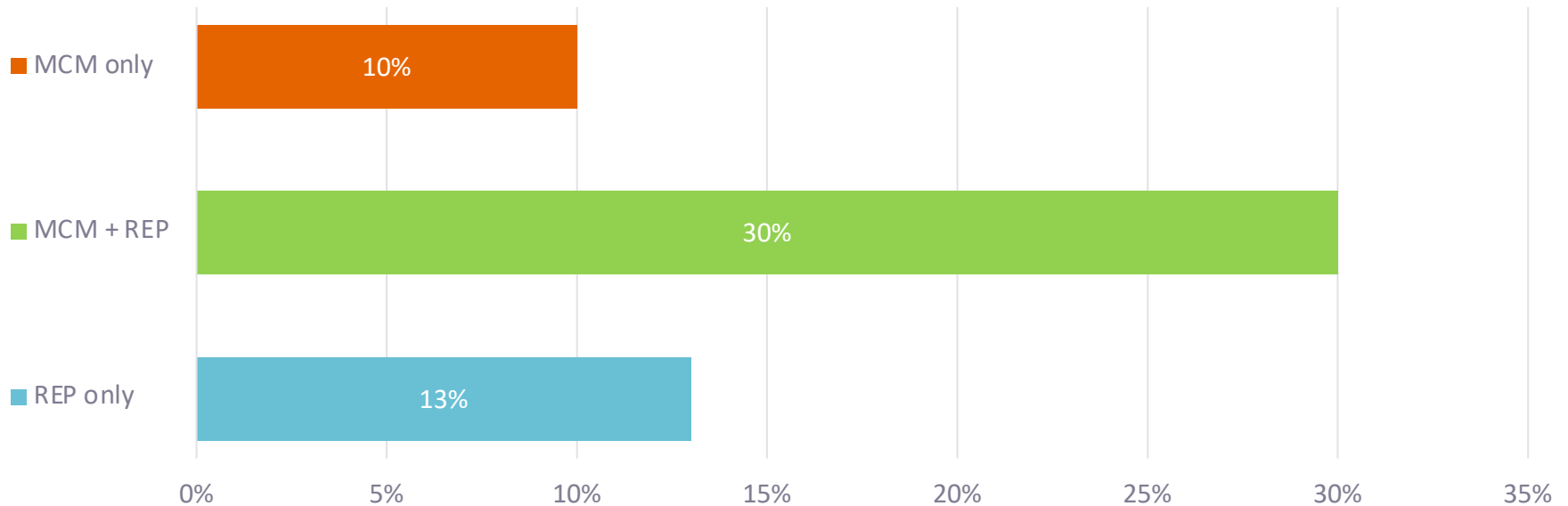
Finetune through predictive analytics


Campaign responsiveness, field force visit recency & frequency,
congress & meeting attendance and frequency



RESULTS:

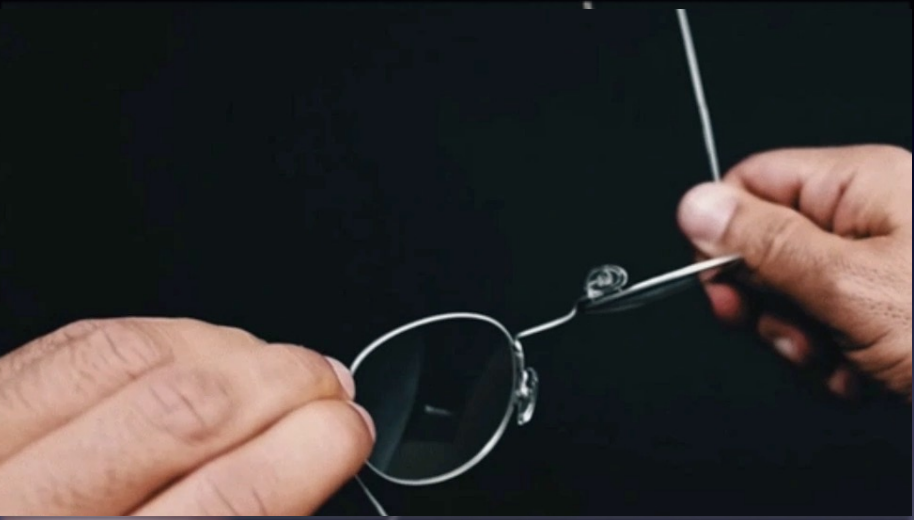
Referral uptake (+%) by type of promotion



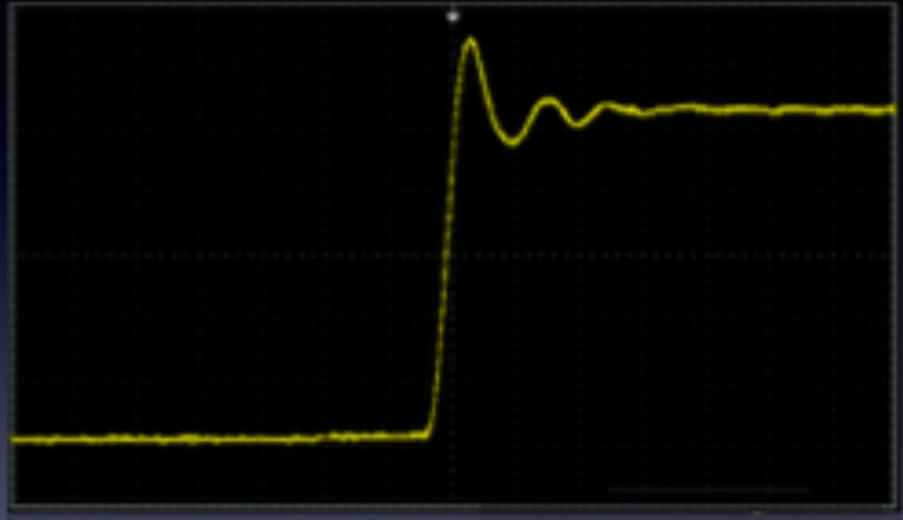
A black and white close-up photograph of Winston Churchill. He is wearing a dark hat and a dark coat. He has a serious expression and is holding a cigar in his mouth. The background is slightly blurred, showing other people in the distance.

**“Never let a good crisis
go to waste”**

Winston Churchill

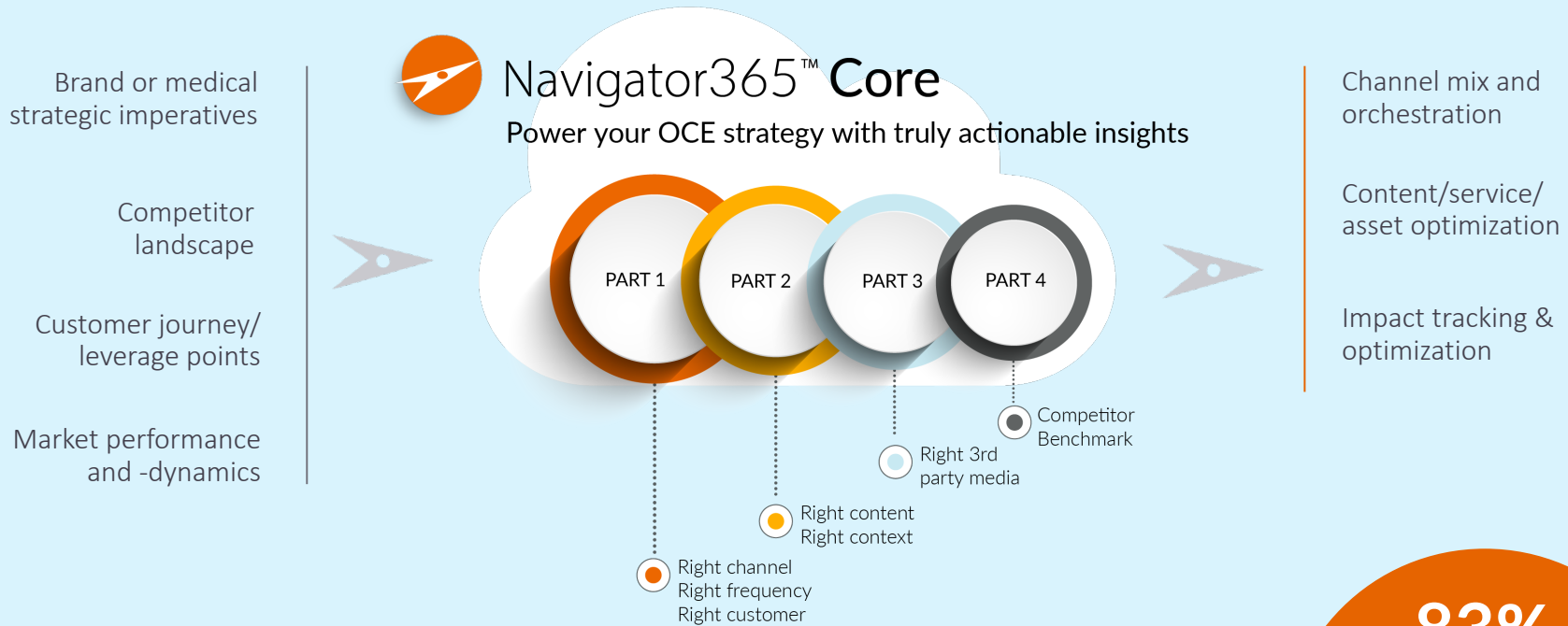


**SNAP BACK
TO OLD NORMAL
'MEMORY'**



**STEP CHANGE
LOCK ON TO
'NEW NORMAL'**

Navigator 365 helps at a crucial step – translating your strategic imperatives into a high-impact customer engagement strategy



Navigator365™ Planner
Plan your OC campaigns in a robust, methodological way

Navigator365™ Tracker
Get visibility on the impact of your OC campaign performance

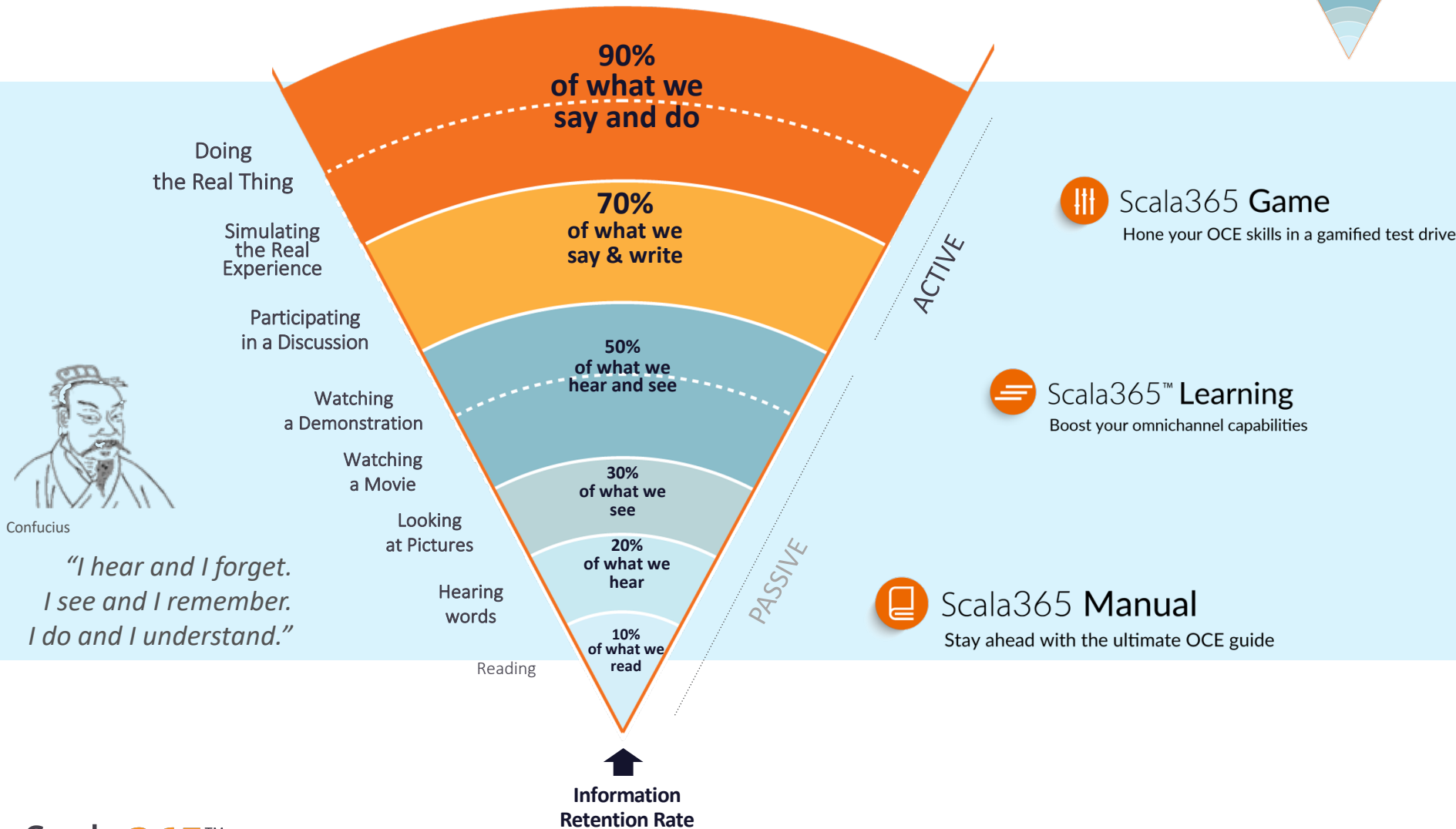
83%
of clients
find Navigator365
(much) better than
competition*

* Maturometer 2021

DEMO

www.across.health/offering/navigator





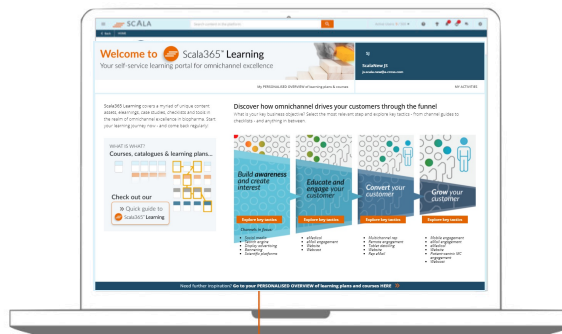
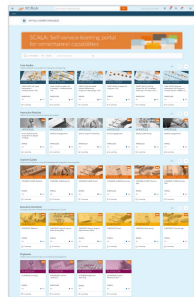
Confucius
*"I hear and I forget.
 I see and I remember.
 I do and I understand."*

Scala365 Game
 hone your OCE skills in a gamified test drive

Scala365™ Learning
 Boost your omnichannel capabilities

Scala365 Manual
 Stay ahead with the ultimate OCE guide

Full Course Catalogue



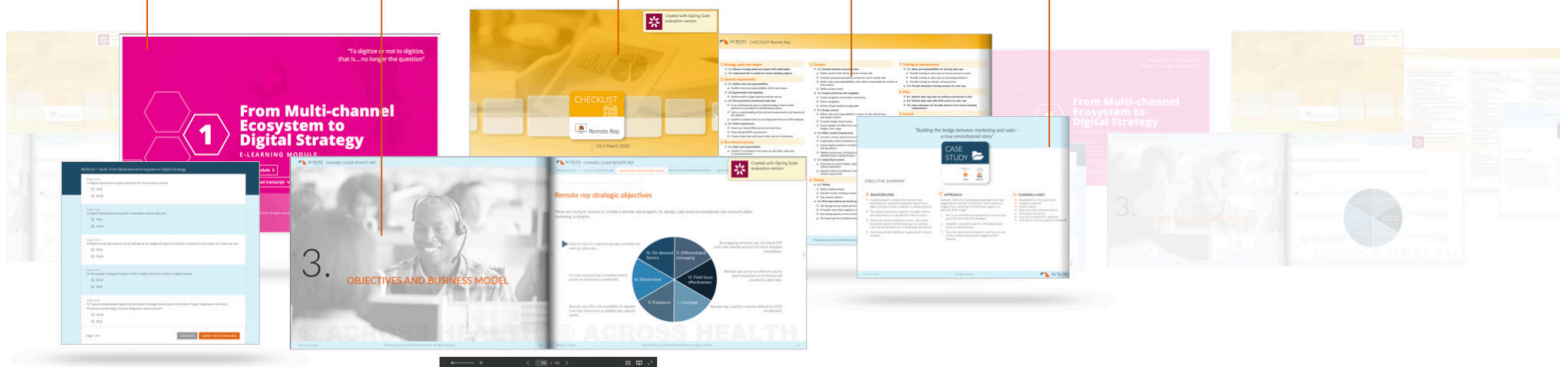
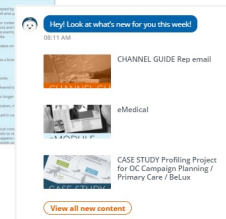
Glossary



Performance



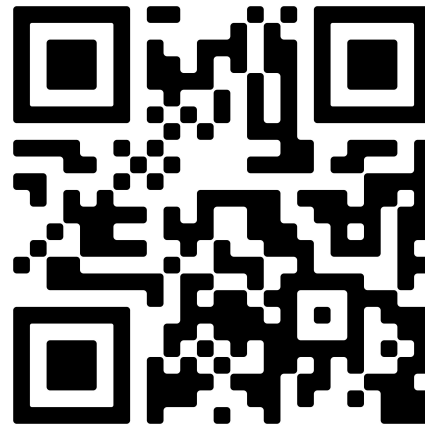
A.I. Coach





ACROSS
HEALTH

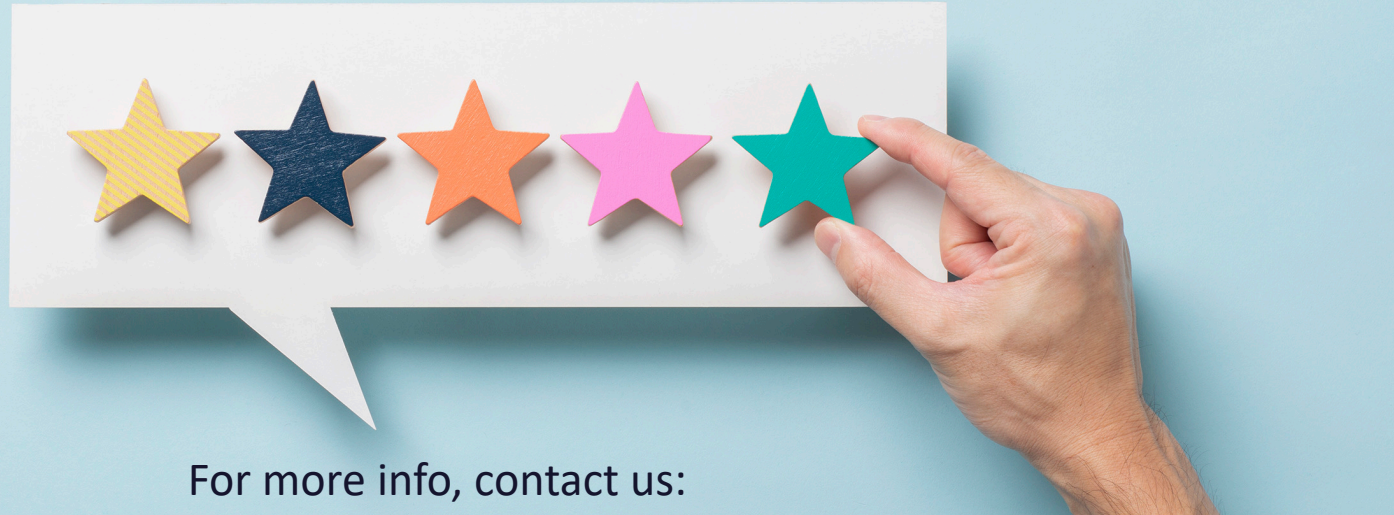
a precision value & health team



Reserve your seat NOW!

Join our tomorrow's webinar: "Navigator365™ & Scala365™ Demo"
Oct. 27th 16h CET

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



For more info, contact us:

Thank you!

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