

Reimagine customer
engagement

customer
engagement

 The webinar series

Navigator365™ advanced uses

September 16th, 2021



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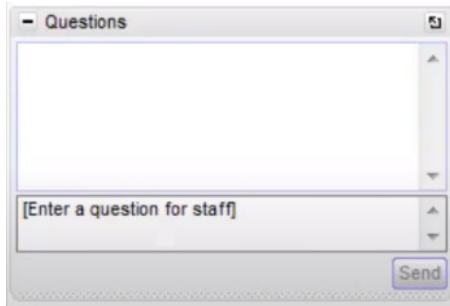


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Ground rules

- This webinar will take around **40 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



Question for you...

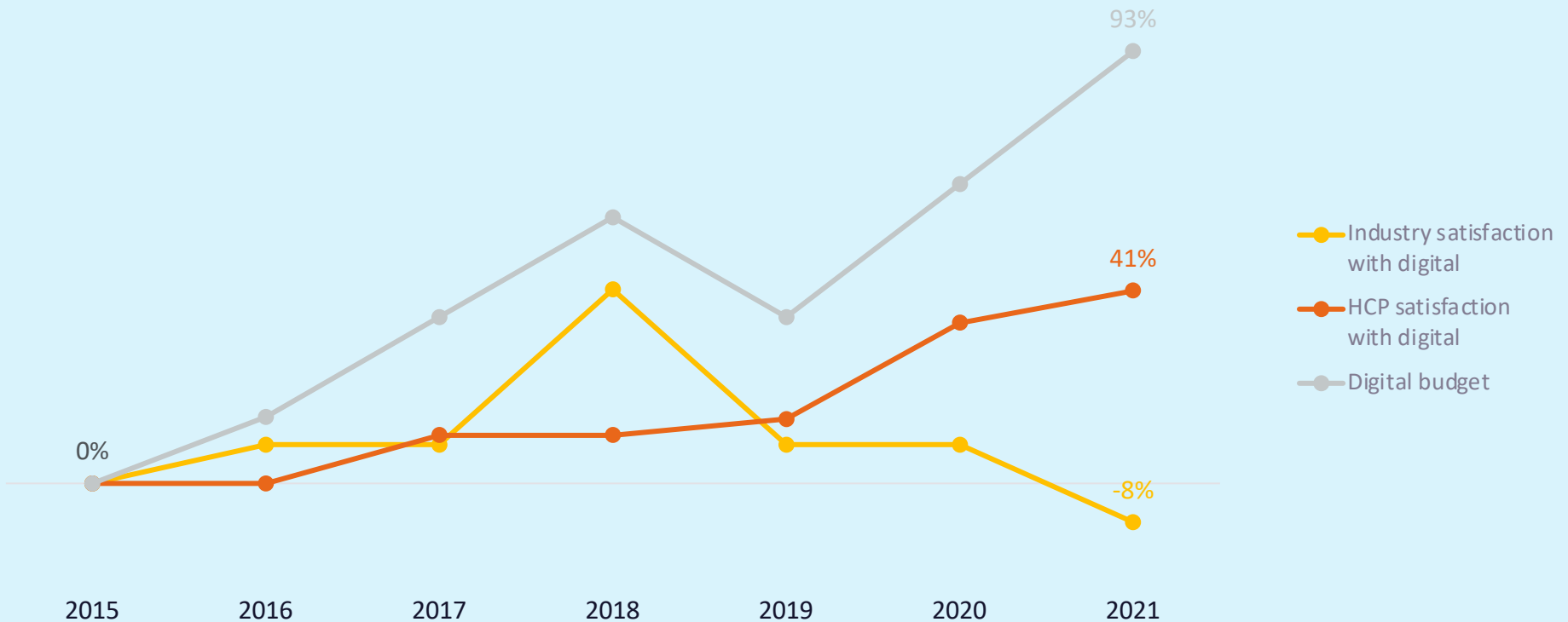
Did EU biopharma staff satisfaction with their digital investments evolve in 2021 vs 2020? (satisfaction = satisfied + very satisfied)

1. '21 satisfaction went up vs '20, and '20 was higher than '19
2. '21 satisfaction levels were similar to '20
3. '21 satisfaction levels were down vs '20



While biopharma digital budgets increased, satisfaction levels (particularly biopharma's) didn't follow...

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



The answer to C19 certainly was/is not “pump up the digital volume”

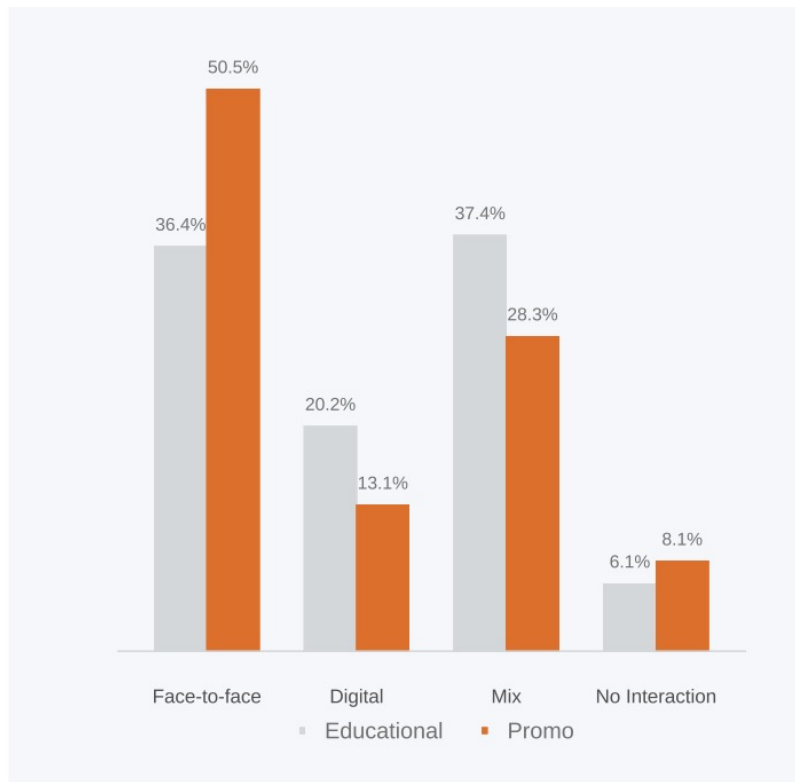
“Doctors disappointed in pharma's digital pandemic efforts”

 **FIERCE**
Pharma
February 1, 2021



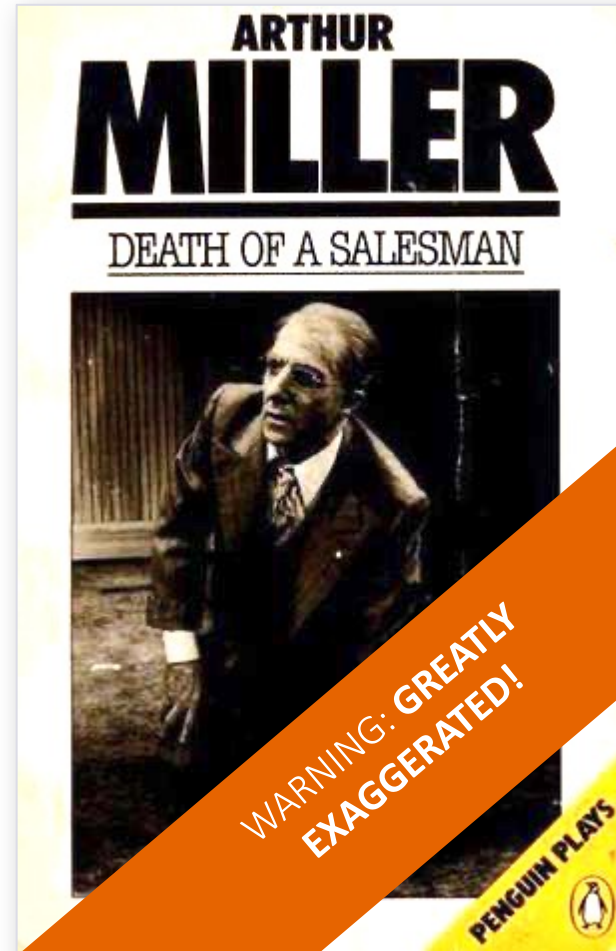
The new mix will rely more on digital, but the role of F2F/field will remain important – and personalized approaches will gain traction

Communication preferences:
US endocrinologists (Q3 2021)



N=99

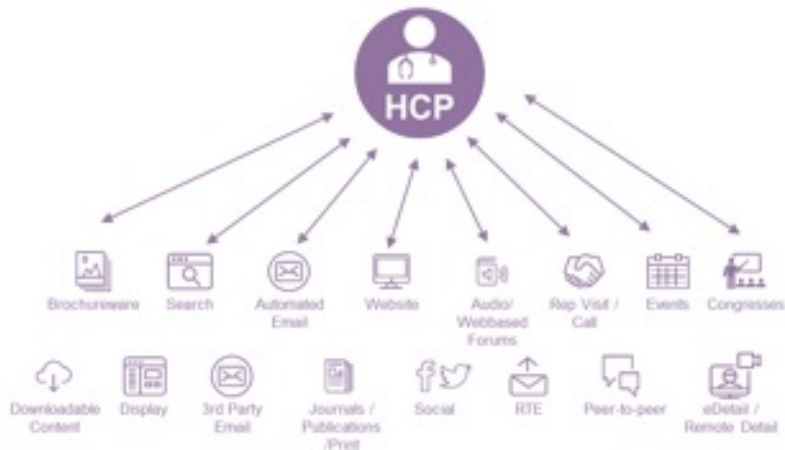
Source: Navigator365™ Core Endo US Q3 2021



What's needed?

MULTICHANNEL

All touchpoints are available but not coordinated

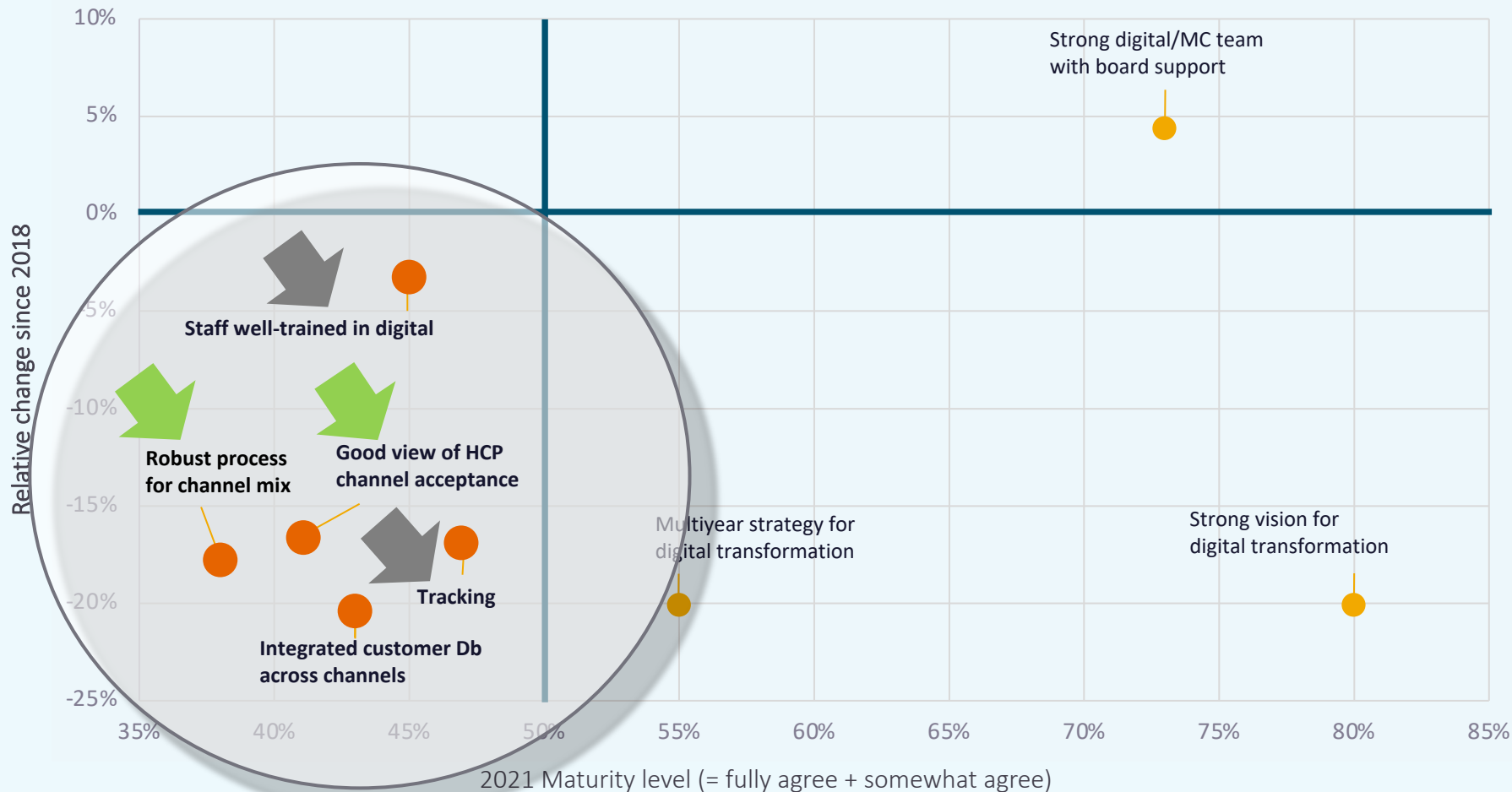


OMNICHANNEL

All touchpoints are available and coordinated



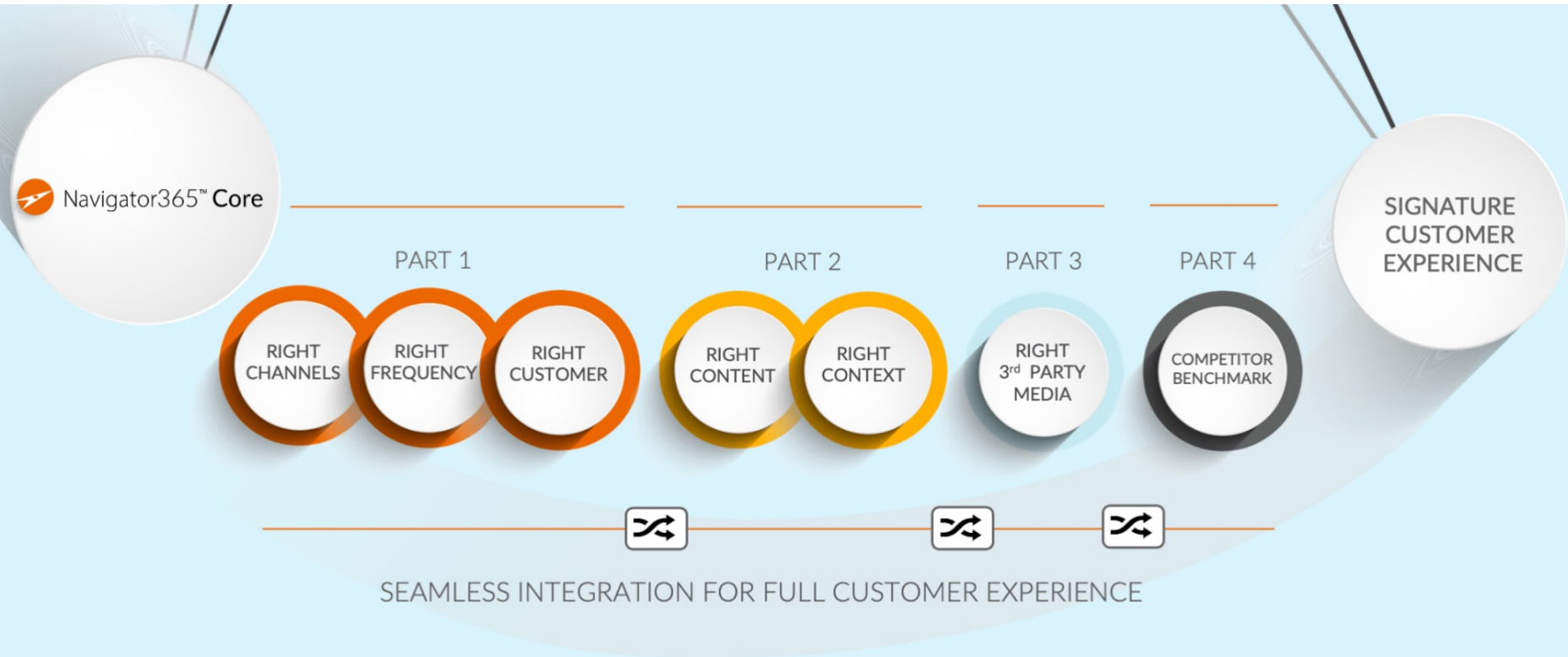
Chronic pain points for OCE success need to be addressed... and Across Health can support you!



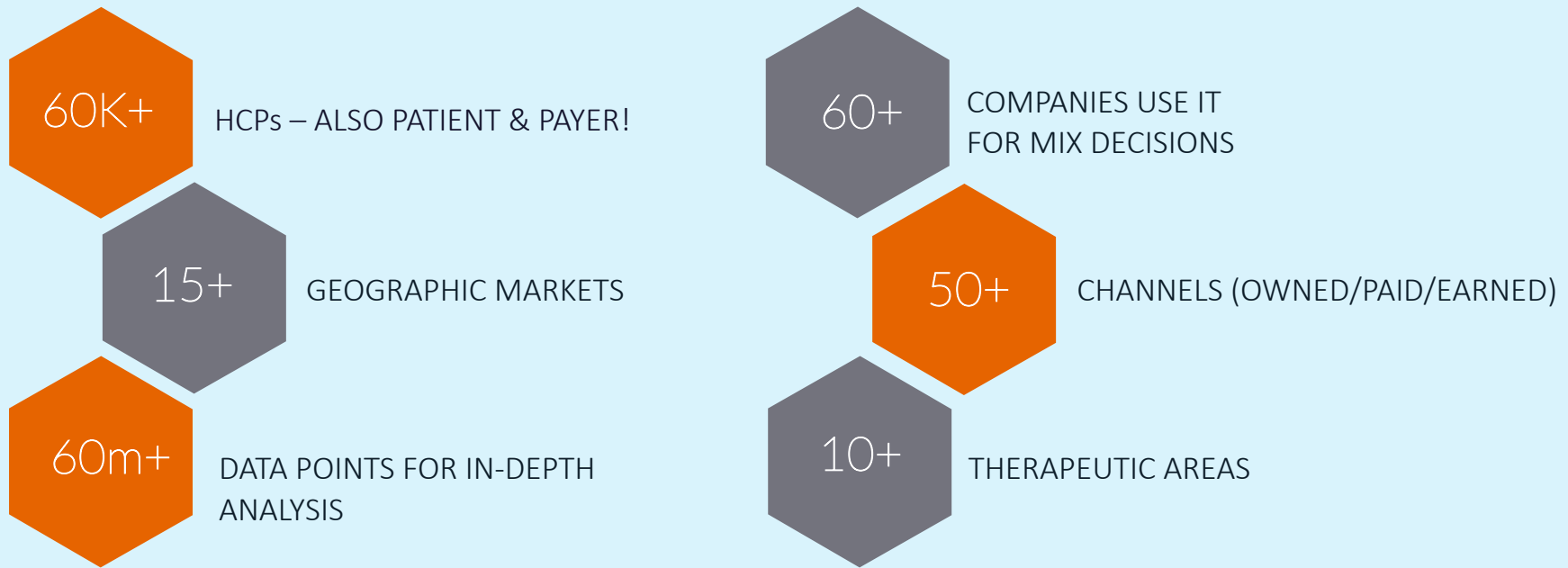
Source: Maturiometer 2021

A time-tested companion on your omnichannel journey: Navigator365™

Industry-leading actionable insights guiding your way to superior customer engagement



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



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

* Maturometer 2020

Navigator365™

A quick introduction



Cloud-based

Company-wide access

> 60 active clients
(+4K users)

Global coverage

Integrated ecosystem

Navigator365™

An integrated product suite

Navigator365™



Navigator365™ Core

Power your OCE strategy with truly actionable insights

1

HCP Insights



Navigator365™ Planner

Translate your OCE strategy into a robust plan

2

OCE Planning



Navigator365™ Tracker

Track your OCE campaign for high impact

3

Campaign impact tracking

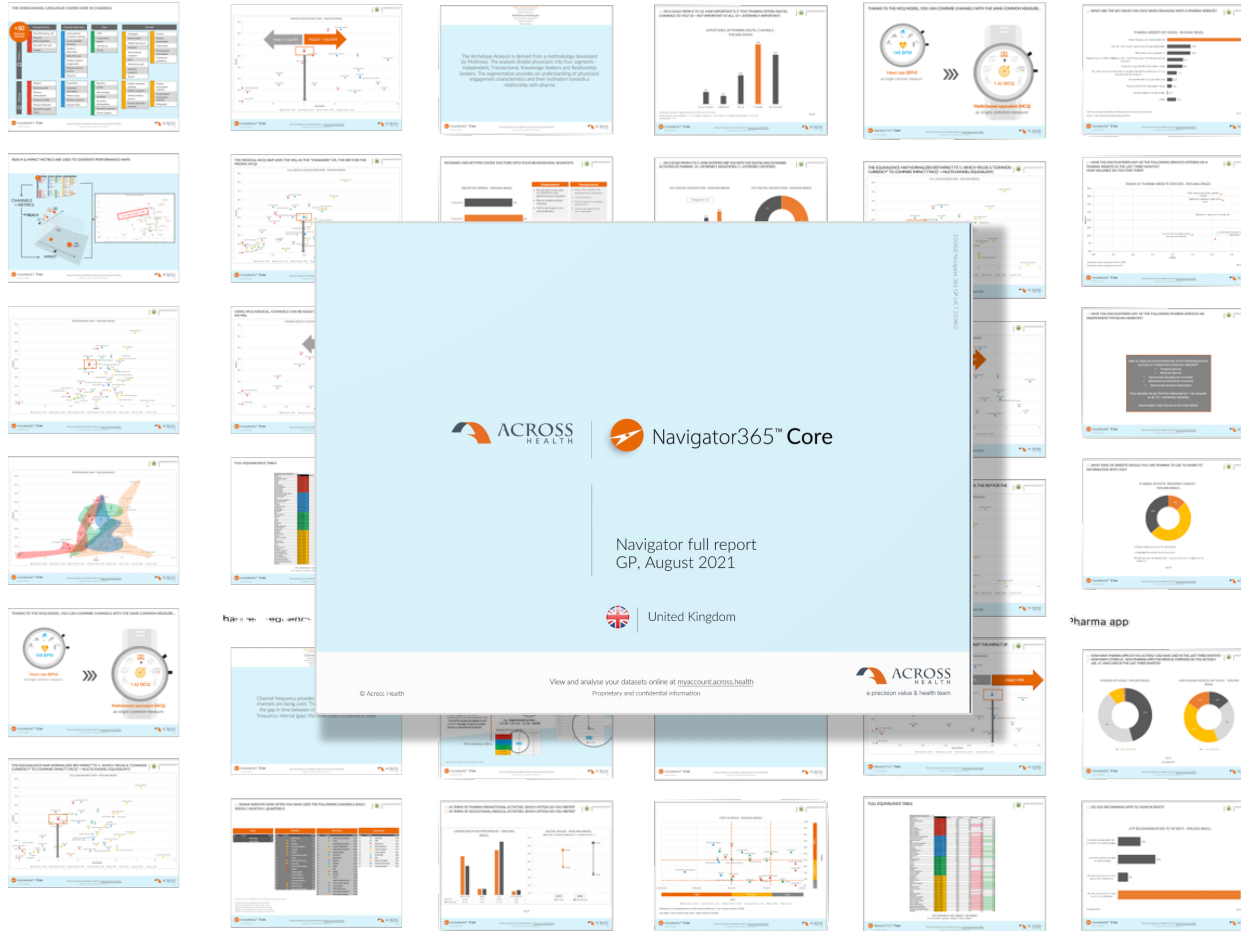
Navigator365™ Core

HCP actionable insights



Navigator365™ Core

Power your OCE strategy with truly actionable insights



Up to 200 pages of highly actionable insights in PDF and PPT format

Individual specialty and market level

But there is much more to Navigator365™!



Get the most out of your Navigator365™
subscription

&



Introducing new features and offerings

The Navigator365™ PowerTools

Making the data come alive



Navigator365™ Core

Power your OCE strategy with truly actionable insights

Combine data from multiple specialties and/or markets

Gain 3rd-party media insights

View trends and changes over time



EQUIVALENCE MAP



PERFORMANCE MAP



CONSOLIDATED SETS



HEAD TO HEAD



3RD PARTY MEDIA



BENCHMARKING



TIME TRENDS



SEGMENTATION

Compare between countries and/or specialties

Assess your position versus the competition

Filter on demographics & patient types

The Navigator365™ PowerTools

Coming October 1st



Navigator365™ Core

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EQUIVALENCE MAP



PERFORMANCE MAP



CONSOLIDATED SETS



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BENCHMARKING



TIME TRENDS



SEGMENTATION

Compare between countries and/or specialties

Assess your position versus the competition

Filter on demographics & patient types

Benchmarking

Channel level competitor benchmarking



Navigator365™ Core
Power your OCE strategy with truly actionable insights

Select your reference company

- AstraZeneca
- AstraZeneca
- Avene
- Bausch Health
- Bayer
- Beiersdorf

Channel level (medical)

Reference: AstraZeneca
Cardiologist | Spain

Download data

Channel	Leader	Rank	Normalized index	Reach	MCQ	Channel freq. interval	Channel maturity	Company benchmark
MSL	AstraZeneca	1	100%	33%	0.91	21.36	61%	📊
MSL tablet	Bayer	2	94%	33%	1.13	21.36	55%	📊
remote MSL	Novartis	4	73%	33%	1.09	22.31	59%	📊
email MSL	AstraZeneca	1	100%	51%	0.86	6.82	52%	📊
emedical education	AstraZeneca	1	100%	38%	1.15	16.03	62%	📊
pharma webcast	Novartis	4	80%	54%	1.28	13.91	62%	📊
offline scientific meeting	Boehringer Ingelheim	6	70%	37%	1.25	16.53	66%	📊
online congress	Bayer	4	76%	37%	1.63	22.97	61%	📊

Company ranking

MSL tablet Novartis

Rank	Company name	Normalized index
1	Bayer	100%
2	AstraZeneca	94%
3	Boehringer Ingelheim	82%
4	Novartis	82%
5	Daiichi Sankyo	58%
6	Amgen	50%
7	Bristol-Myers Squibb	49%

Relative 'distance' between competitors



The benchmarking PowerTool will be upgraded as per October 1st – and contain all insights from the full Navigator365™ reports.

Source: Navigator365™ Core Q3 2021 – N=100



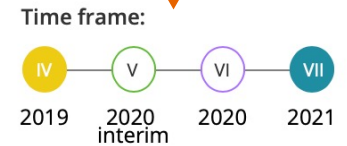
Platinum level Navigator365™ subscriptions will gain access to any historic data* from **2019** onwards (on the condition that the data was harvested)

Select from any two data point as of 2019 (based on availability)

SET YOUR FILTERS: ⓘ

🔍 GP

🇫🇷 France

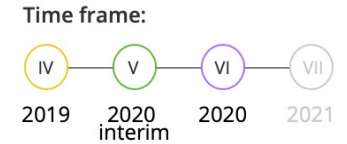


Combine countries and/or HCP specialties

SET YOUR FILTERS: ⓘ

🔍 Hematologist

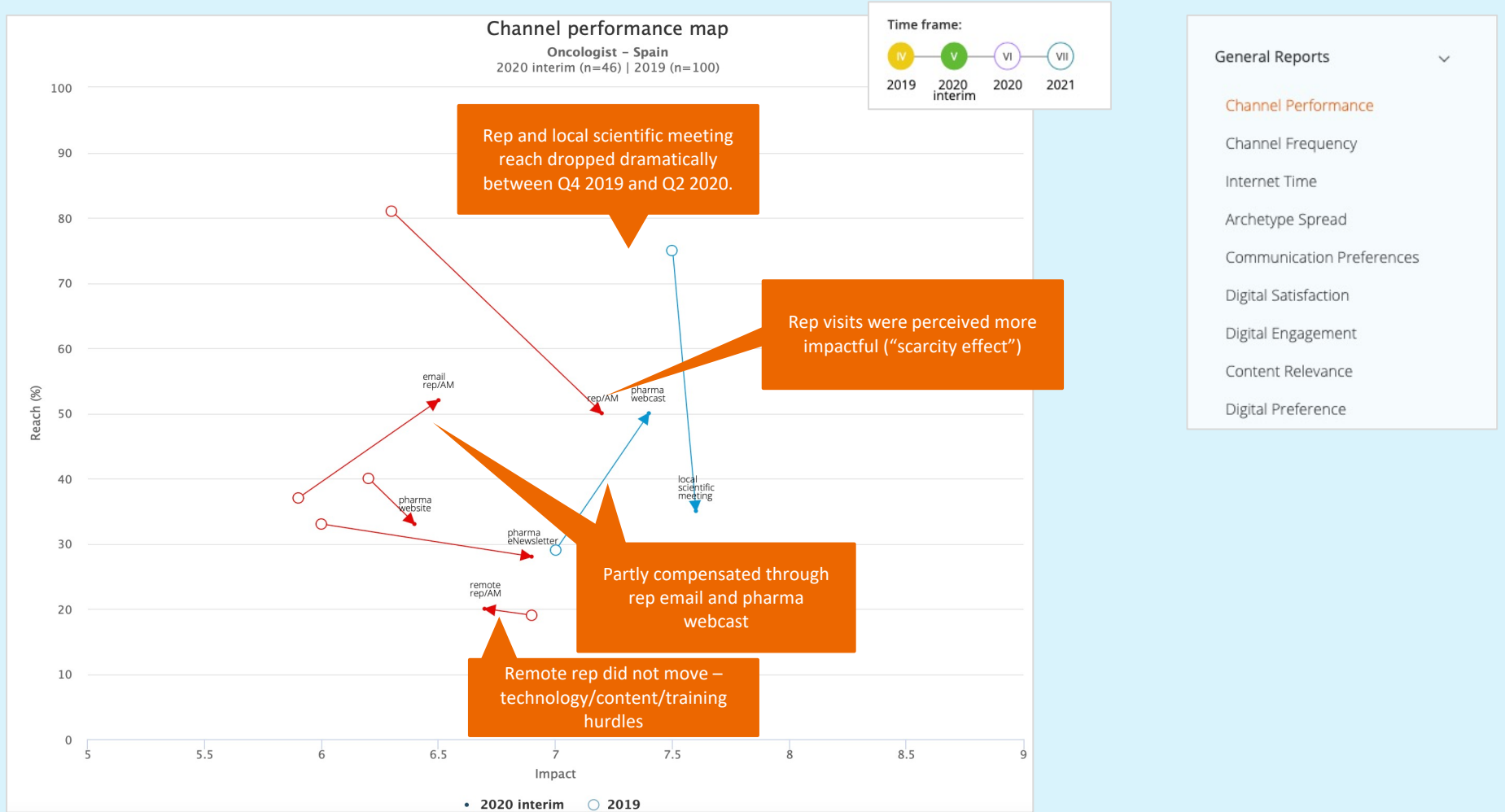
🇫🇷 France, Germany, Italy, Spain



* Subscription level is determined per data set (country + specialty)



An example: Q4 2019 – Q2 2020 | COVID short term impact



- General Reports
- Channel Performance
 - Channel Frequency
 - Internet Time
 - Archetype Spread
 - Communication Preferences
 - Digital Satisfaction
 - Digital Engagement
 - Content Relevance
 - Digital Preference

Growing satisfaction levels for pharma digital

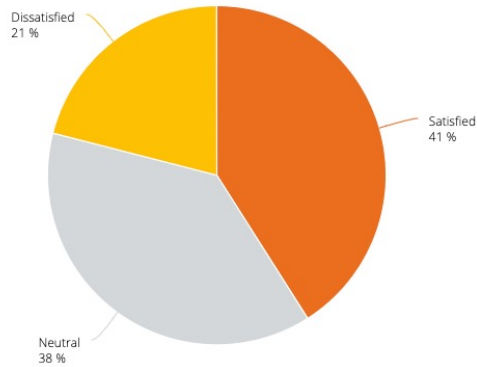


General Reports

- Channel Performance
- Channel Frequency
- Internet Time
- Archetype Spread
- Communication Preferences
- Digital Satisfaction**
- Digital Engagement
- Content Relevance
- Digital Preference

HCP digital satisfaction

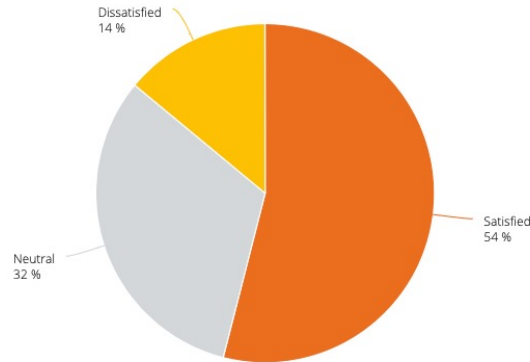
Oncologist - Spain
2019 (n=100)



Score grouping: Satisfied = 4-5; Neutral = 3; Dissatisfied = 0-2

HCP digital satisfaction

Oncologist - Spain
2021 (n=101)



Score grouping: Satisfied = 4-5; Neutral = 3; Dissatisfied = 0-2

NEW: Segmentation

Truly dive into the data

SET YOUR FILTERS: TOTAL SAMPLE: 475

SEGMENTATION FILTERS:

- Archetype
- Patient conditions
- Practice type
- Digital importance
- Digital satisfaction
- Communication preference
- Time spent online
- Age
- Gender

Filter any data within your subscription based on **demographics** and/or **patient conditions**

Submit

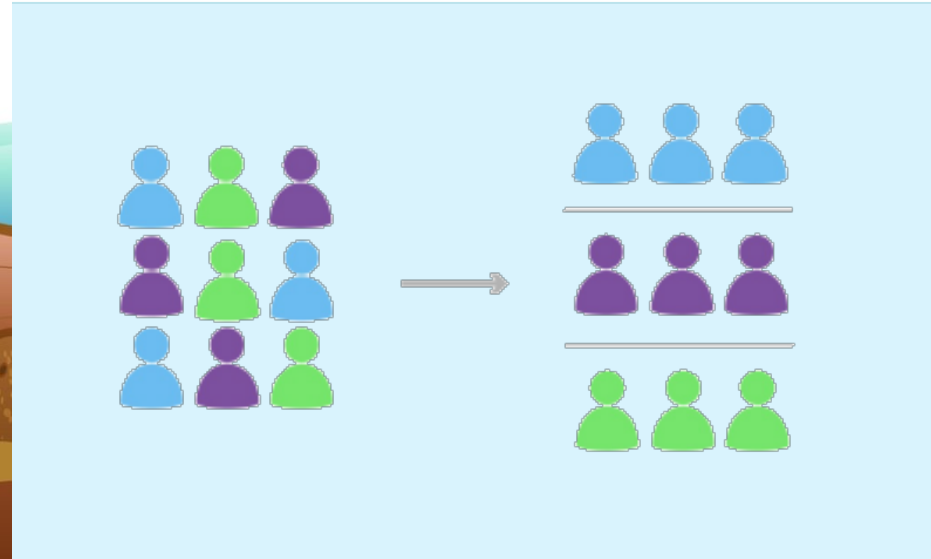
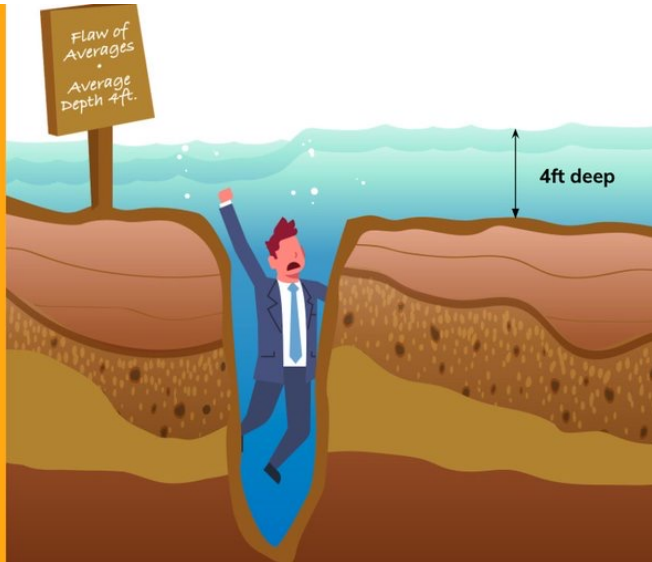
Applied filters: **Archetype:** Independent x **Practice Type:** Hospital x **Gender:** Male x FILTERED SAMPLE: 75



From averages to segments

A 6ft man **can drown** in river that is four feet deep on average.

Don't trust **averages**



NEW: Segmentation

Truly dive into the data

SET YOUR FILTERS: TOTAL SAMPLE: 475

SEGMENTATION FILTERS:

Applied filters: **Archetype:** **Practice Type:** **Gender:** FILTERED SAMPLE: 75

Submit

Filter any data within your subscription based on **demographics** and/or **patient conditions**

Archetype

- Independent (166)
- Knowledge Seeker (100)
- Relationship Seeker (154)
- Transactional (55)

Practice type

- Combination (53)
- Hospital (87)
- Private Practice (26)

Communication preference

Promotional	Educational
<input type="checkbox"/> Digital (29)	<input type="checkbox"/> Digital (35)
<input type="checkbox"/> Face-to-face (59)	<input type="checkbox"/> Face-to-face (44)
<input type="checkbox"/> Mix (63)	<input type="checkbox"/> Mix (75)
<input type="checkbox"/> No Interaction (15)	<input type="checkbox"/> No Interaction (12)

NEW: Segmentation

Filter based on % of HCP time spent on patient condition

SET YOUR FILTERS: Oncologist (Q3/20 - Q2/21) France, Germany, Italy, Spain, United Kingdom TOTAL SAMPLE: 481

SEGMENTATION FILTERS:

- Archetype
- Digital importance
- Time spent online
- Patient conditions
 - Breast cancer
 - Colorectal cancer
 - Head & neck cancer
 - Liver cancer
 - Lung cancer
- Practice type
- Communication preference
- Gender

Applied filters: Patient conditions: Breast cancer: 25-100% x

Slider: % of time spent per patient condition. Range: 0% to 100.00%. Current value: 25.

Submit

FILTERED SAMPLE: 127

“Oncologists who spend at least X% of their patient facing time on breast cancer patients”

As mentioned before, averages can deceive...
 let's zoom in on 2 "extreme" markets (SP & DE)

		Q4 2020		Q4 2019	
		% Important	% Satisfied	% Important	% Satisfied
★	FR	49%	41%	46%	39%
★	DE	51%	34%	43%	22%
	IT	69%	42%	69%	44%
★	SP	74%	51%	78%	41%
	UK	64%	43%	56%	36%
	US	51%	41%	45%	43%

Navigator365™ Specialists EU5 & US 2019 Q4, N = 5112
 Navigator365™ Specialists EU5 & US 2020 Q4, N = 3779

Let's take archetype segmentation as an example...how do relationship seekers in ES & DE want to engage?

Independents <ul style="list-style-type: none">• Do not place much value on interactions with pharmaceutical companies• Rely on evidence-based materials• Tend to be slower to try new medication	Transactionals <ul style="list-style-type: none">• Only value samples from pharmaceutical companies• Cost conscious• Most receptive to patient's preferences• Tend to be slower to try new medication
Knowledge seekers <ul style="list-style-type: none">• Interested in educational programmes offered by pharmaceutical companies• Do not value informal talks or samples• Least receptive to patient's preferences• Tend to be early adopters and pro-pharma	Relationship seekers <ul style="list-style-type: none">• Look forward to interactions with reps and pharmaceutical companies, and other clinicians• Value samples and education from pharmaceutical companies• Tend to be earlier adopters of new medication

Let's zoom in on relationship seekers DE+ES (Q4 21) onco (n = 33)

Channel performance map

Oncologist | Germany,Spain | Total sample: 33 - Filtered sample: 33

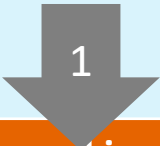
Commercial Medical



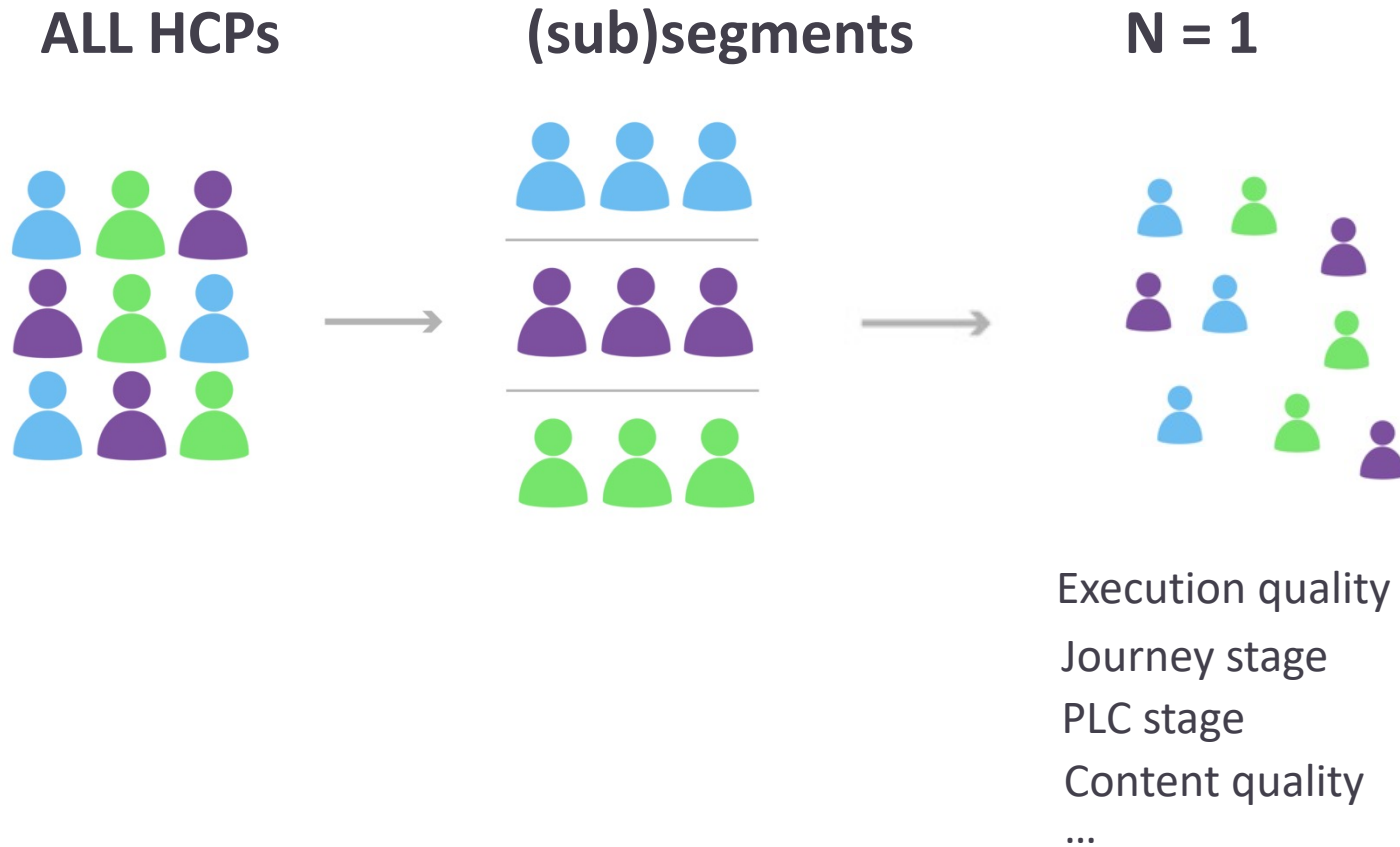
...and then dive a bit deeper on the impact of 3 key channels

(impact is measured on a 0-10 scale)

Segment	Rep impact	Pharma website impact	Online journal impact
ES+DE oncologists	6.8	6.1	8
ES + DE relationships	8.7	7.3	8.4
ES relationships	8.6	7.7	8.3
DE relationships	8.8	6.8	8.5



From averages to segments...to individuals



Navigator365™ suite

Planner & Tracker: both FREE with every Navigator365™ Core subscription



Navigator365™ Planner

Rebuilt for the future – aligned with our proven strategic approach



New: define your campaign key messages/topics

Navigator365™ Planner

Channel	Frequency & planning	MCQ	Total size	Touch points	Total MCQ
Pharma webcast	A M J J A S O	1.36	128	62.72	85.30
National congress	2 1 2 1 1 1 1	1.96	256	110.08	215.76
May			32	13.76	26.97
May			32	13.76	26.97

Costs	Cost per touch point
Fixed cost	50000
Cost per touch point	500

Segment	Include	Audience size	Reach	Touch points	MCQ
Segment 1	<input checked="" type="checkbox"/>	10	43 %	4.30	8.43
segment 2	<input checked="" type="checkbox"/>	2	43 %	0.86	1.69
segment 3	<input checked="" type="checkbox"/>	20	43 %	8.60	16.86
		32		13.76	26.97

Month	MCQ	Total size	Touch points	Total MCQ
June		32	13.76	26.97
July		32	13.76	26.97
July		32	13.76	26.97

MCQ plan versus target

Segment name	No. of HCPs in segment	Planned F2F frequency per HCP	Desired overall MCQ per HCP	Total MCQ via F2F	Total desired MCQ	Total MCQ gap
Segment 1	1,000	2.00	7.00	2,000.00	7,000.00	-5,000.00
Segment 2	500	1.00	4.00	500.00	2,000.00	-1,500.00
MCQ Total				2,500.00	9,000.00	-6,500.00

Key message breakdown

Key message	Planned n° of touchpoints	Planned MCQ	Planned budget allocated
Seminar 1	790	786	123,000
FF Eng	30	26	15,000

Campaign amplitude

Campaign planning - total

Channel	Frequency & planning	MCQ	Total size	Touchpoints	Total MCQ	Fixed cost	Cost / touchpoint	Total cost	Cost / MCQ
RepAM	F M A M J J A S	1.00	10,500	5,320.00	5,320.00	0.00	150.00	798,000.00	150.00
eDetail	F M A M J J A S	0.85	6,000	120.00	102.00	60,000.00	500.00	60,000.00	588.24
Pharma webcast	F M A M J J A S	1.52	4,500	1,980.00	3,009.60	45,000.00	22.73	45,000.00	14.95
Total			21,000	7,420.00	8,431.60	105,000.00		503,000.00	107.10

Campaign planning - Segment 1

Channel	Frequency & planning	MCQ	Total size	Touchpoints	Total MCQ	Fixed cost	Cost / touchpoint	Total cost	Cost / MCQ
RepAM	F M A M J J A S	1.00	7,000	2,800.00	2,800.00	0.00	150.00	420,000.00	150.00
eDetail	F M A M J J A S	0.85	4,000	80.00	68.00	30,000.00	375.00	30,000.00	441.18
Pharma webcast	F M A M J J A S	1.52	3,000	1,320.00	2,006.40	22,500.00	17.05	22,500.00	11.21
Total			14,000	4,200.00	4,874.40	52,500.00		472,500.00	96.94

Vastly increased performance

Support for regional plans

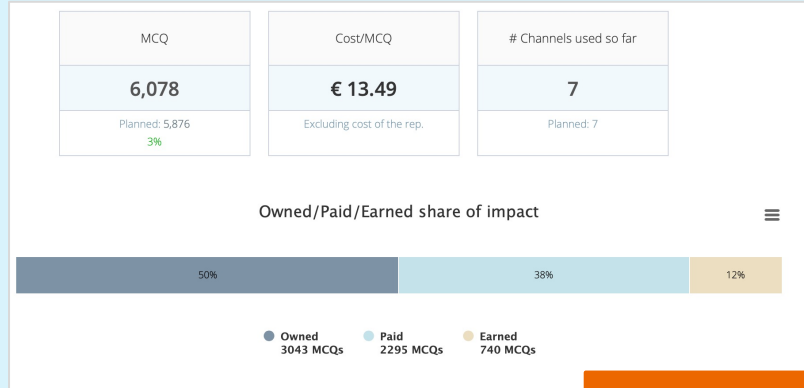
Define, assign and filter your plans based on key campaign topics

Consolidated reports

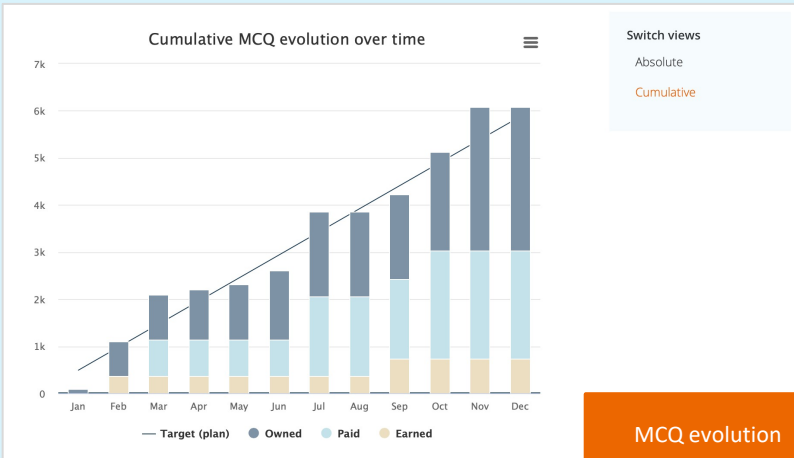
Powered by Navigator365™ Core

Navigator365™ Tracker

Track your campaign performance – out of the box



High level KPI's



MCQ evolution



Channel level dashboards

Pharma eNewsletter performance

Month	Email name	Unique sent	Unique opens	Open-rate	Unique clicks	CTOR	Target MCQ	Actual MCQ	Diff.in MCQ
Feb	Email 1	1,000	200	20%	50	25%	179	118	-61
May	Email 2	1,000	200	20%	34	17%	179	118	-61
Oct	Email 3	1,000	300	30%	109	36%	179	177	-2

Navigator365™ suite

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A quick recap

- Benchmarking, Time Trends and Segmentation all part of the Platinum level
- Upgrades from current levels possible
- Planner & Tracker free with any Navigator365™ Core subscription
- For more info, contact your AM, visit our website or send an email to customercare@a-cross.com

Thank you!



Want to know more? Visit our website, sign up for our upcoming webinar, or have a look at the on-demand versions!



Reimagine customer engagement



 The webinar series

FEB to OCT 2021

1. *2019-2020: Blip or shift? Key trends in the HCP mix Feb. 25th 16h CET*
2. *The power of marketing & sales collaboration for Omnichannel engagement Mar. 25th 16h CET*
3. *Omnichannel upskilling: transforming customer-facing teams into OCE experts Apr. 20th 16h CET*
4. *Measuring ROI in life sciences? Not a black & white story May 11th 16h CET*
5. *Maturometer 2021 June 24th 16h CET*
6. *Navigator365™ advanced uses Sep. 16th 16h CET*
7. **Omnichannel Launch Excellence in the Never Normal** Oct. 21st 16h CET

www.across.health/2021-webinars

