



a precision value & health team

# Navigator365™



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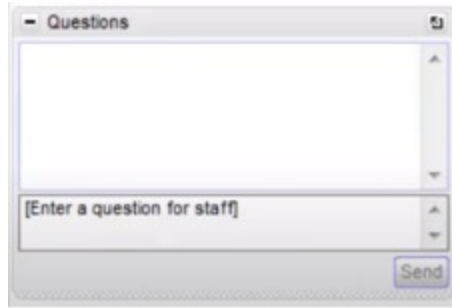
Christophe Brock  
Head of Impact & Analytics  
+ 32 495 41 06 51  
christophe.brock@a-cross.com

Now. New. Next.  
Navigator365™ product updates and plans for 2023

Q4-2022

## 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!



In 2022...

**50+** Companies use Navigator365™  
for mix decisions

**6.300+** Users have an account on  
the platform

**288** Datasets are available across  
numerous regions & therapeutic areas

**+43** The NPS score provided  
by our users

**Navigator365™**

**Uniquely actionable research**  
for omnichannel customer engagement  
& resource optimization

## Today's webinar

- Update on Across Health product evolutions in 2022
- Sneak peak of our preliminary **road map** for 2023

# What's New





## Navigator365™ Core

Power your OCE strategy with truly actionable insights

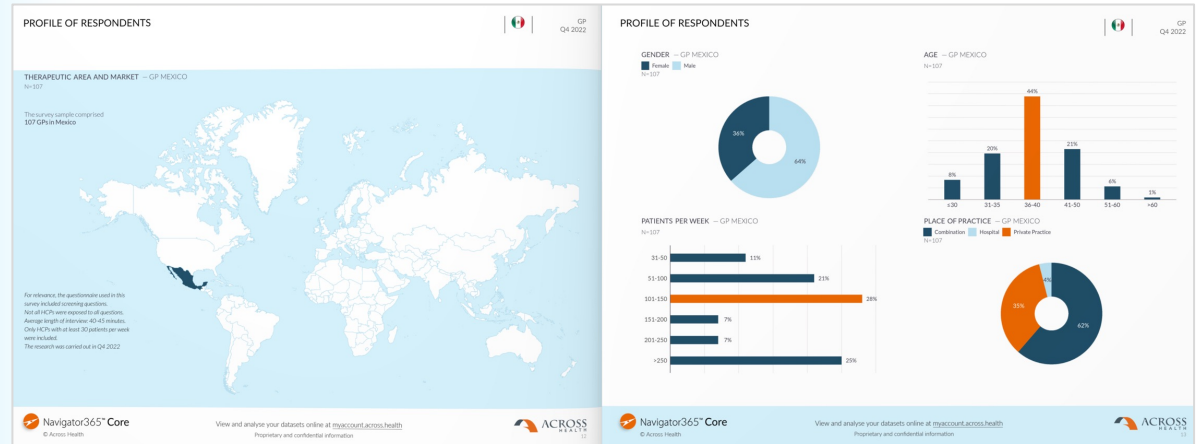


2021

New design: easy to interpret – easy on the eye!

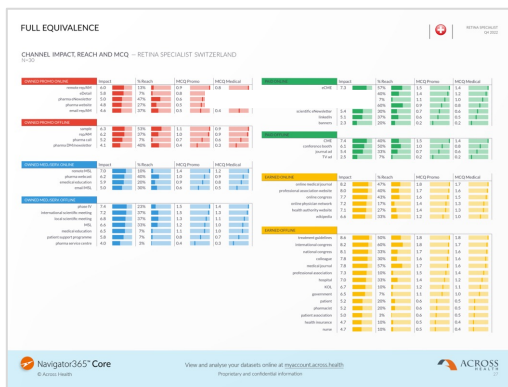


2021

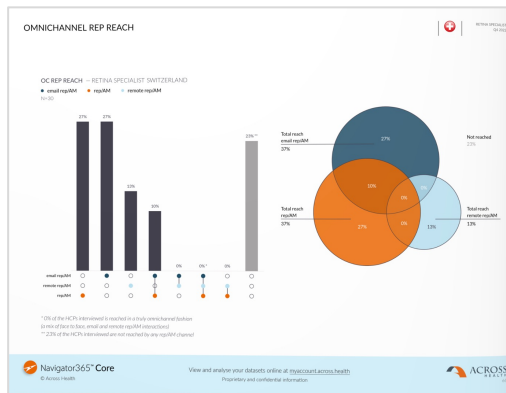


2022

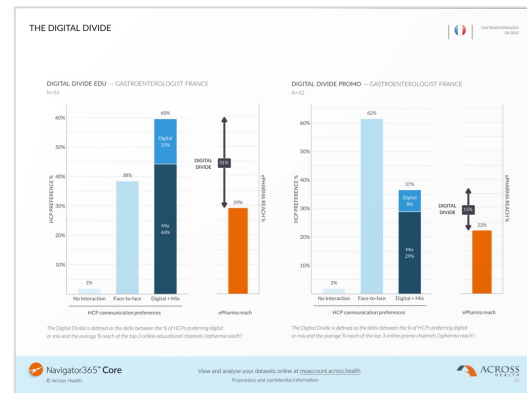
## Designed to be self-explanatory



Data tables for easy interpretation

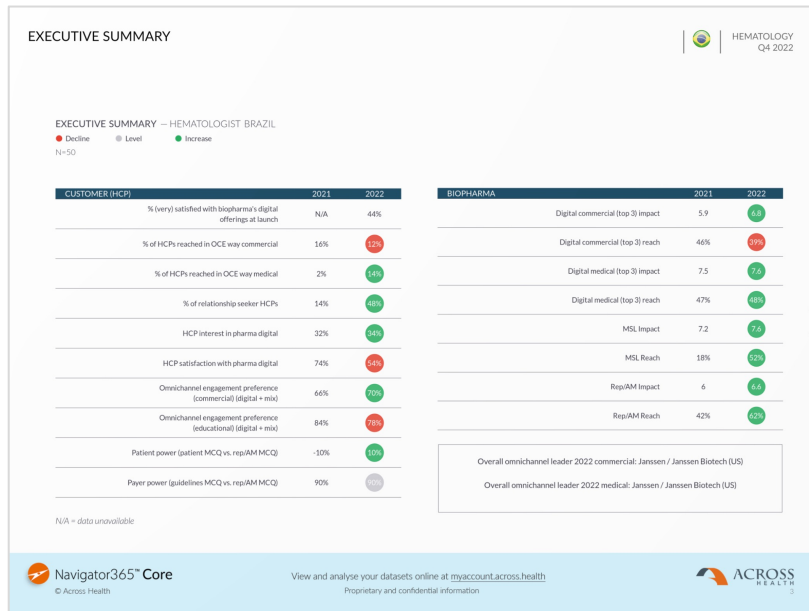


Venn diagrams explained

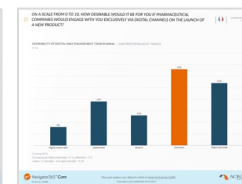
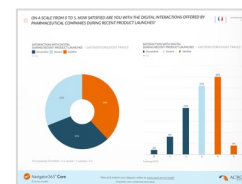
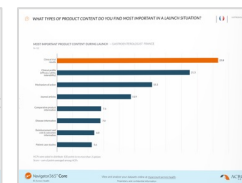
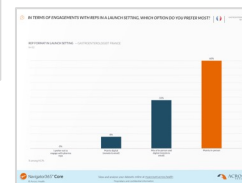
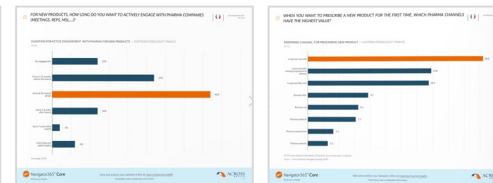
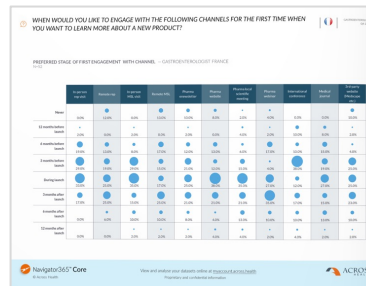


Digital Divide

## New in the 2022 reports



Executive summary



Omnichannel Launch section



## Roadmap 2023

Navigator365™ Core Request additional data (external) | Pim ten Tusscher | Across Health (INTERNAL) | Logout

**FULL REPORTS** | **POWERTOOLS**

Welcome Pim ten Tusscher

Download your full Navigator™ report(s) below. Don't forget to try out our interactive **powertools**

Your reports

Specialty:  Country:  Q:  10

Specialty	Country	Release	View	Download
Gastroenterologist	France	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>
GP	Mexico	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>
Hematologist	China	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>
Hematologist	Brazil	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>
Neurologist	Japan	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>
Oncologist	Netherlands	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>
Ophthalmologist	Switzerland	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>
Ophthalmologist	Brazil	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>
Ophthalmologist	Mexico	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>
Retina Specialist	Switzerland	VH1 Q4 2022	<a href="#">View</a>	<a href="#">Download</a>

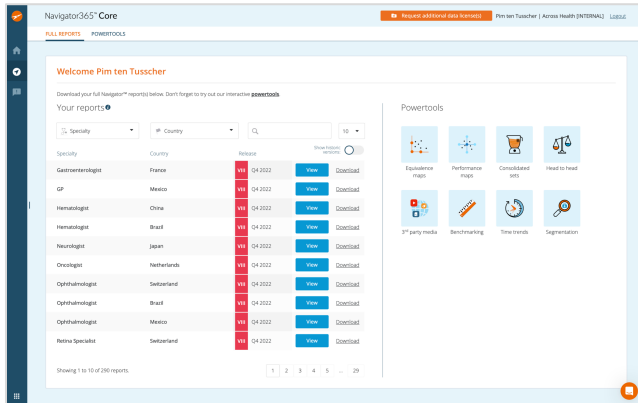
Showing 1 to 10 of 290 reports. 1 2 3 4 5 ... 29

**Powertools**

- Equivalence maps
- Performance maps
- Consolidated sets
- Head to head
- 3<sup>rd</sup> party media
- Benchmarking
- Time trends
- Segmentation

2022

Serving a new user experience!



Welcome Pim ten Tusscher

Download your full Navigator™ reports below. Don't forget to try out our interactive **powertools**

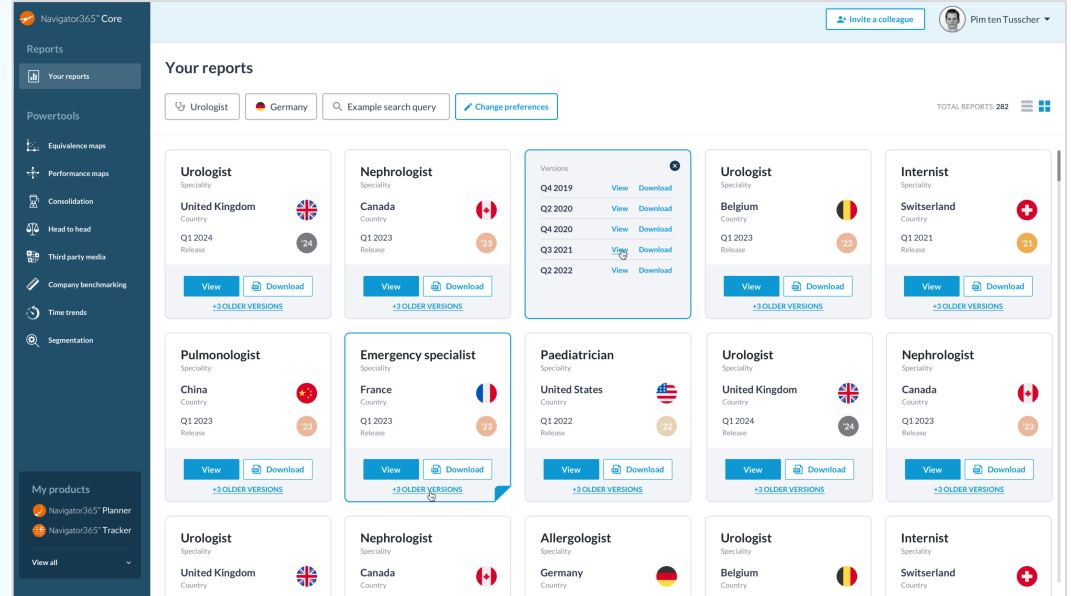
Your reports

Specialty	Country	Period	View	Download
Gastroenterologist	France	Q4 2022	View	Download
GP	Mexico	Q4 2022	View	Download
Hematologist	China	Q4 2022	View	Download
Hematologist	Brazil	Q4 2022	View	Download
Neurologist	Japan	Q4 2022	View	Download
Oncologist	Netherlands	Q4 2022	View	Download
Cytopathologist	Switzerland	Q4 2022	View	Download
Cytopathologist	Brazil	Q4 2022	View	Download
Cytopathologist	Mexico	Q4 2022	View	Download
Retina Specialist	Switzerland	Q4 2022	View	Download

Powertools

- Equivalence maps
- Performance maps
- Consolidated maps
- Head to head
- 3<sup>rd</sup> party media
- Benchmarking
- Time trends
- Segmentation

2022



Navigator365™ Core

Reports

Your reports

Urologist Germany Example search query Change preferences

TOTAL REPORTS: 282

Urologist Specialty United Kingdom Country Q1 2024 Release 24 View Download +3 OLDER VERSIONS

Nephrologist Specialty Canada Country Q1 2023 Release 23 View Download +3 OLDER VERSIONS

Urologist Specialty Belgium Country Q1 2023 Release 23 View Download +3 OLDER VERSIONS

Internist Specialty Switzerland Country Q1 2021 Release 21 View Download +3 OLDER VERSIONS

Urologist Specialty United Kingdom Country Q1 2024 Release 24 View Download +3 OLDER VERSIONS

Nephrologist Specialty Canada Country Q1 2023 Release 23 View Download +3 OLDER VERSIONS

Emergency specialist Specialty France Country Q1 2023 Release 23 View Download +3 OLDER VERSIONS

Paediatrician Specialty United States Country Q1 2022 Release 22 View Download +3 OLDER VERSIONS

Urologist Specialty United Kingdom Country Q1 2024 Release 24 View Download +3 OLDER VERSIONS

Nephrologist Specialty Canada Country Q1 2023 Release 23 View Download +3 OLDER VERSIONS

Urologist Specialty United Kingdom Country Q1 2024 Release 24 View Download +3 OLDER VERSIONS

Allergologist Specialty Germany Country View Download +3 OLDER VERSIONS

Urologist Specialty Belgium Country View Download +3 OLDER VERSIONS

Internist Specialty Switzerland Country View Download +3 OLDER VERSIONS

My products

- Navigator365™ Planner
- Navigator365™ Tracker

Q2 2023





## Other key roadmap items\*

### Preference center



manage your preferences

### Consolidated reports



mix on demand!

### Favorites



store your data selections

### Lightbox



generate custom presentations

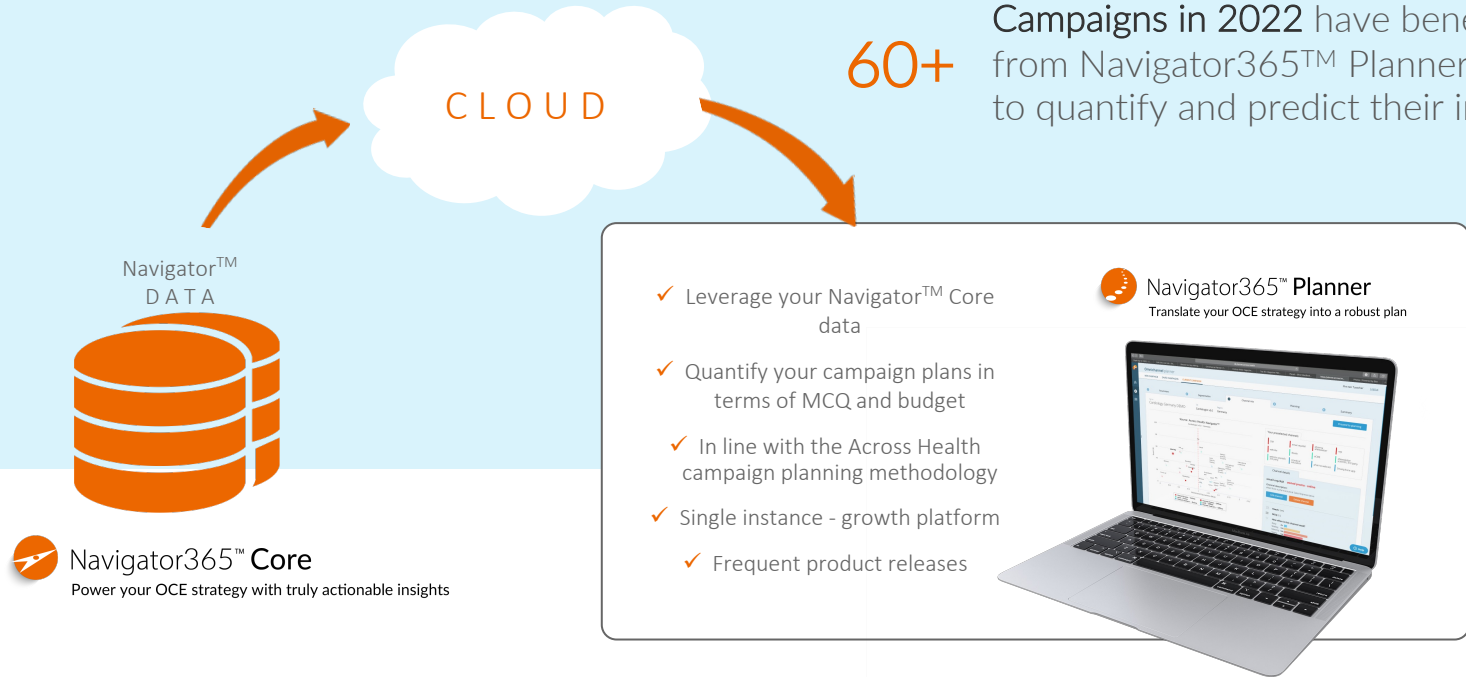
\*Preliminary 2023 roadmap items – may be subject to change



## Navigator365™ Planner

Translate your OCE strategy into a robust plan

# Navigator365™ Planner



Campaigns in 2022 have benefited from Navigator365™ Planner to quantify and predict their impact

*Turn strategic omnichannel thinking into practical campaign planning*



Omnichannel planner
Pim ten Tusscher Logout

PLAN CAMPAIGN
SAVED CAMPAIGNS
New campaign

1 Parameters
2 Segmentation
3 Channel mix
4 Planning
5 Summary

Name: Pim demo today

TA: Neurologist

Region: United Kingdom

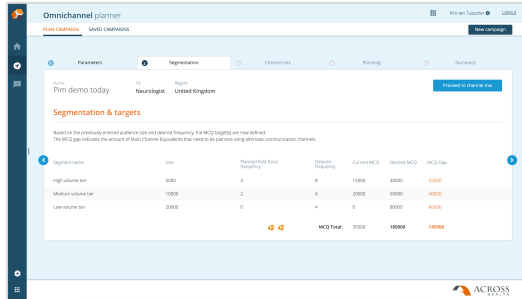
Proceed to channel mix

### Segmentation & targets

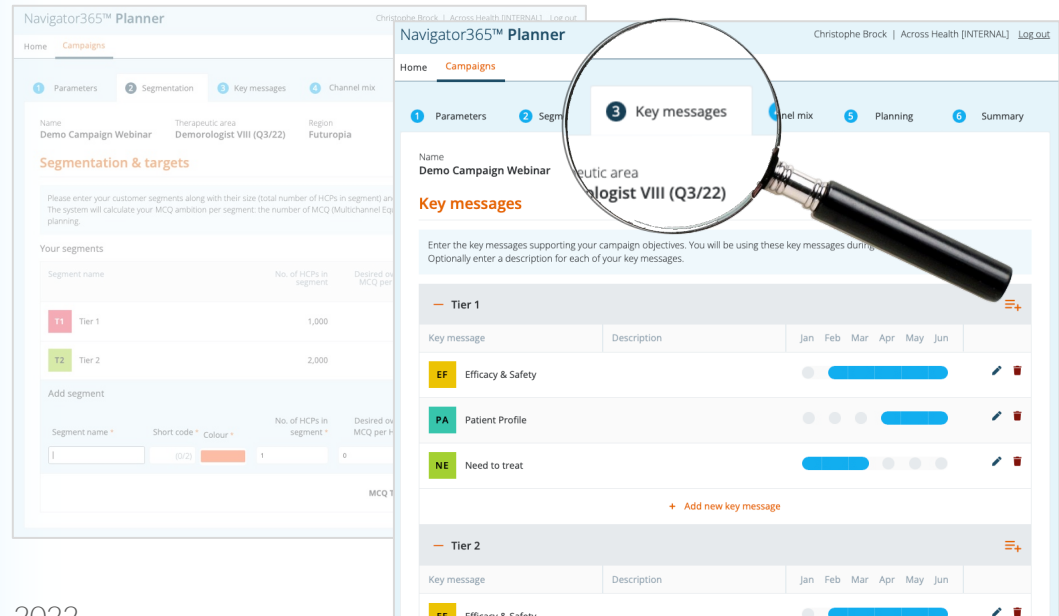
Based on the previously entered audience size and desired frequency, the MCQ target(s) are now defined.  
The MCQ gap indicates the amount of Multi Channel Equivalents that need to be planned using alternate communication channels.

Segment name	Size	Planned field force frequency	Desired frequency	Current MCQ	Desired MCQ	MCQ Gap
High volume tier	5000	3	8	15000	40000	-25000
Medium volume tier	10000	2	6	20000	60000	-40000
Low volume tier	20000	0	4	0	80000	-80000
<b>MCQ Total:</b>				35000	180000	-145000

## Key messages can now be configured as part of your campaign plan



2021



2022



The image displays a screenshot of the Navigator365 Planner interface. The main window is titled "Edit wave Follow-up 'Need to treat'". It contains several sections: "General wave settings" with a "Wave title" field; "Planning" with a monthly frequency slider and a "Frequency" input field; "Segmentation" with "Tier 1" and "Tier 2" dropdowns; and "Key messages" with a "Need to treat" message selected. A circular callout in the foreground lists key metrics for the selected message:

- email rep/AM
- Owned Promo - Online
- Audience
- % Opt-ins in database \*
- Anticipated open rate \*
- General costs
- Fixed cost \*
- Cost per touchpoint \*

In the background, another window shows a "Campaign planning" overview with a "Demo Campaign Webinar" and a "Summary" view with budget division bars (46% and 57%).

Maximise the insights from your summary view using key message & segment filters, alternative data views, ... and many more

**Campaign planning - total**

Channel	Planning						Frequency	Moq	Size	Touchpoints	Total MFCU	Fixed cost	Cost/touchpoint	Total cost
	J	F	M	A	M	J								
eMail rep/AM	[Blue bar]						6	0.67	7,000	3,360	2,251	25,000	7.44	25,000
Pharma eNewsletter	●	●	●	●	●	●	3	0.67	9,000	2,250	1,508	15,000	7.11	16,000
Pharma website	[Blue bar]						2	0.86	3,000	1,860	1,600	0	13.44	25,000
Remote rep/AM	[Blue bar]						2	1.32	3,000	510	673	30,000	133.82	68,250
Rep/AM	[Blue bar]						6	1.00	3,000	8,000	8,000	0	150.00	1,200,000
Pharma webcast	●	●	●	●	●	●	4	1.18	6,000	1,200	1,416	30,000	25.00	30,000
Local scientific meeting	[Blue bar]						2	1.49	3,000	1,050	1,565	60,000	357.14	375,000
<b>Total</b>									<b>34,000</b>	<b>18,230</b>	<b>17,012</b>	<b>160,000</b>	<b>95</b>	<b>1,739,250</b>

**Work view** | **Data view**

Christophe Brock | Across Health [INTERNAL] Log out

Pages 4

Channel mix | Planning | Summary

Name: Demo Campaign Webinar | Therapeutic area: Demorologist VIII (Q3/22) | Region: Futuropia

Filter by key message

Download PDF | Download Excel

Track your campaign

Campaign summary

Campaign parameters

Campaign name: Demo Campaign Webinar

# It doesn't stop just here....

Navigator365™ Planner

Home Campaigns

1 Parameters 2 Segmentation 3 Key messages 4 Channel mix 5

Name: Demo Campaign Webinar Therapeutic area: Demorologist VIII (Q3/22) Region: Futuropla

Filter by key message

Download PDF Download Excel

Track your campaign

### Campaign summary

#### Campaign parameters

Campaign name: Demo Campaign Webinar

Specialty: Demorologist VIII (Q3/22)

Region: Futuropla

Duration: 6 months

Start month: January

Currency: EUR

Campaign budget: 1,200,000

Shared with colleagues:

Creation date: 2022-11-30 10:01

Last updated: 2022-11-30 10:08

#### Performance

MCQ: 17,012

Budget allocated: 1,739,250.00

MCQ % vs. target: 105%

Budget division: 46%

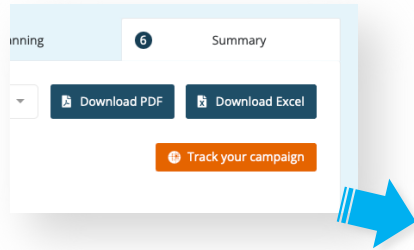
Tier 1: 96%

Tier 2: 52%

#### MCQ plan versus target

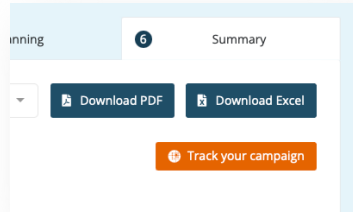
Segment name	No. of HCPs in segment	Desired overall MCQ per HCP	Total desired MCQ	Planned MCQ	MCQ vs plan
T1 Tier 1	1,000	7	7,000	7,379	379
T2 Tier 2	2,000	5	10,000	9,633	-367





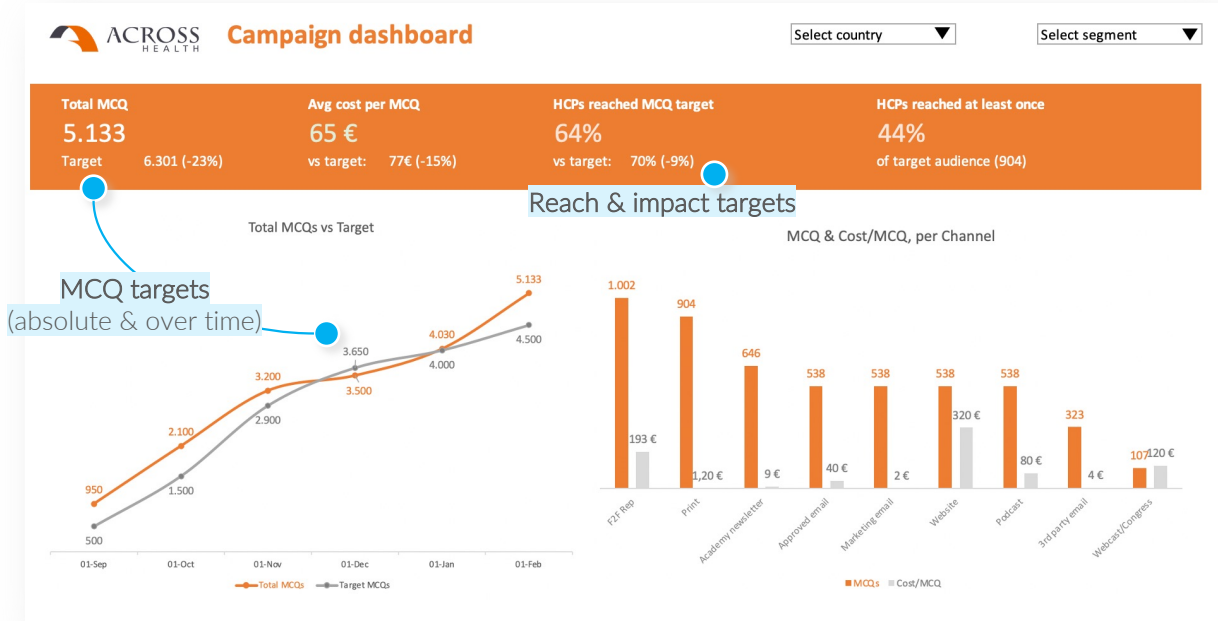
Use Navigator365™ Planner to feed your...

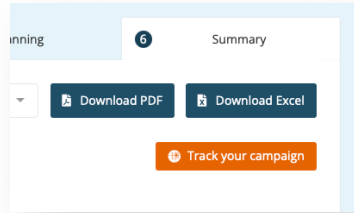
- ✓ Campaign dashboards
- ✓ Channel dashboards
- ✓ HCP performance dashboards



Use Navigator365™ Planner to feed targets in your...

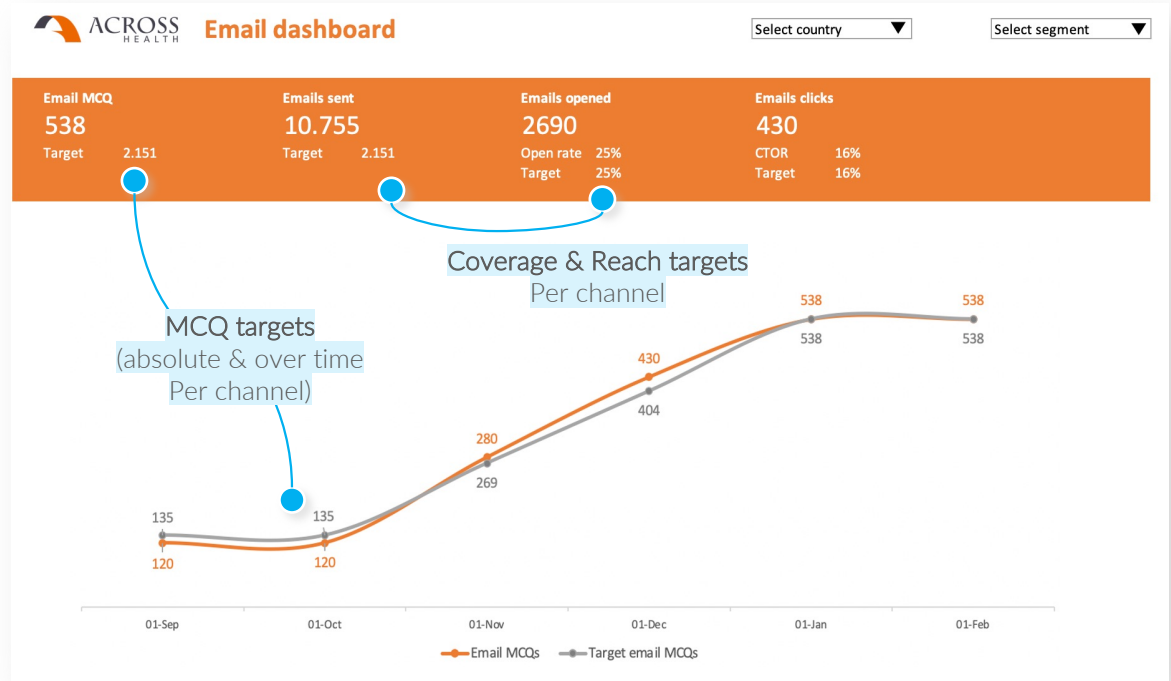
Campaign dashboards >  
Channel dashboards  
HCP performance dashboards

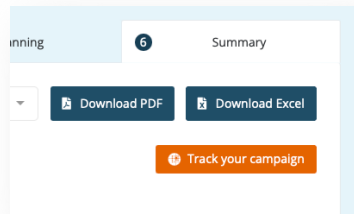




Use Navigator365™ Planner to feed targets in your...

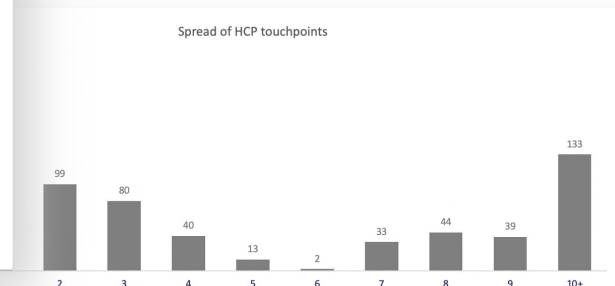
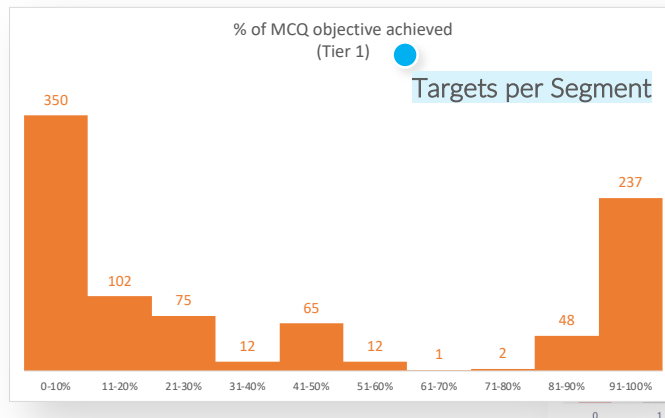
Campaign dashboards >  
Channel dashboards >  
HCP performance dashboards





Use Navigator365™ Planner to feed targets in your...

Campaign dashboards >  
Channel dashboards  
HCP performance dashboards >



	Reach attempts	Actual reach	Success rate	% of target MCQs reached
John Doe	4	6	150%	100%
Elii Okell	4	4	100%	67%
Allard Wesson	4	4	100%	67%
Donetta Dudman	3	3	100%	50%
Fae Pettyfar	2	2	100%	33%
Baxie Dugget	2	2	100%	33%
Courtney Lowthorpe	2	1	50%	17%
Des Brierly	1	1	100%	17%
Yankee Boughen	0	1	Potential	17%
Dom Redman	0	1	Potential	17%



Roadmap 2023

## The daisywheel approach: Planning around key events

The screenshot displays the Navigator365 Planner interface. The top navigation bar includes tabs for Parameters, Segmentation, Key messages, Channel mix, Planning (selected), and Summary. The main content area shows campaign details for 'Daisywheel Campaign' (Allergologist VIII, Q3 2022, Germany) with a budget of 395,000,000. Performance metrics for Segment B are shown: MCQ % vs target: 80% and Budget division: 89%. A table below lists activities with columns for Frequency, Touchpoints, Total MCQ, Segments, and Key messages. A circular callout highlights the '+ Add key activity' button.

Activity	Frequency	Touchpoints	Total MCQ	Segments	Key messages
Planning	0	0	0	Se SB	Me MB
+ Add	0	0	0	Se SB	Me MB
TOTAL	0	0	0		

Preliminary 2023 concept & designs – may be subject to change

# Navigator365™ Planner

The screenshot displays the Navigator365 Planner interface. At the top, there are navigation tabs: Parameters, Key messages, Channel mix, Planning (active), and Summary. The Planning tab shows a calendar view with a semi-circular overlay for 'Pharma webcast' and 'Wave 1'. The 'Pharma webcast' row shows activity on Wednesday and Friday. The 'Wave 1' row shows activity on Wednesday. Below the calendar, there is a table of campaign items:

Channel	Planning	J	F	M	A	M	J	FMQ	Segments	Key messages
Pharma webcast				●		●			Se SB SC SD	Me MB MC MD
Wave 1				●					Se SB SC SD	Me MB MC MD
Scientific website								1 1,080 1,188	Se SB SC SD	Me MB MC MD
Scientific eNewsletter				●				1 1,500 1,500	Se SB SC SD	Me MB MC MD
Rep/AM								1 2,000 2,000	Se SB SC SD	Me MB MC MD

At the top right, there are performance metrics: 65% MCQ (8.468), 95% Budget allocated (395,000,000), MCQ: 41%, Budget division: 11%, and SB MCQ: 80%, Budget division: 89%. A sidebar on the left lists 'My products' including Navigator365 Core and Tracker. The user profile 'Pim ten Tusscher' is visible at the top right.

Preliminary 2023 concept & designs – may be subject to change



## New Products





New in 2022



Navigator365™ **Benchmark**

Benchmark your brand for OCE leadership

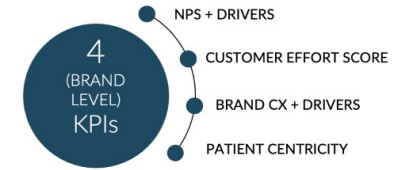
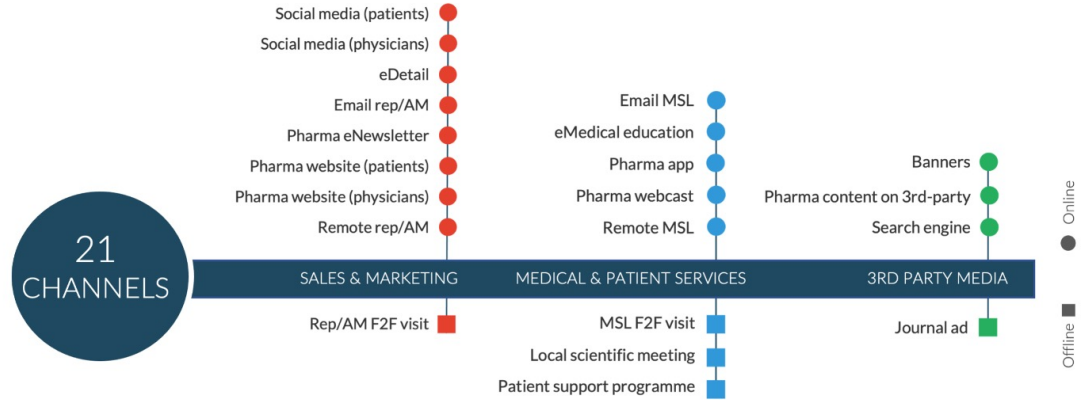
*To know where you're going,  
you need to know where you stand*

How does your brand's impact on physicians compare with the competition?

1 How do physicians rate your brand's overall omnichannel engagement(OCE) quality vs your competitors?

2 Which strategic channel and content decisions should you take to boost customer experience & business impact?

3 Which channel attributes & content dimensions should you prioritize?





Benchmark your brand for OCE leadership



## Comprehensive

Channel + attributes + overall omnichannel experience



## Meaningful

Reach, impact, and frequency as key business metrics



## Broad

Direct comparison with up to 5 competitor brands



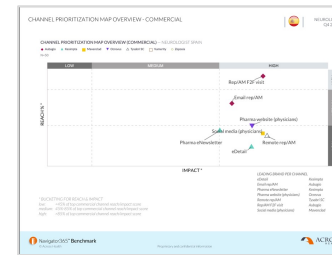
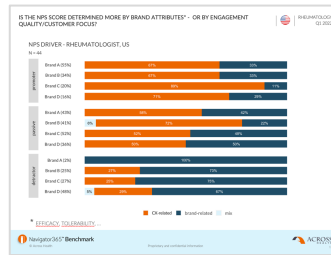
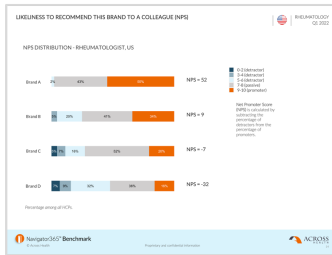
## On point

Robust sample size + well-profiled HCP respondents



## Actionable

3x3 matrix allows for easy, evidence-based prioritization between channels



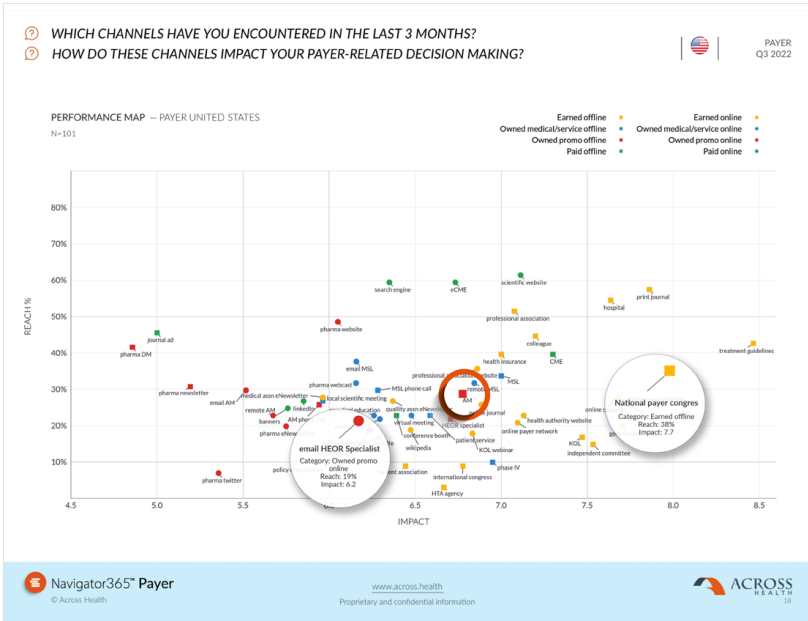
New in 2022



## Navigator365™ Payer

Engage your Payer audience through actionable insights

# Navigator365™ Payer



New in 2022



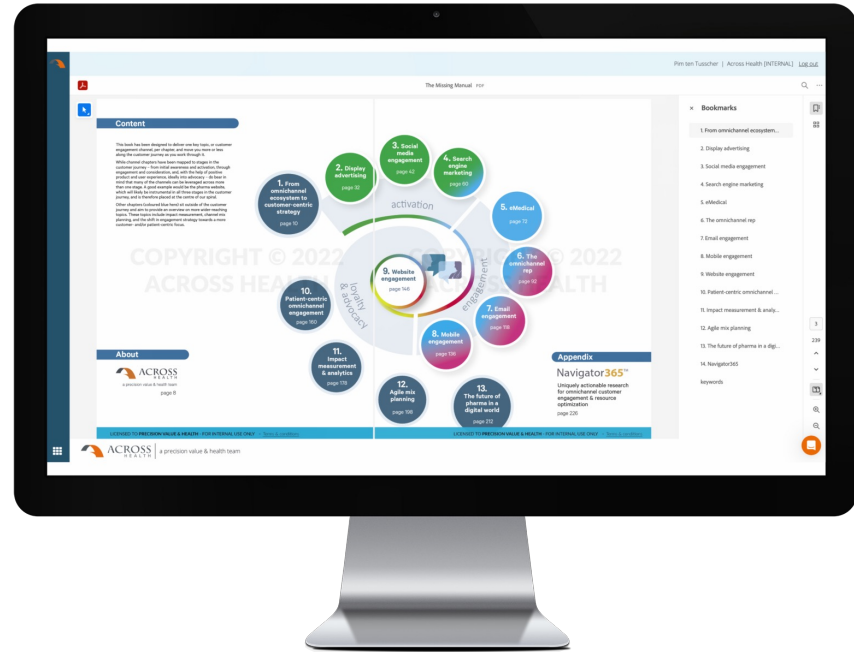
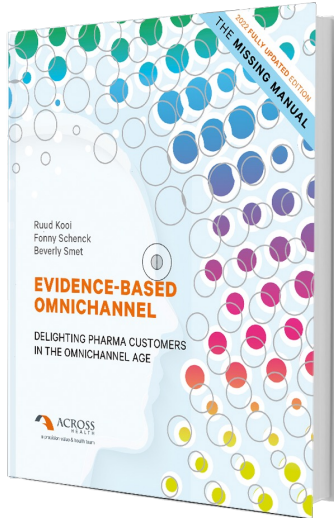
## The Missing Manual

Stay ahead with the ultimate OCE guide

# The Missing Manual

Fifth, fully revised & updated edition – now subscription based

- Company wide annual license
- Full text search & navigation





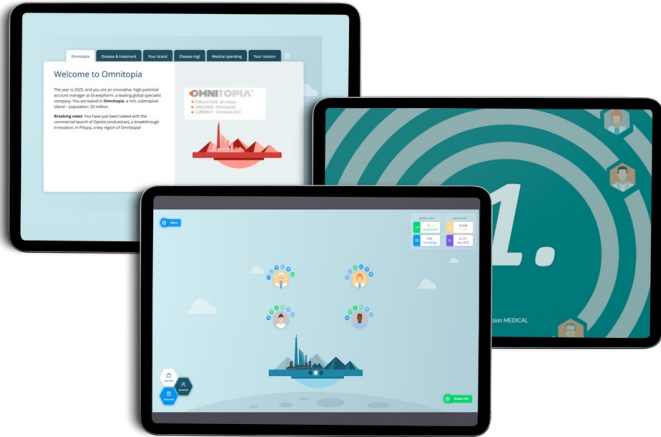
Omnitopia™

Hone your OCE skills in a gamified test drive



# Omnitopia – serious game

Two new game plays: medical & field force



OMNITOPIA  
Medical

New in 2022

Raise the scientific knowledge level of your customers through superior customer engagement during the pre-launch phase of a new product.

- ✓ Designed for medical teams
- ✓ Pre-launch scenario
- ✓ Medical KPIs



OMNITOPIA  
Field Commercial

New in 2022

Orchestrate various offline and digital channels alongside the available face-to-face capacity to generate strong customer experience and engagement in support of a new product launch.

- ✓ Designed for field commercial staff
- ✓ Launch scenario
- ✓ Commercial KPIs

# we'd like to know ...



Your platform feedback

Your suggestions for 2023

What do you lo

# Want to know more? Check out our recorded webinars... and much more

## Past events & recorded webinars



Webinar

Omnichannel Launch Excellence: Medical & Commercial best practices



Webinar

Omnichannel maturity: what's the industry up to (Maturometer 2022)?



Webinar

Post-COVID Omnichannel HCP engagement in Romania - key trends



Webinar

Tips for your 2023 omnichannel budget planning



Webinar

Looking back & forward: Key trends in the HCP mix (2021, 2022 & beyond)



Webinar

Omnichannel Launch Excellence in the Never Normal



Webinar

Navigator365™ & Scala365™ Demo



Webinar

Key HCP omnichannel trends



Webinar

Navigator365™ advanced uses



Webinar

Maturometer 2021



Webinar

Measuring ROI in life sciences? Not a black & white story



Webinar

Omnichannel upskilling: transforming customer-oriented teams into omnichannel experts

## Resources & insights

FILTER

Search

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<p>14/11/2022</p> <p>Blog FAQ from our webinar 'Omnichannel maturity: what's the industry up to...'</p>	<p>27/06/2022</p> <p>Webinar Omnichannel Launch Excellence: Medical &amp; Commercial best practices</p>	<p>07/10/2022</p> <p>Blog Questions you should be asking yourself during omnichannel budget planning</p>	<p>01/10/2022</p> <p>Whitepapers REUTERS/EXEVO Whitepaper - Medical Commercial Collaborators: The Evolution of a New...</p>	<p>25/08/2022</p> <p>Industry insights Omnichannel maturity in 2022: watch our RECORDED webinar!</p>	<p>29/06/2022</p> <p>Webinar Omnichannel maturity: what's the industry up to (Maturometer 2022)?</p>
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Reimagine customer engagement



 The webinar series

2023

*No more upcoming webinars for the rest of this year, but we have another exciting series of webinars planned for 2023 so **watch this space***

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