



a precision value & health team



Webinars **2024**



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Omnichannel Launch Excellence: The pivotal role of Medical Affairs

Webinar #3 - THURSDAY 23/5/2024



Stephen Marchant

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Stephen is a Senior Strategy Consultant with 28 years of experience in Communications and Omnichannel strategy development.

Stephen brings significant experience in developing Omnichannel engagement and communications plans for global pharma, with particular emphasis on pre and peri launch in the medical affairs space.

Fun fact: Stephen is a keen amateur mountaineer.



Ben Harbour

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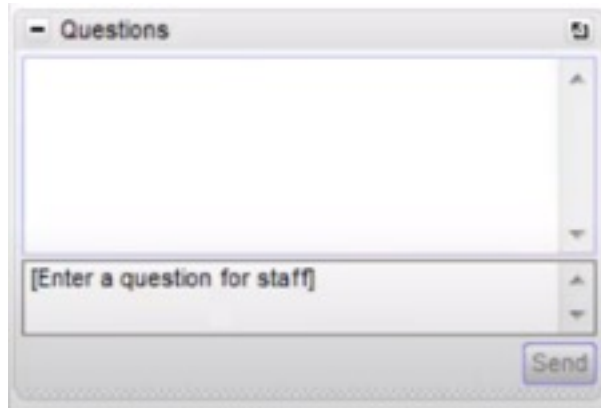
Ben is VP Global Accounts with over 25 years of experience in Communications and Omnichannel strategy development.

His experience spans the clinical, medical and commercial phases of product development. This end-to-end perspective has helped him to develop a clear understanding of Pharma needs, allowing him to quickly get to the heart of critical scientific and commercial issues.

Fun fact: Ben (still) plays rugby for his hometown of York

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!



Agenda

1. Role of Medical Affairs in an Omnichannel world

2. What do HCPs want in the pre launch?

3. Strategic OLE Medical Case study – drive awareness of new biomarker

4. Pre launch KPIs (framework)



Marketing is from Venus and Medical from Mars?



Quick history lesson...



EDUCATE KOLs & HCPs ON THE SCIENCE BEHIND THE BRAND

Quick history lesson...



BUILD RELATIONSHIPS WITH KOLs, BECOME EXPERTS IN THE SCIENCE AND EXPERTS IN COMMUNICATING THE SCIENCE

Translate and
contextualize the
clinical value of
new medicines to
stakeholders



INSIGHT GENERATION



EVIDENCE GENERATION



MEDICAL EDUCATION



SCIENTIFIC PLATFORM

Moving from share of voice to quality of voice



SOV

SHARE OF VOICE

eMedical Digital Channels (non-exhaustive)

RICHER CONTENT

- Digitized slides
- Videos
- Podcasts
- Webinars

CONVENIENCE OF ACCESS

- On-demand content
- Virtual Congress/meetings
- On-demand data analytics platforms

HIGHER REACH & FREQUENCY

- eMSLs and eKOLs
- eSampling, eDetailing
- Social media
- HCP communities

VALUE ADDED SERVICES

- Diagnosis and Management Apps
- Patient adherence portals & devices
- Shared disease management portals

Inertia to omnichannel: the Medical Affairs conundrum....



Protecting credibility, corporate reputation and the interests of patients and other stakeholder by ensuring scientific accuracy, ethical communications and compliance with guidelines

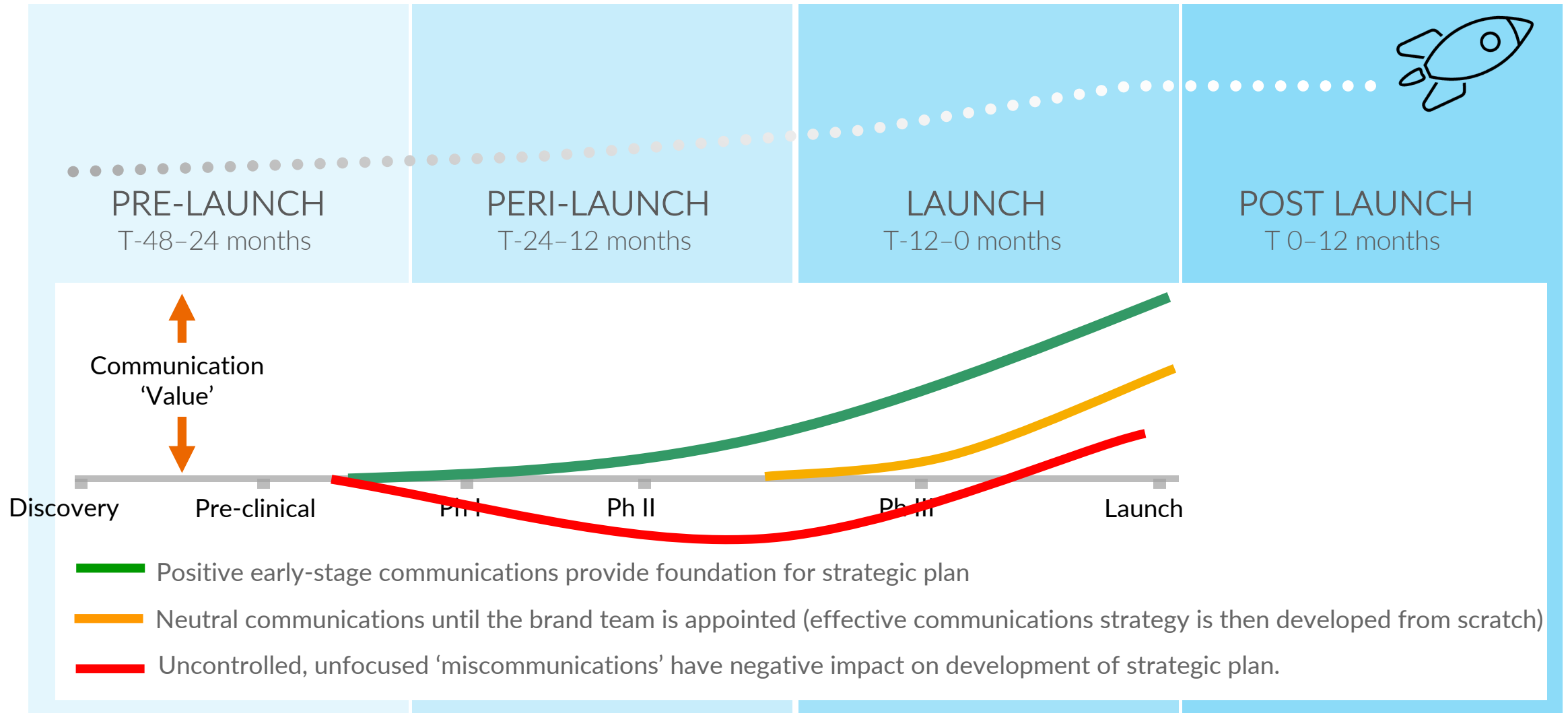


Maximising value by ensuring that medical insight and scientific understanding are leveraged throughout the organisation in order to deliver competitive and commercial advantage

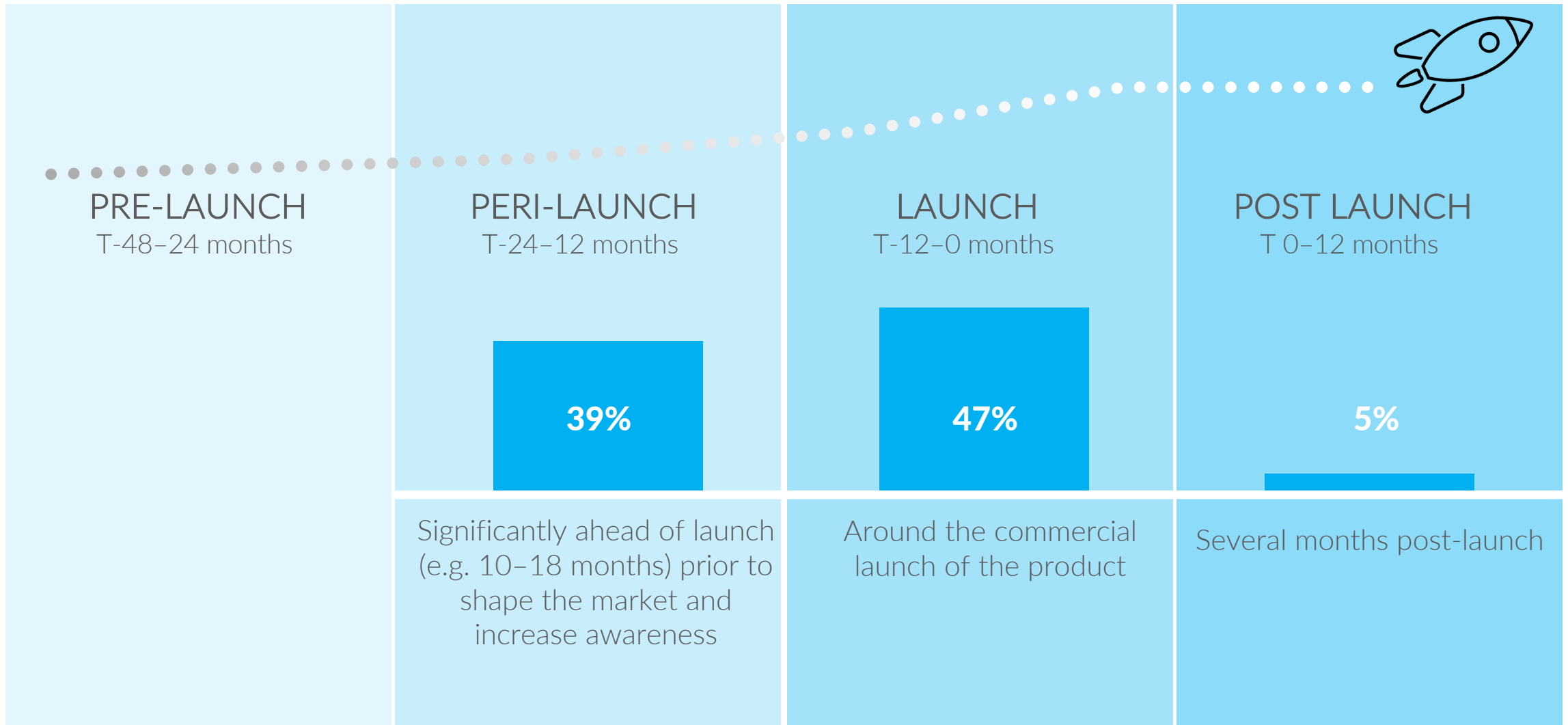
The ideal timeline: where does Medical Affairs support



Importance of being early...



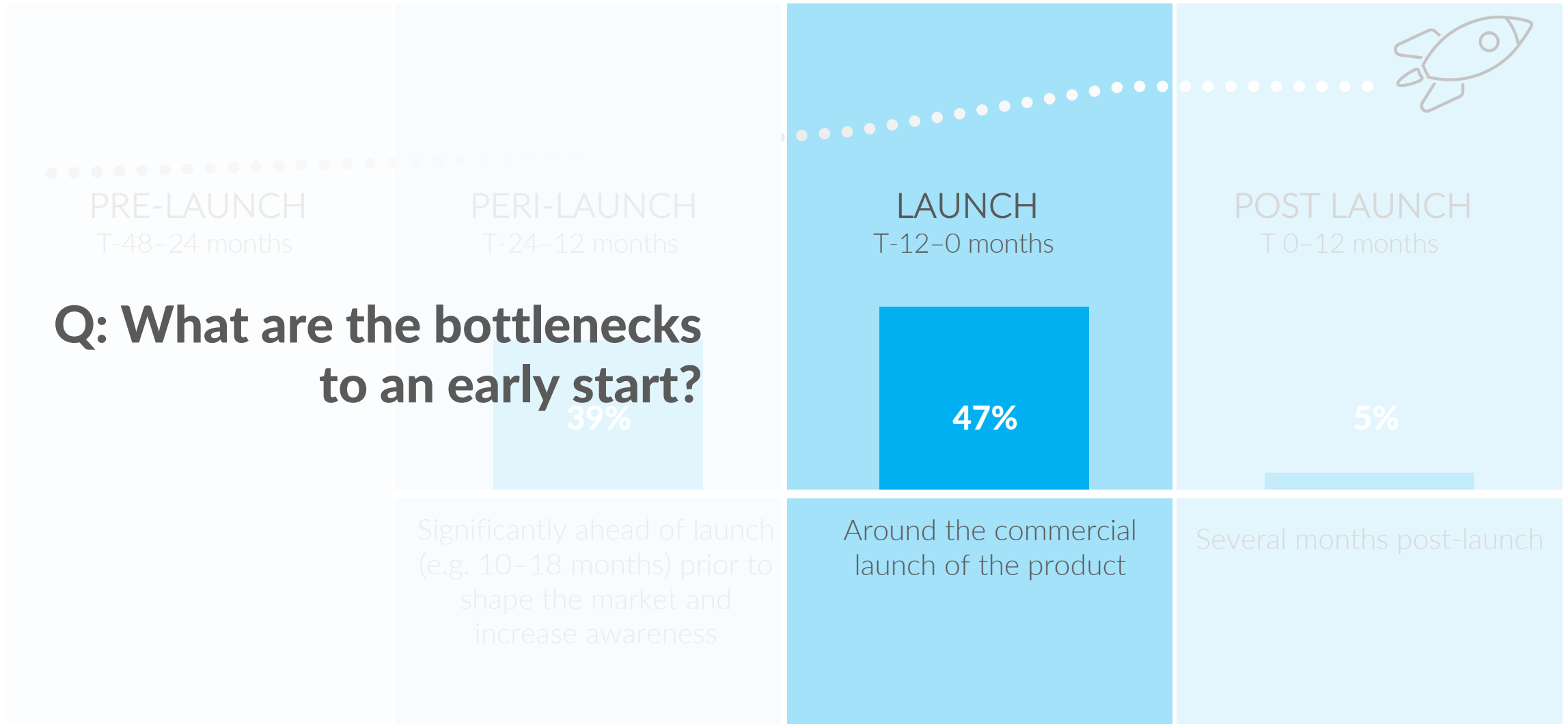
The reality...under 40% initiate their digital OC activities significantly ahead of launch



Maturometer™ 2023, EU Biopharma, n=155*

*Respondents worked on at 1 or more digital launches in the past

The reality...under 40% initiate their digital OC activities significantly ahead of launch



Q: What are the bottlenecks to an early start?

Maturometer™ 2023, EU Biopharma, n=155*

*Respondents worked on at 1 or more digital launches in the past

Poll question

Q: What are the bottle necks stopping early involvement?

- Lack of available resource and/or time
- Lack of dedicated budget
- No global support
- Regulatory/Compliance issues in launch countries (understanding or conservative company culture)
- Unsure of customer needs in the pre-launch period

Agenda

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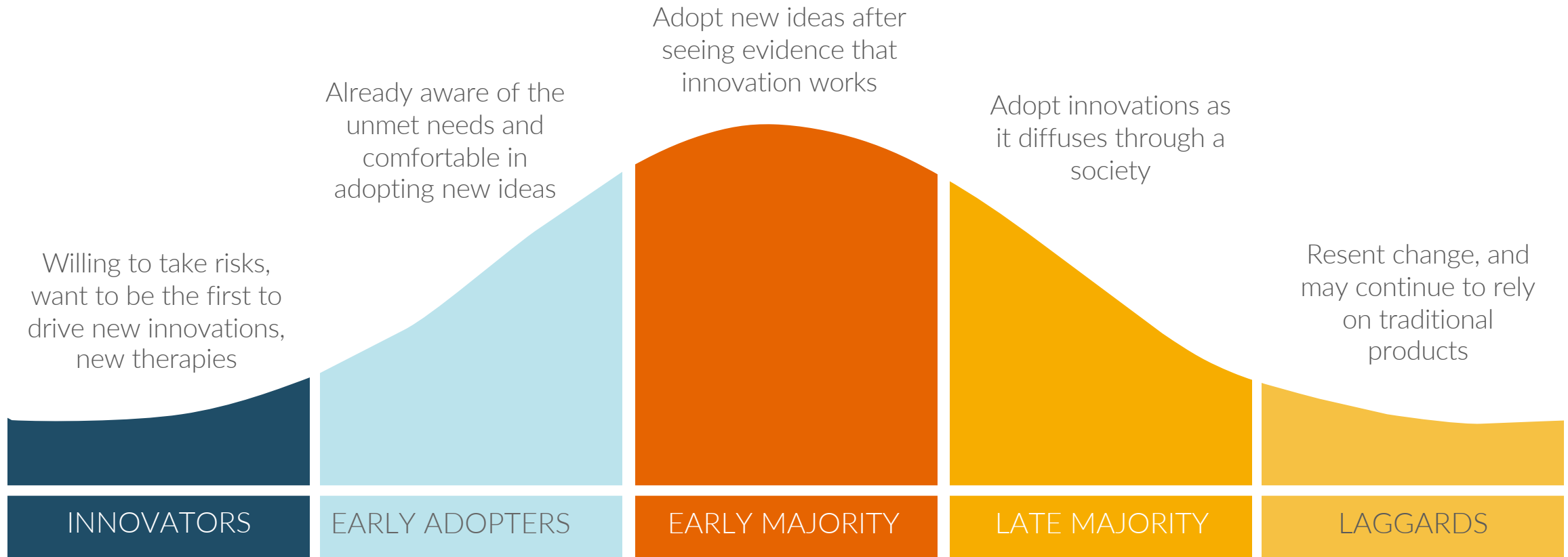
3. Strategic OLE Medical Case study – drive awareness of new biomarker

4. Pre launch KPIs (framework)

What do HCPs want in the pre-launch period?



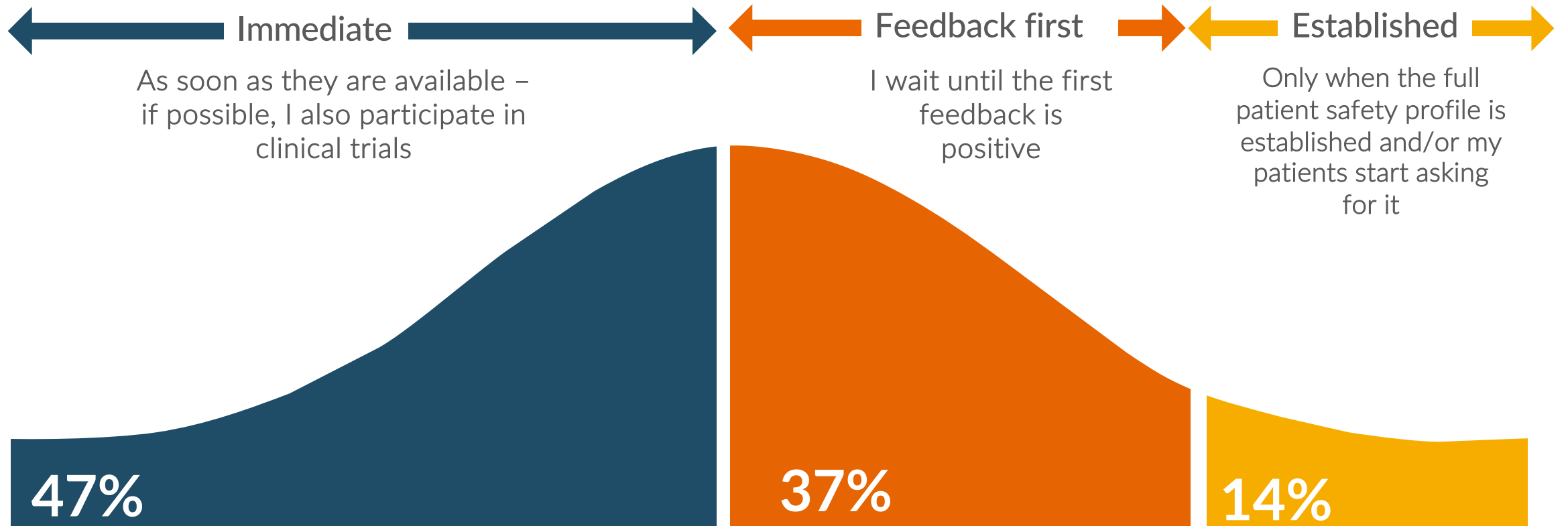
Engagement model in the pre-launch: the diffusion of innovation



The diffusion of innovation curve E.M Rogers 1962

The diffusion of innovation with EU5 Mixed Specialists

Q: When do you prescribe a new product?

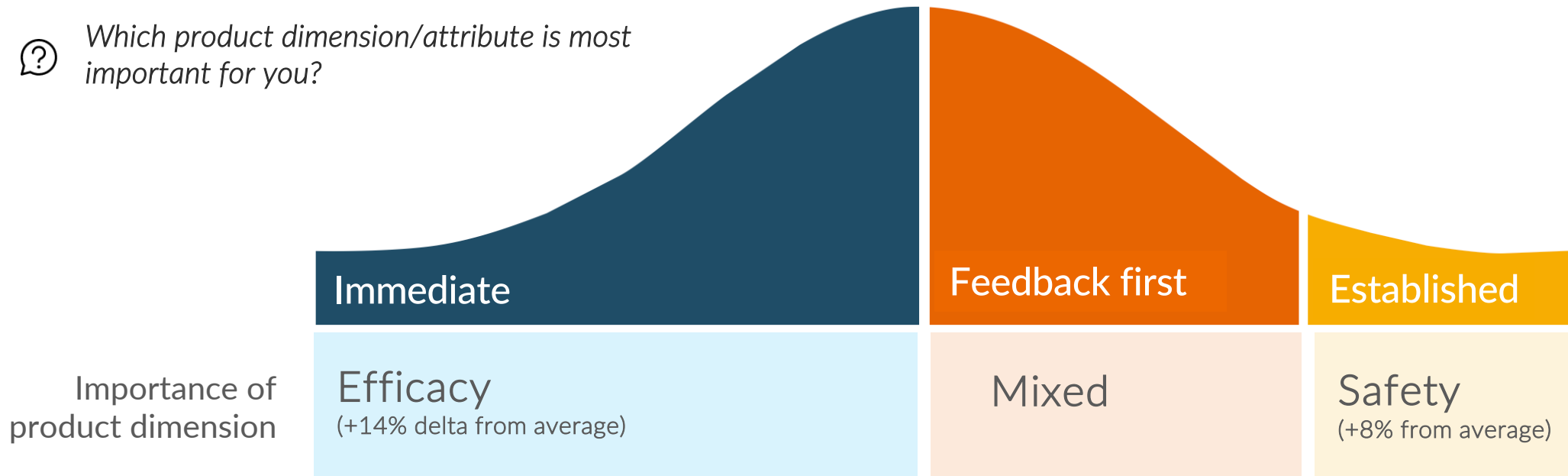


Source: Navigator365™ EU4+UK Specialists Q3 2023
(n=4031)

What do they want to know about?



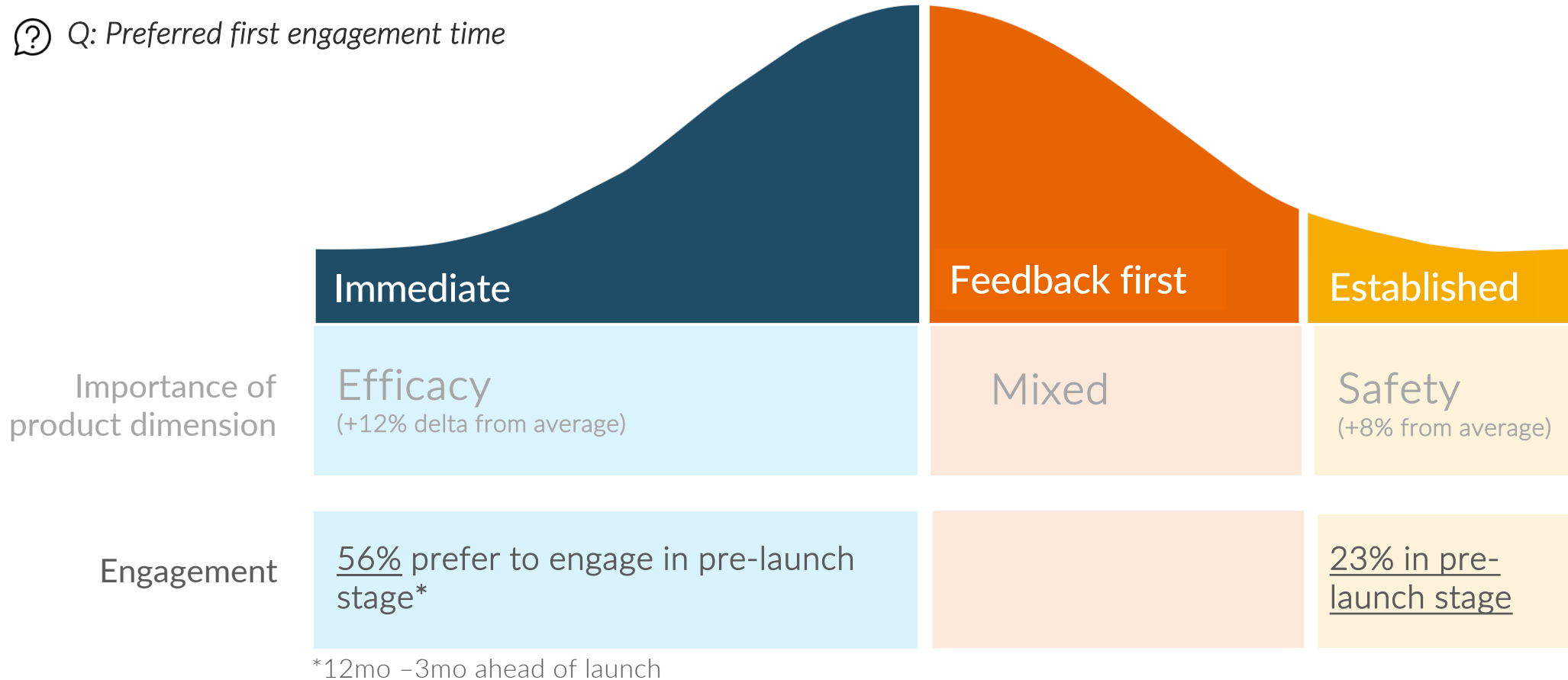
Which product dimension/attribute is most important for you?



Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4031)

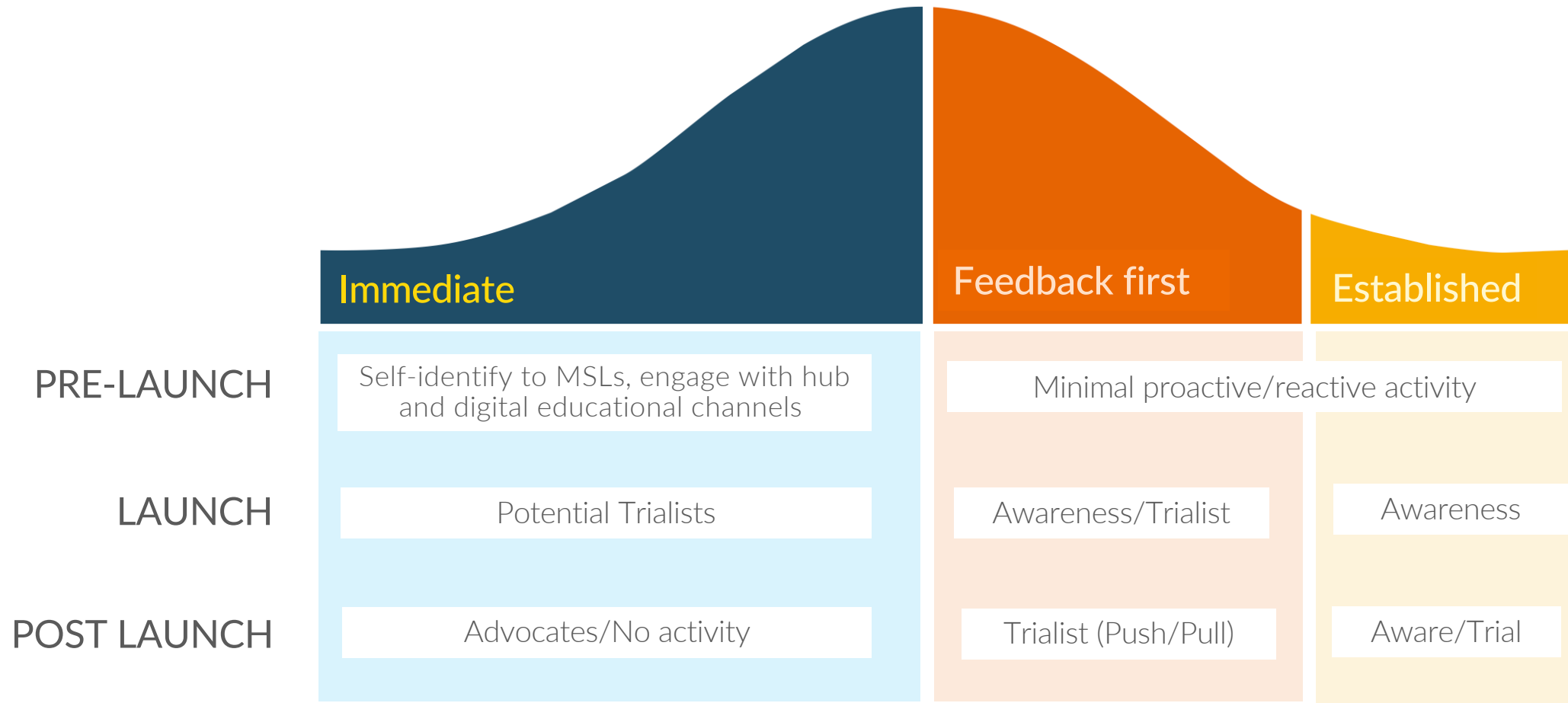
How do they want to engage?

Q: Preferred first engagement time



Source: Navigator365™ EU4+UK Specialists Q3 2023
(n=4031)

Robust early communication strategy for the 'immediates' is critical



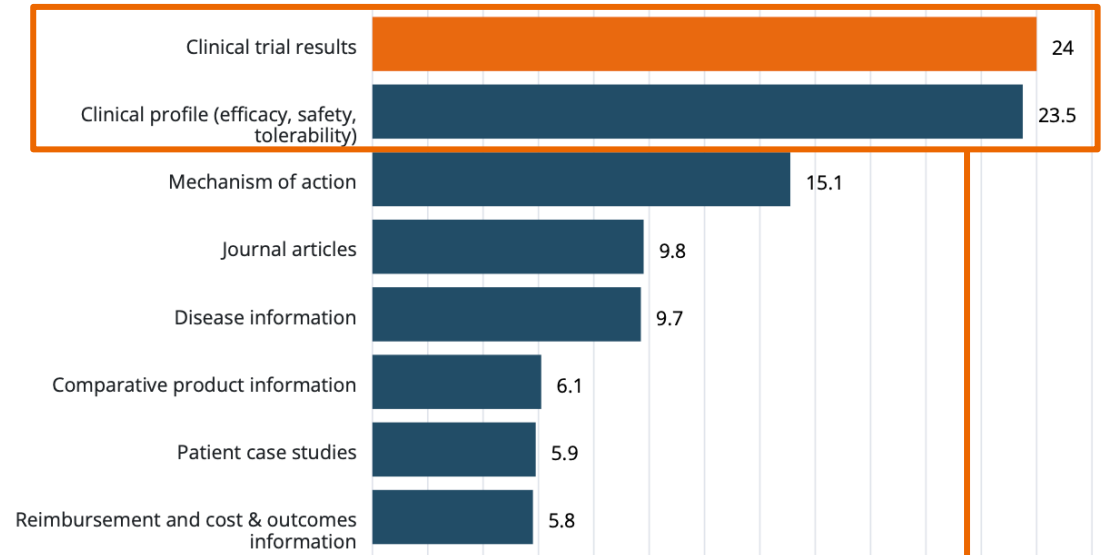
Robust early communication strategy for the 'immediates' is critical

PRE-LAUNCH

Immediate

Self-identify to MSLs, engage with hub and digital educational channels

Q: What types of product content do you find most important in a launch situation?



64%

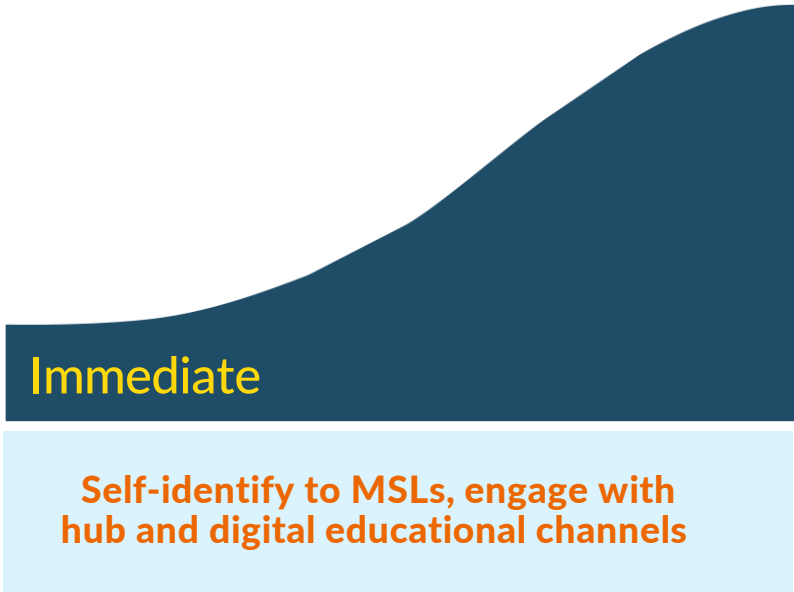
In 2022 64% of EU5 Specialists said they would **decrease** future attendance at international congresses

- Better online offerings (16%)
- High cost (30%)
- C-19 impact (18%)

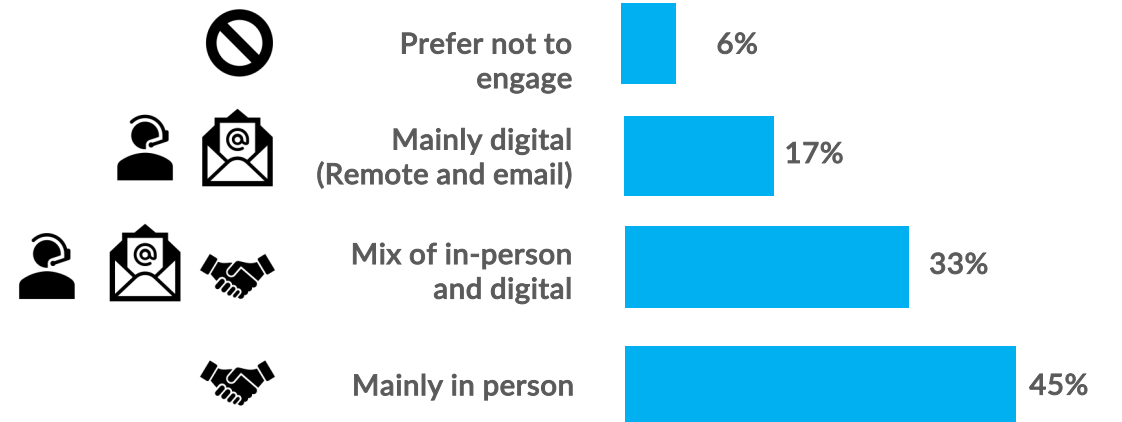
Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4031)

Robust early communication strategy for the 'immediates' is critical

PRE-LAUNCH



Q: What way do you prefer to engage with MSLS in a launch setting.



Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4031)

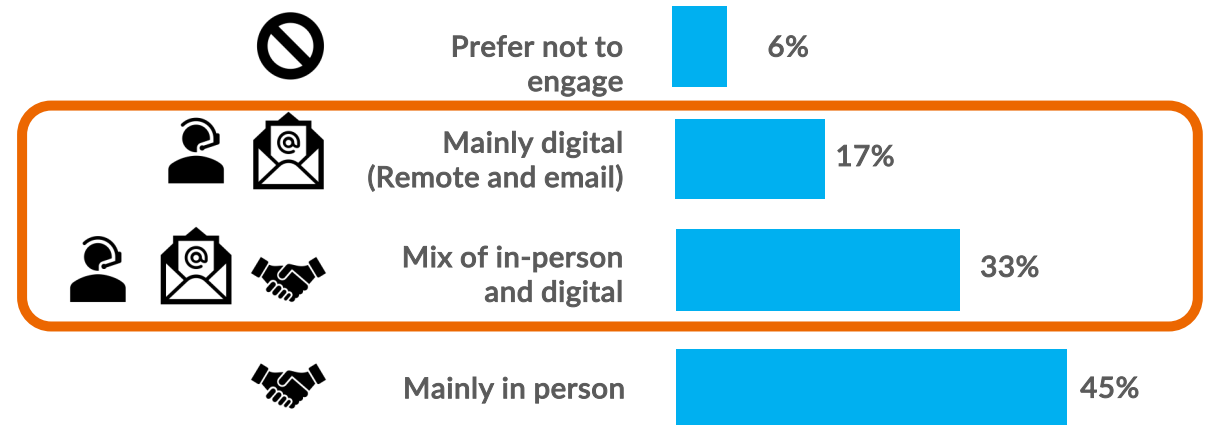
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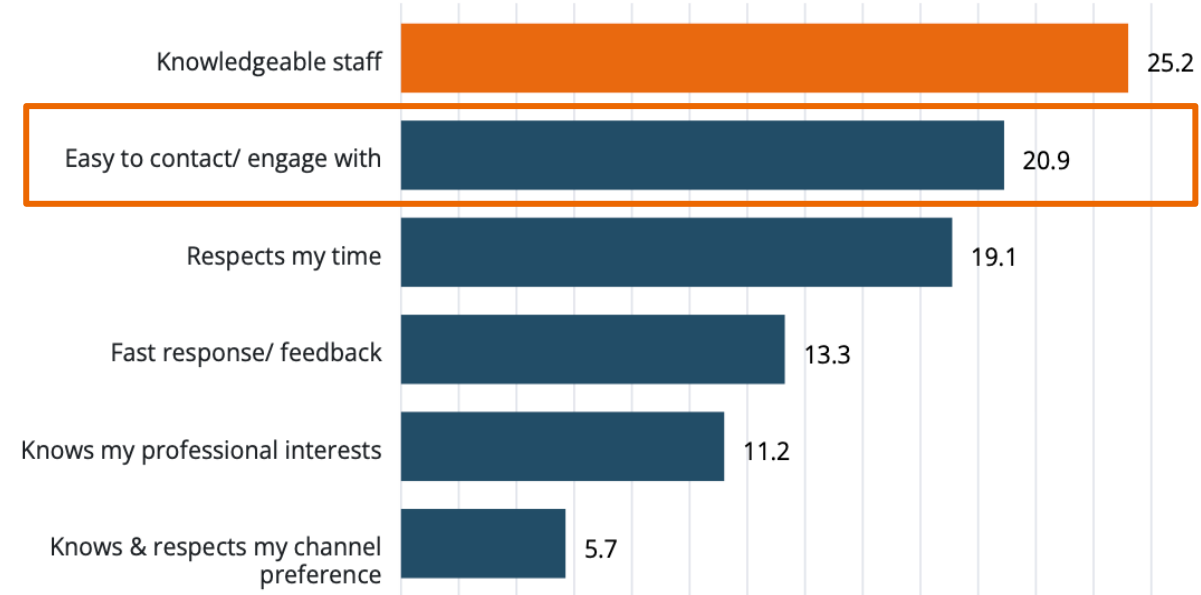
Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4031)

Robust early communication strategy for the 'immediates' is critical

PRE-LAUNCH



Q: What are the key drivers of good customer experience?



Make sure access to MSL and clinical trial content is easy to find and consume!
(single click/QR/email call back)

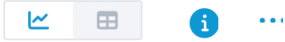
Source: Navigator365™ EU4+UK Specialists Q3 2023
(n=4031)

Narrow window of opportunity to drive interest and educate

Q: When would you like to engage with <CHANNEL X> for the first time when you want to learn more about a new product?

Preferred time of first engagement with channel

Cardiologist , Dermatologist , Oncologist , Endocrinologist , Hematologist , Pulmonologist , Rheumatologist , Neurologist - France , Germany , Italy , United Kingdom , Spain , United States | N=5635

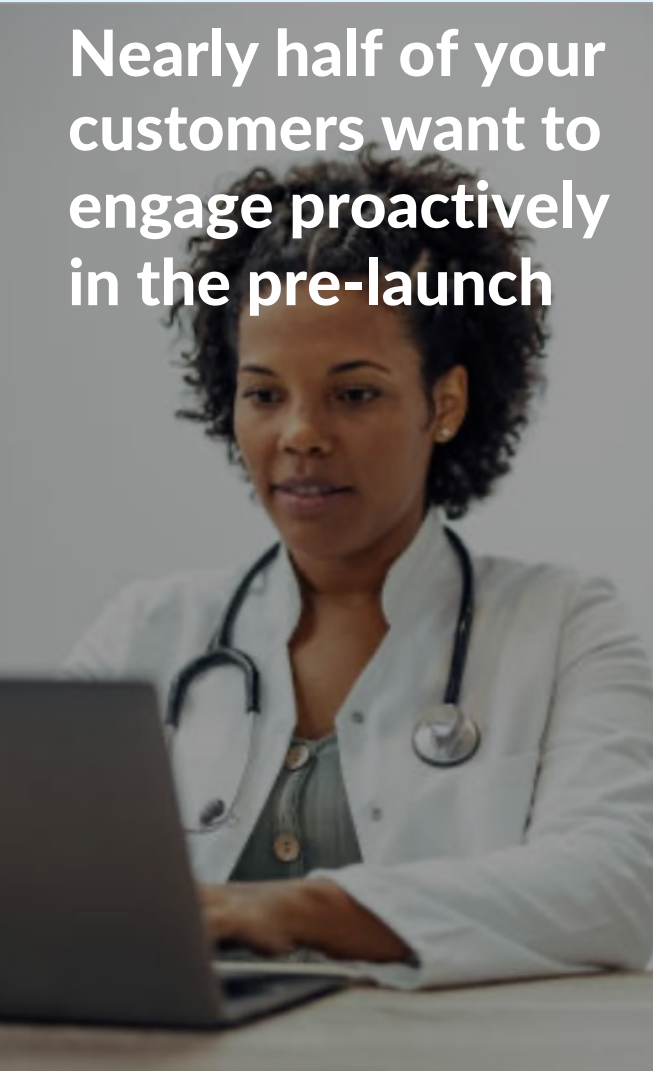


	International pharma launch symposium	International scientific congress	In-person rep visit	Remote rep	In-person MSL visit	Remote MSL	Pharma newsletter	Pharma website	Pharma local scientific meeting	Pharma webinar	Medical journal	3rd-party website (Medscape etc.)
12 months before launch	4.0 %	6.0 %			3.0 %	3.0 %	3.0 %	4.0 %	3.0 %	3.0 %	8.0 %	3.0 %
6 months before launch	10.0 %	13.0 %			9.0 %	9.0 %	10.0 %	10.0 %	9.0 %	9.0 %	14.0 %	8.0 %
3 months before launch	21.0 %	21.0 %			25.0 %	21.0 %	22.0 %	21.0 %	22.0 %	22.0 %	26.0 %	20.0 %
During Launch	27.0 %	22.0 %	30.0 %	25.0 %	30.0 %	24.0 %	29.0 %	31.0 %	29.0 %	30.0 %	24.0 %	28.0 %
3 months after launch	16.0 %	16.0 %	11.0 %	13.0 %	15.0 %	14.0 %	13.0 %	14.0 %	17.0 %	15.0 %	14.0 %	17.0 %
6 months after launch	10.0 %	11.0 %	7.0 %	7.0 %	8.0 %	9.0 %	8.0 %	8.0 %	11.0 %	9.0 %	8.0 %	10.0 %
12 months after launch	4.0 %	6.0 %	2.0 %	2.0 %	3.0 %	3.0 %	3.0 %	3.0 %	4.0 %	3.0 %	4.0 %	4.0 %

Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4031)

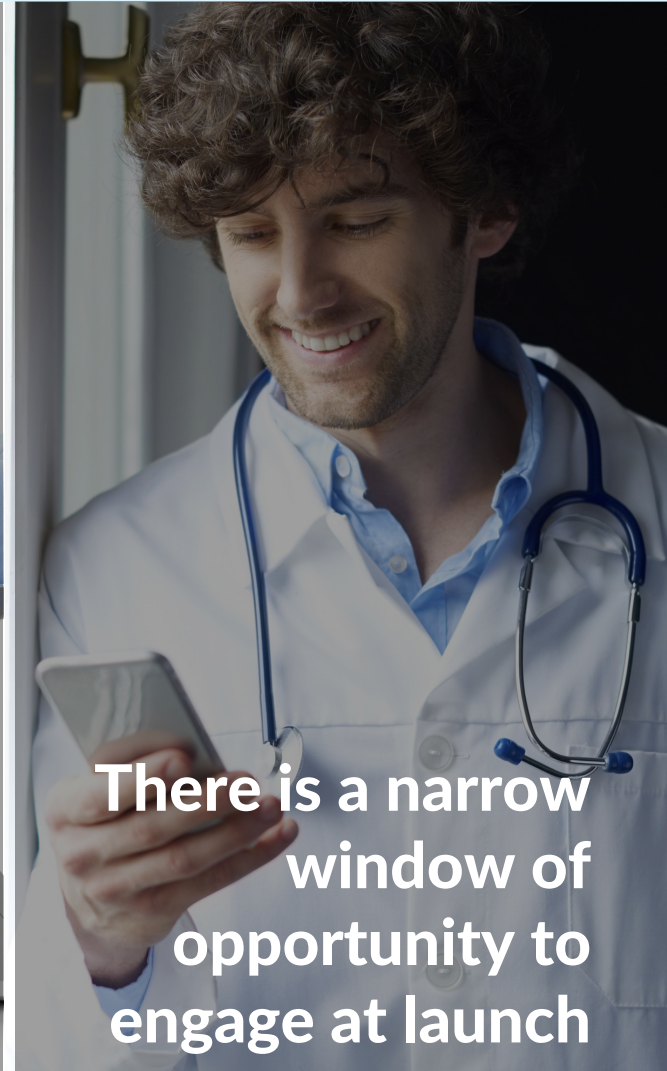
Summary

Nearly half of your customers want to engage proactively in the pre-launch



Make sure content and people can be accessed quickly and easily

Roughly 50:50 between digital/digital mix and F2F in the prelaunch



There is a narrow window of opportunity to engage at launch

Agenda

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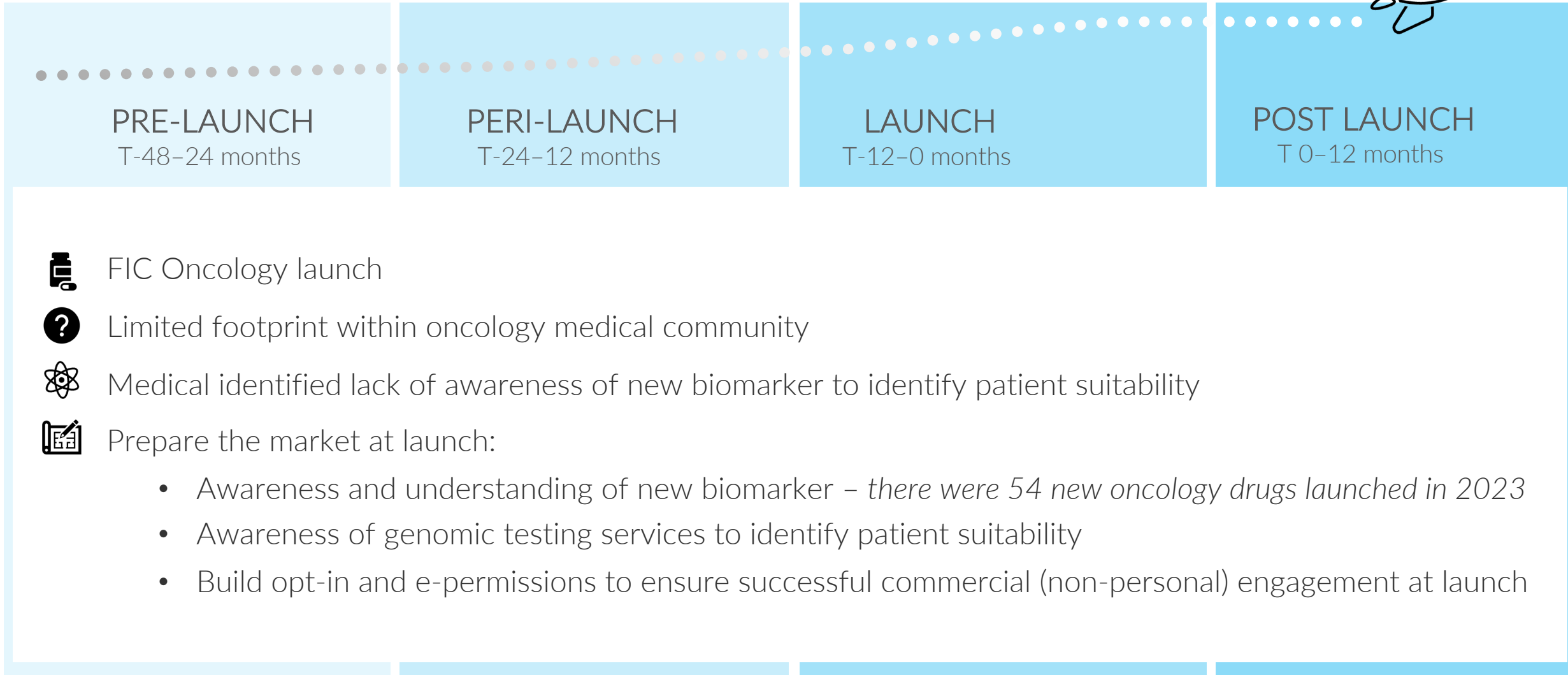
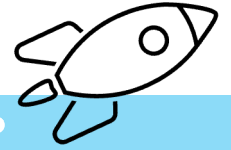
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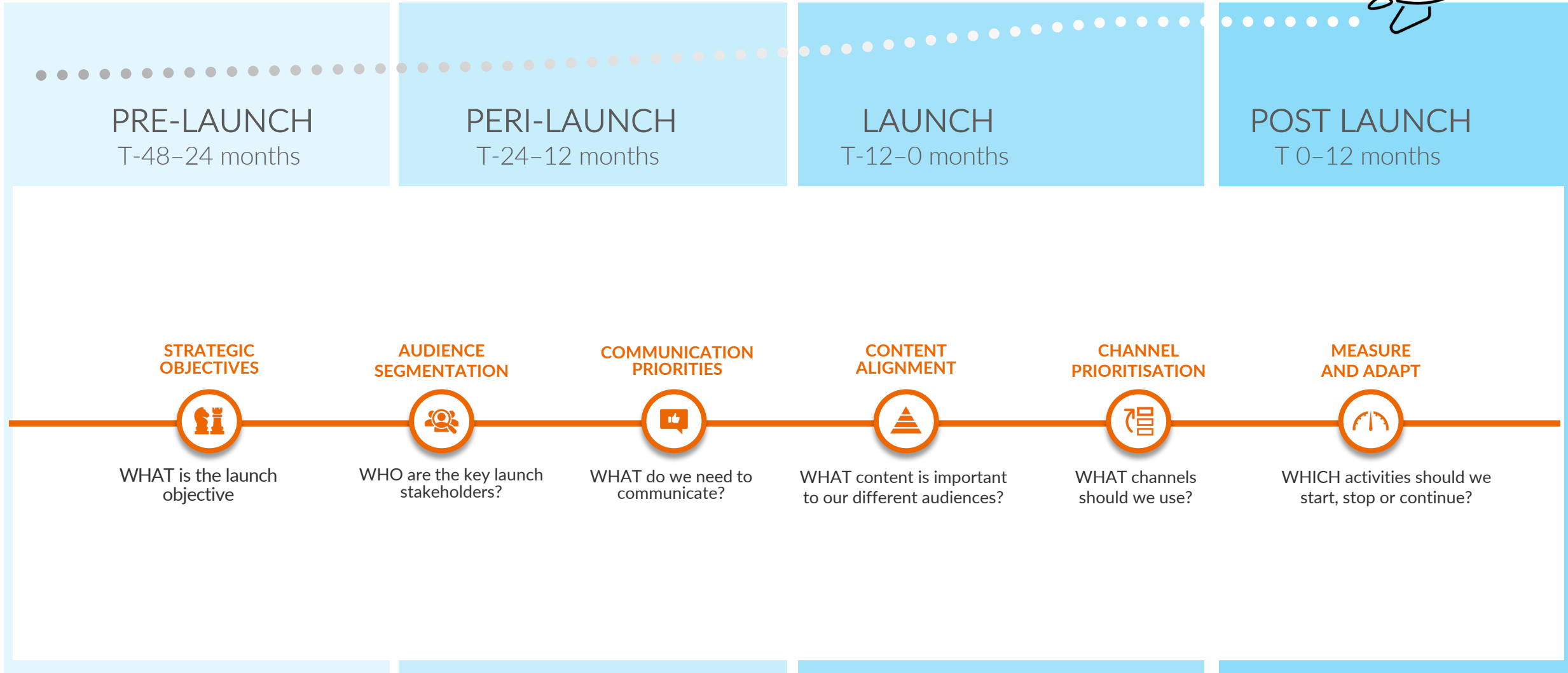
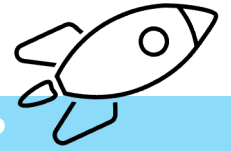


Case study: Strategic Medical launch support

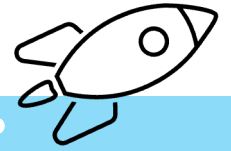
Case: FIC launch



Case: FIC launch



Case: FIC launch



PRE-LAUNCH
T-48-24 months

PERI-LAUNCH
T-24-12 months

LAUNCH
T-12-0 months

POST LAUNCH
T 0-12 months

STRATEGIC OBJECTIVES



WHAT is the launch objective



A screenshot of a video player showing a webinar. The video title is "Omnichannel Launch Excellence: Medical & Commercial best practices" and the date is "Thursday 27 October 2022". The video player includes a play button, a progress bar at 40:42, and various control icons like volume, closed captions, and full screen. The video content shows the Across Health logo and two speakers: Ben Harbour and Russel Kool, with their contact information.

MEASURE AND ADAPT



WHICH activities should we start, stop or continue?

Scientific Platform sits at the core of all communications content

Scientific Platform sits at the core of all launch communication



Compelling, differentiating, robust and consistent story is essential when multiple internal stakeholders and external local agencies are involved

- Vocabulary Document – what it is (*and what it's not*)
- Clinical compendium – saves time and effort for content and understanding
- Global content creation aligned closely with core launch markets needs and regulatory requirements
- Channel agnostic content – easy to adapt to fit with channel

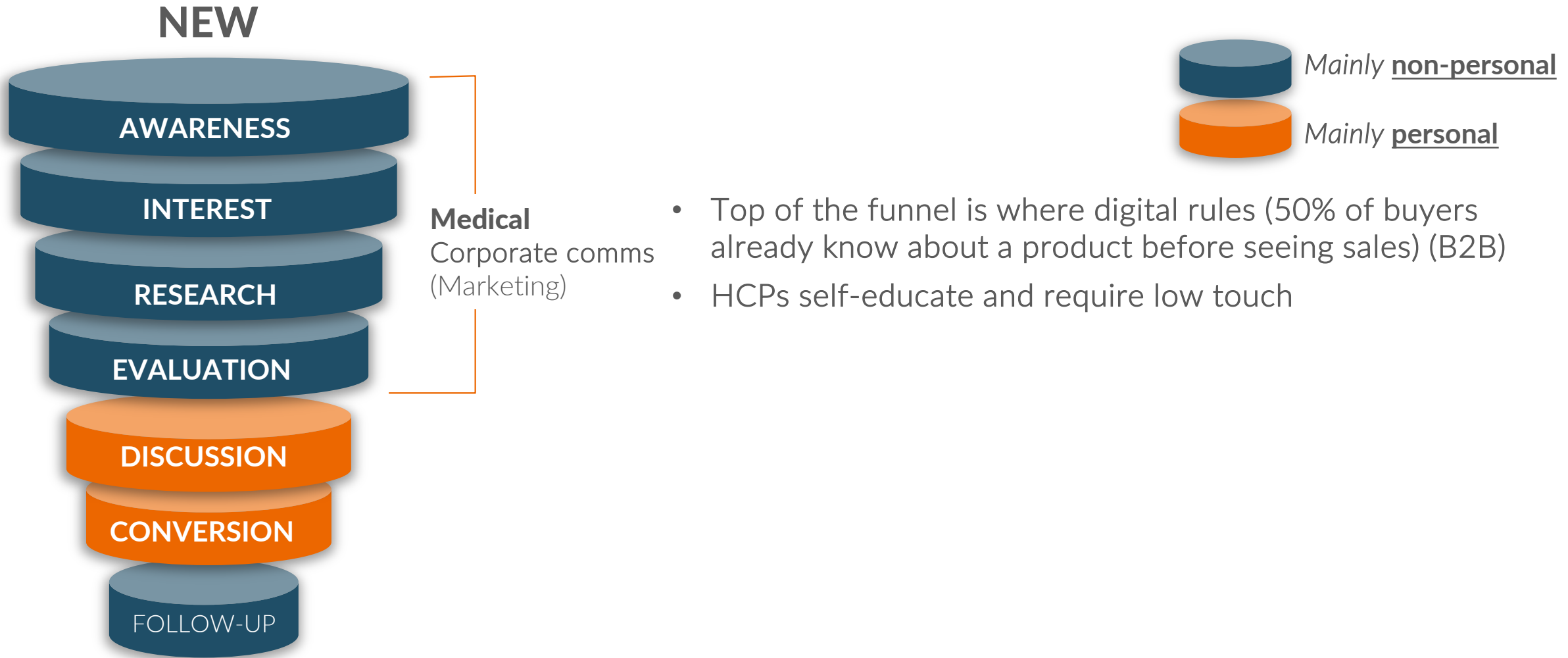
Omnichannel launch excellence needs a 360 customer-centric culture:



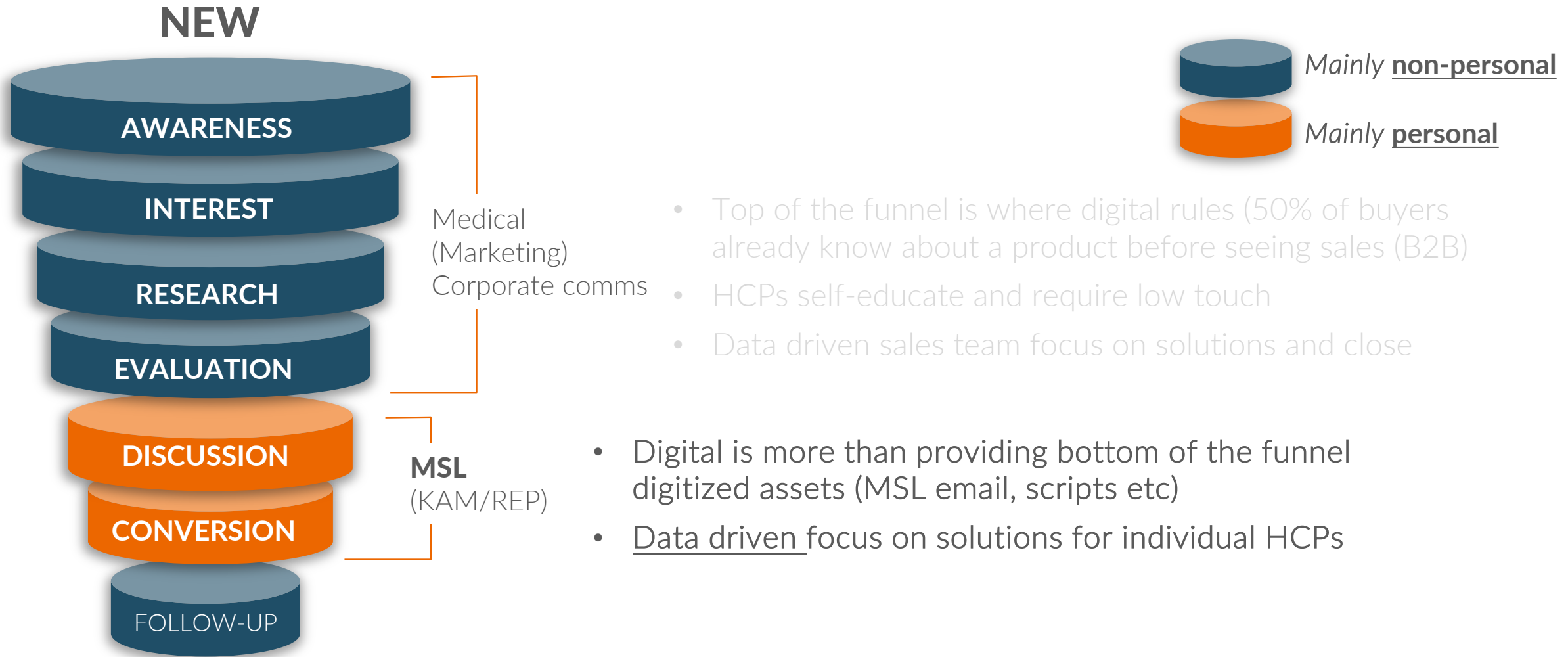
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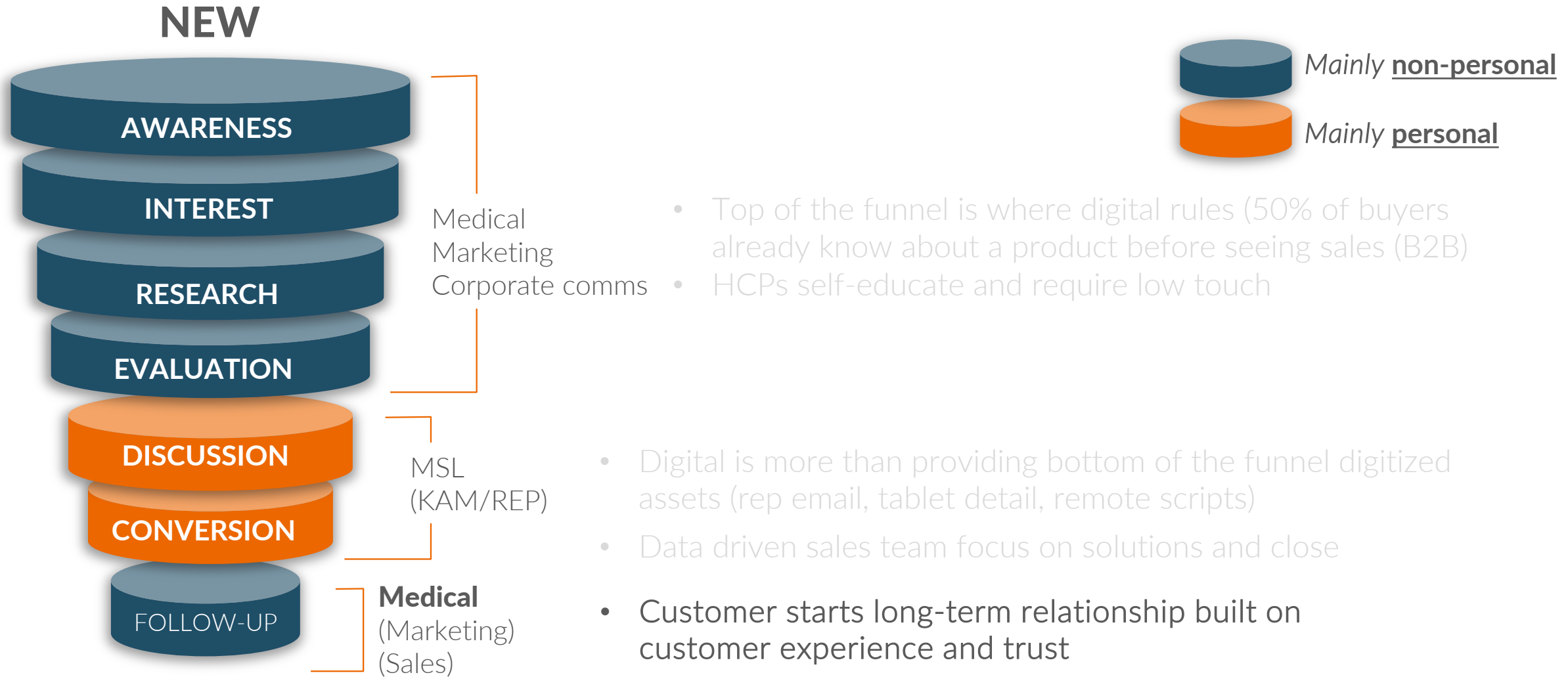
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Omnichannel launch excellence needs a 360 customer-centric culture:



Simple touchpoint journey to drive engagement



Congress attendance

Simple touchpoint journey to drive engagement

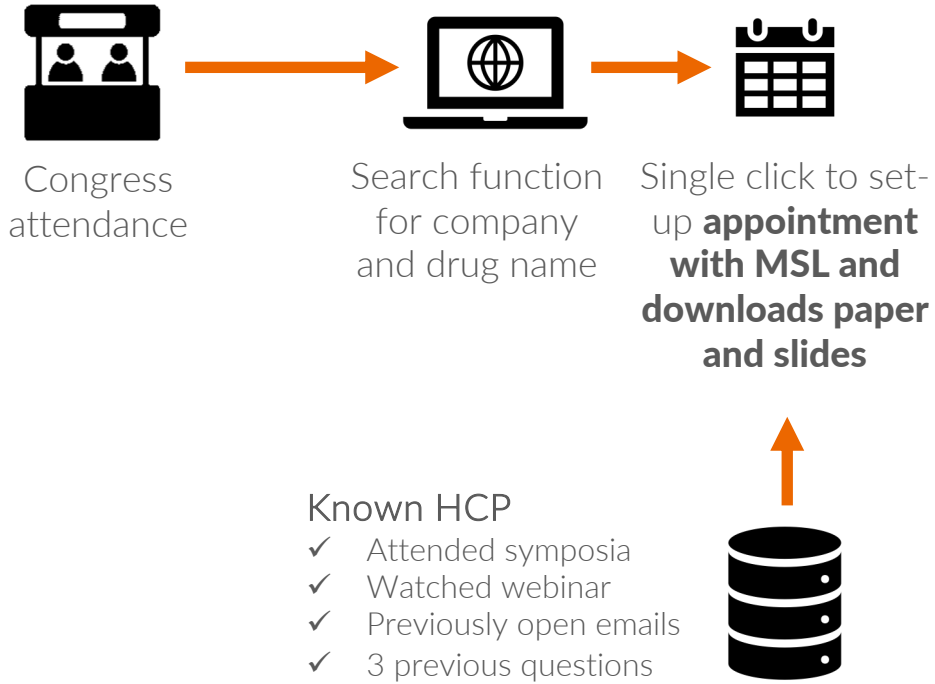


Congress
attendance

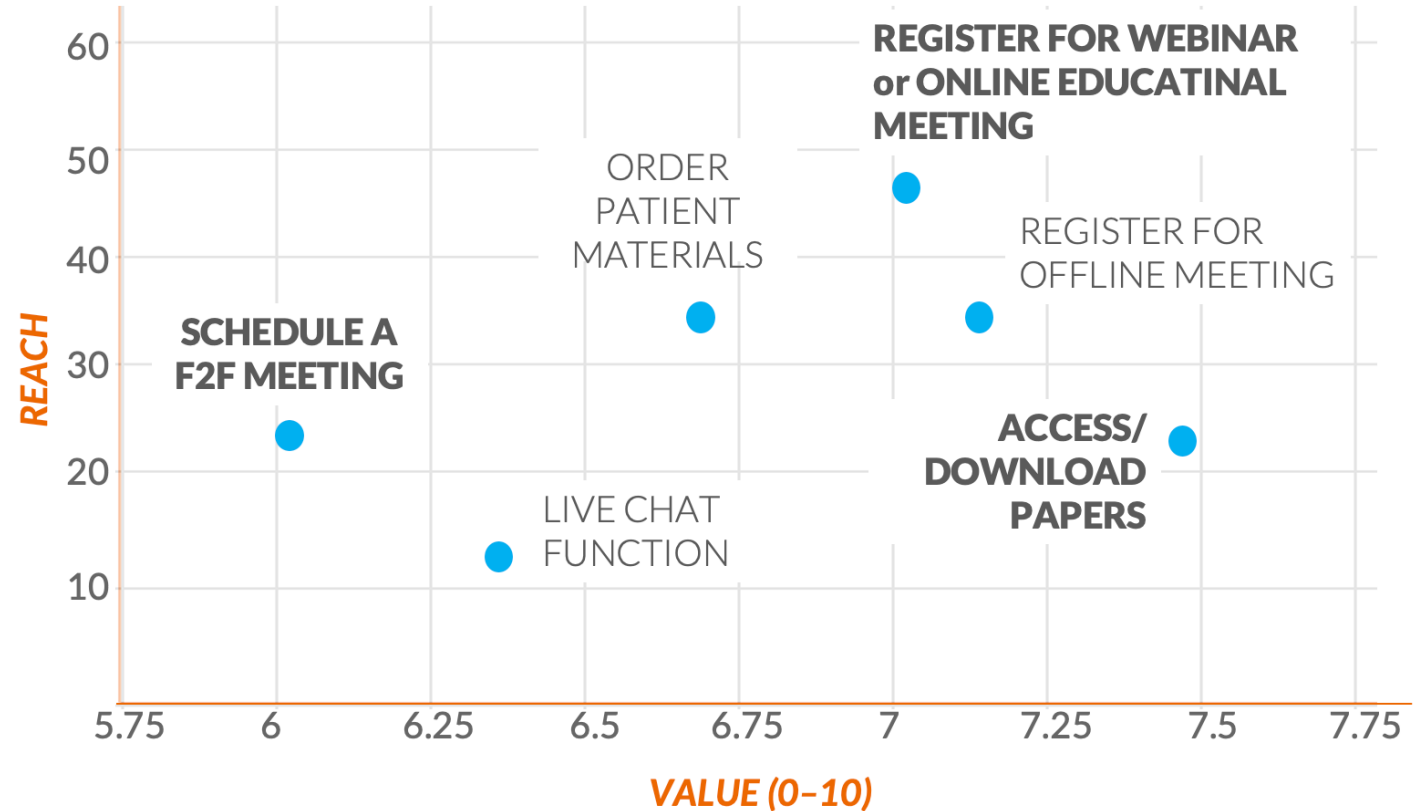


Search function
for company
and drug name

Simple touchpoint journey to drive engagement



Q: Have you encountered any of the following services offered on a pharma website in the last three months, and if so, how valuable do you find them?



Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4831)

Simple touchpoint journey to drive engagement



Congress attendance



Search function for company and drug name



Single click to set-up **appointment with MSL** and **downloads paper and slides**

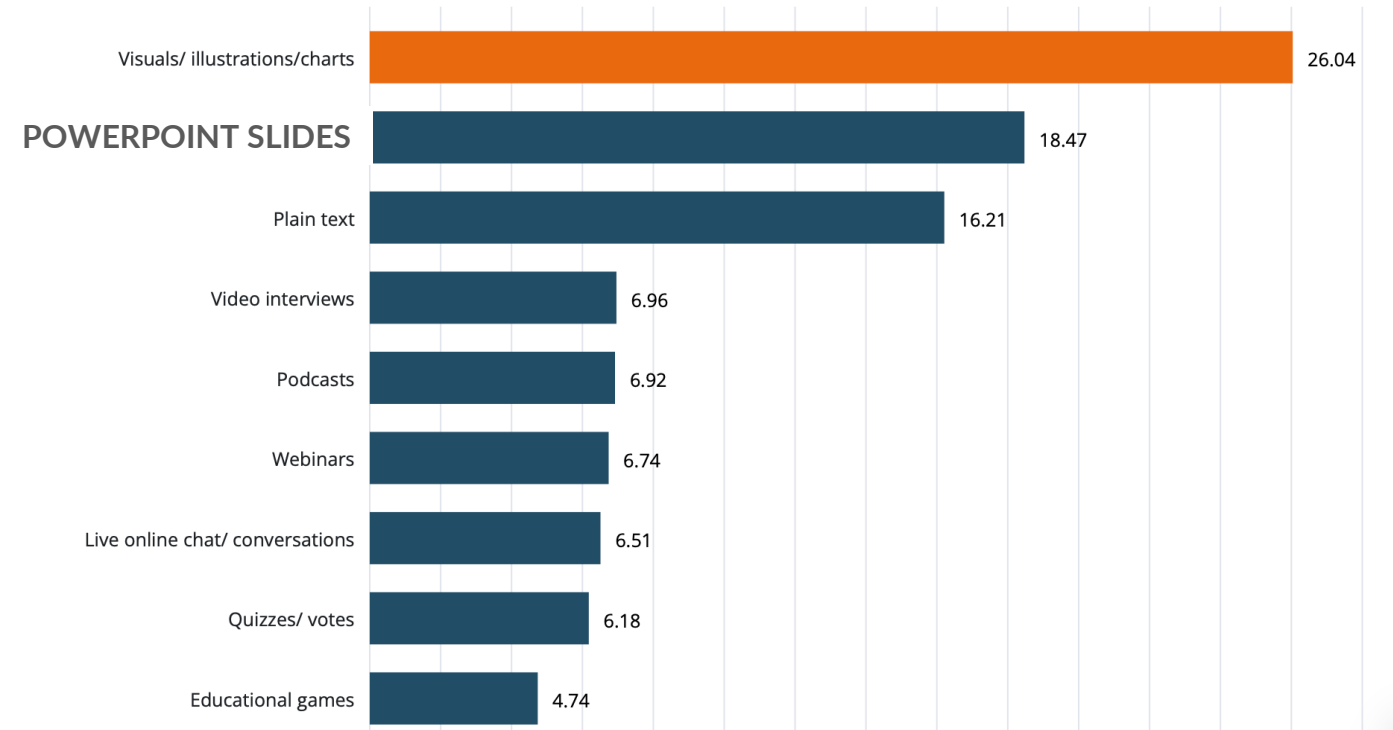
Known HCP

- ✓ Attended symposia
- ✓ Watched webinar
- ✓ Previously open emails
- ✓ 3 previous questions



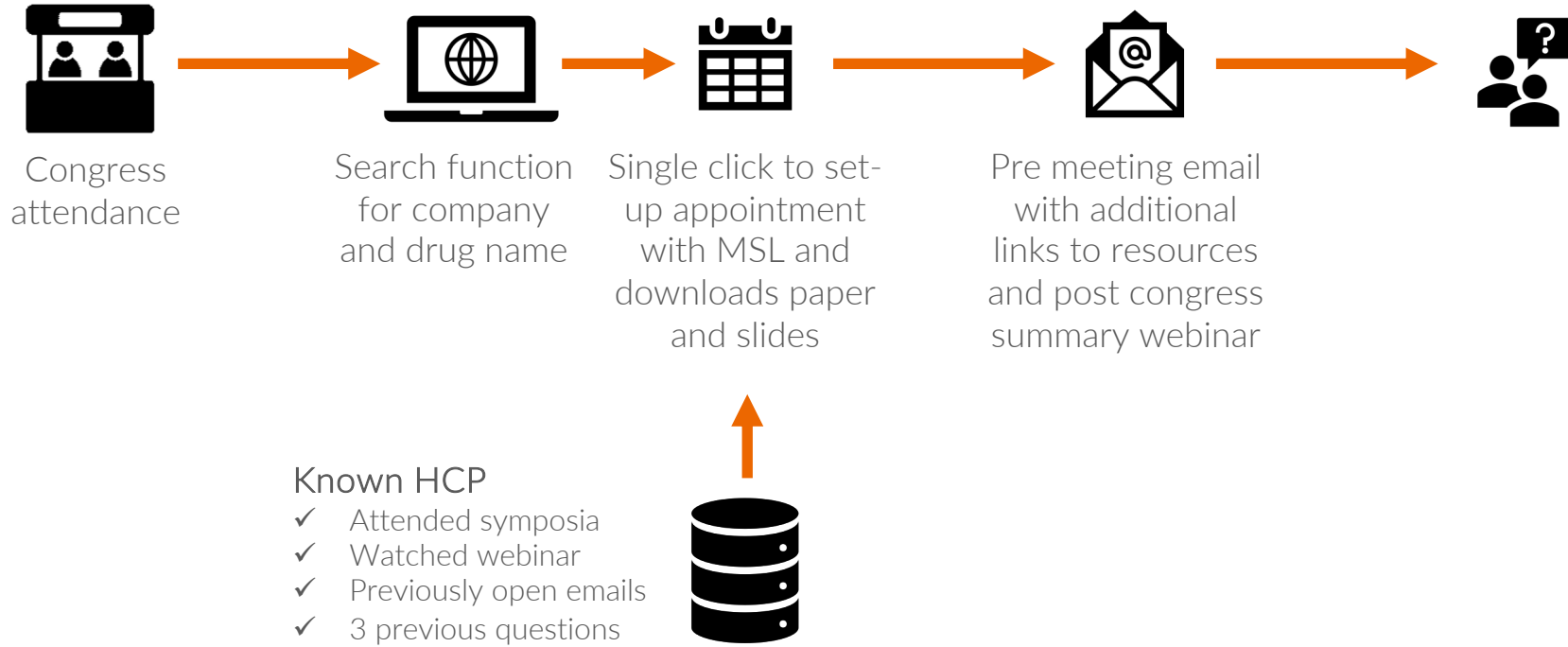
Preferred digital format

Cardiologist , Dermatologist , Endocrinologist , Oncologist , Neurologist , Hematologist , Pulmonologist , Rheumatologist - United Kingdom , Spain , Italy , Germany , France | N=4031



Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4031)

Simple touchpoint journey to drive engagement



Simple touchpoint journey to drive engagement



Congress attendance



Search function for company and drug name



Single click to set-up appointment with MSL and downloads paper and slides




Pre meeting email with additional links to resources and post congress summary webinar



Known HCP

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Trial Design





Efficacy 1





Efficacy 2

Safety/QOL

Biomarker

Testing resources

MSL Content Vault

Simple touchpoint journey to drive engagement



Congress attendance



Search function for company and drug name



Single click to set-up appointment with MSL and downloads paper and slides



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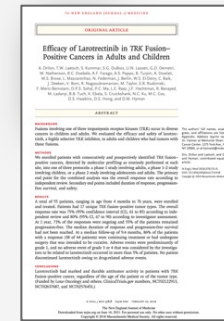


Known HCP

- ✓ Attended symposia
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Channel selection, time, frequency all chosen by MSL dependent on HCP's preferences and persona



Trial Design
Efficacy 1
Efficacy 2
Safety/QOL
BIOMARKER
Testing resources



MSL Content Vault

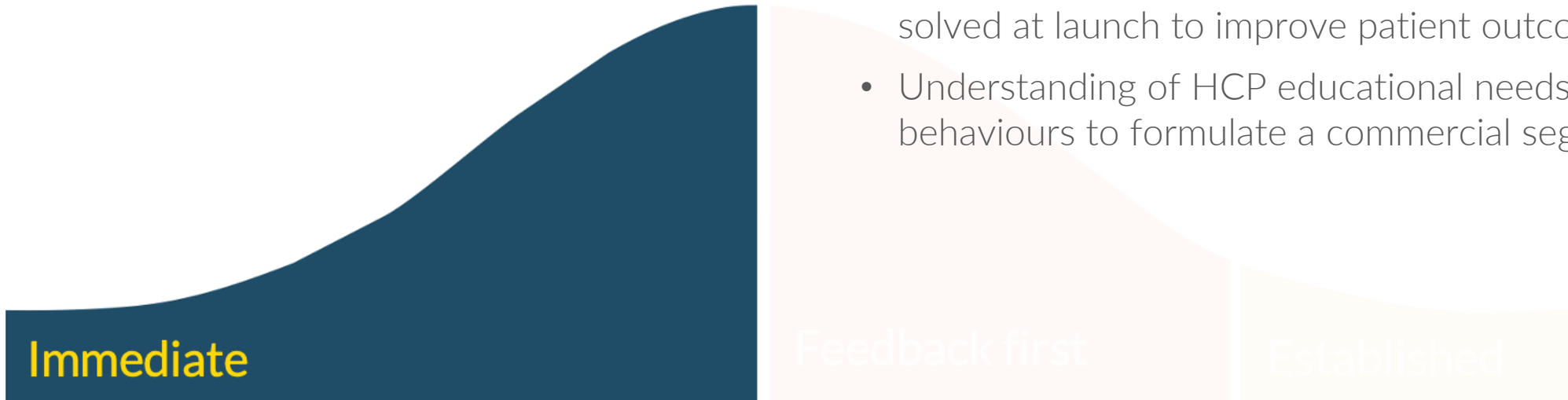
Medical Affairs input and investment critical to launch preparation and success

TARGET AUDIENCE:

KOLS/ INVESTIGATORS
AND
BROADER
ONCO/MDT COMMUNITY

OUTCOMES:

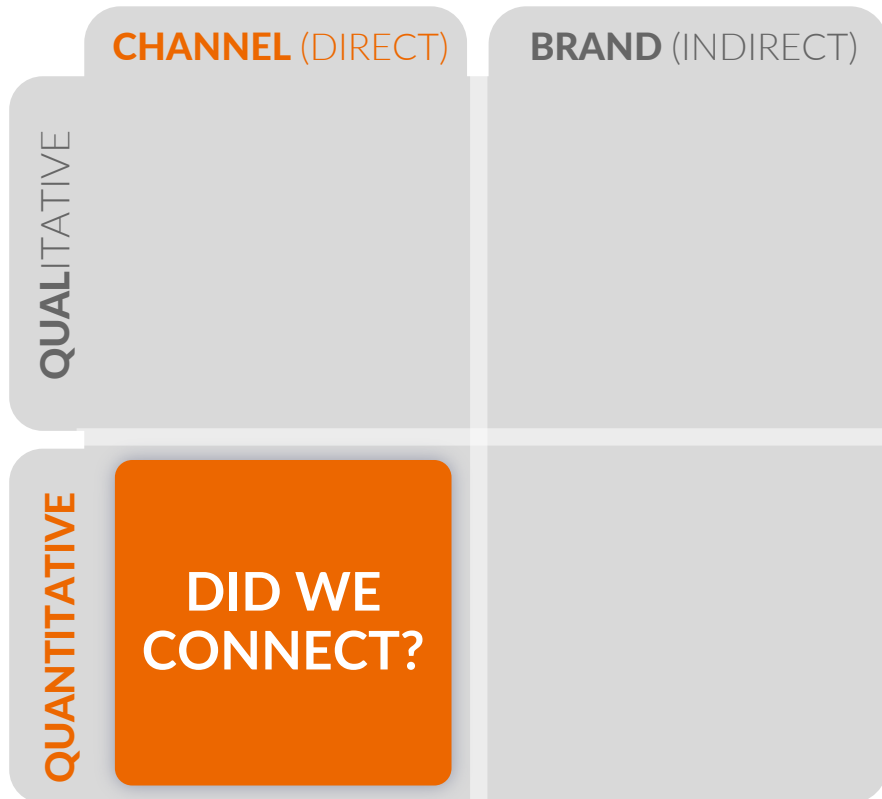
- Increased opt-in
- Appropriate Medical insights to drive commercial plan:
 - Challenges and bottlenecks which need to be solved at launch to improve patient outcomes
 - Understanding of HCP educational needs and behaviours to formulate a commercial segmentation



Pre-launch – what can we measure?



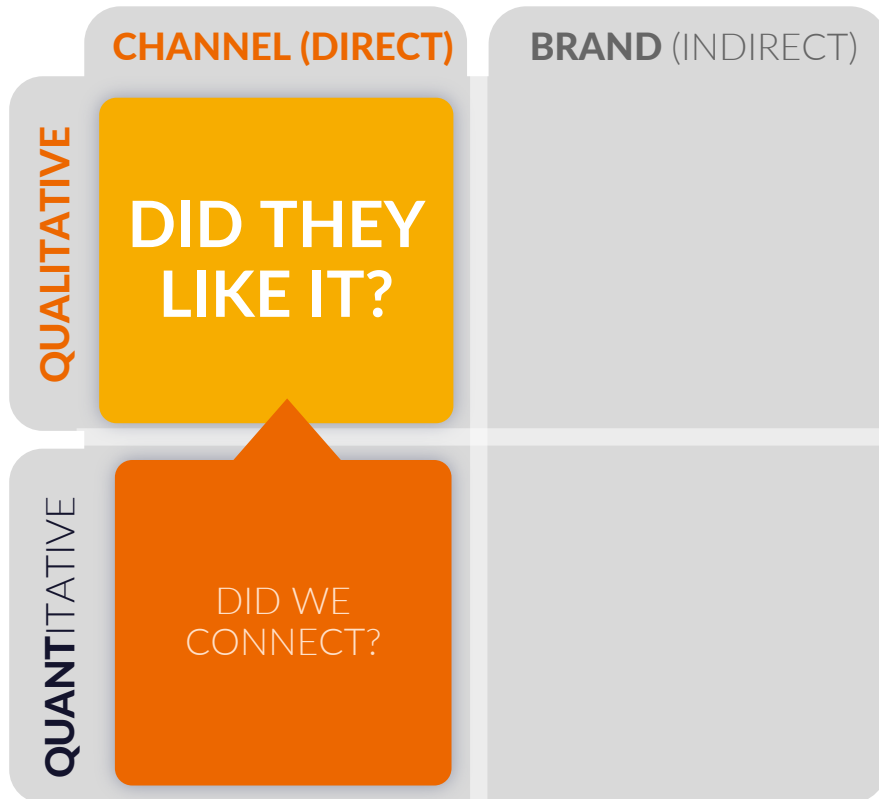
Pre-launch – what can we measure?



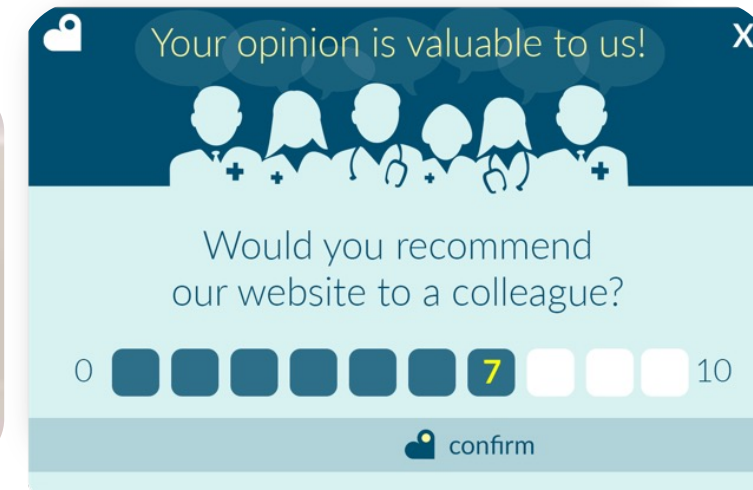
The foundation of any campaign – are we generating the right number of touchpoints to achieve our behavioural objectives?

EMAIL	WEB	MSL FIELD
Open rate	# of visitors	Calls
Conversion rate	Consent capture	Meetings attended
Opt-out rate	% page scroll	EVENT
Click-through rate	Time spent on site	# invited
Delivery rate	Downloads	# invite accepted
Subscribers	Opt-ins	% attended

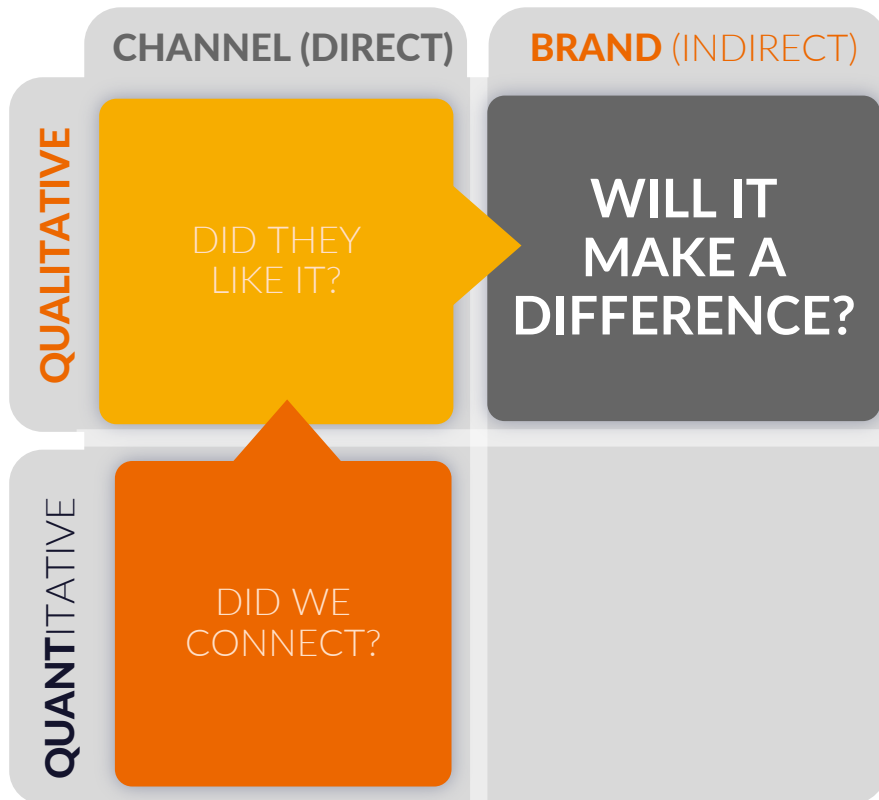
Pre-launch – what can we measure?



Is our content appreciated and valuable for our audience?



Pre-launch – what can we measure?

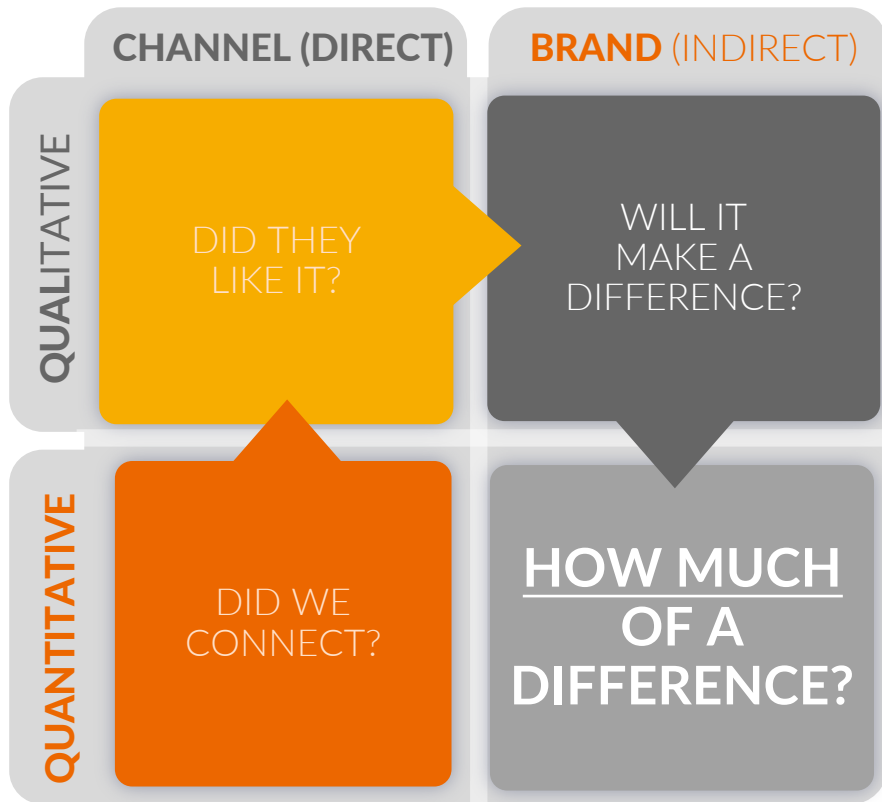


Do we make an impact and are we changing audience's mindset?

- Impact of educational event on future clinical practice
- Intent to apply learning to future clinical practice
- Intent to prescribe (Post launch)
- NPS* of company
- NPS of educational campaign

*NPS- net promotor score

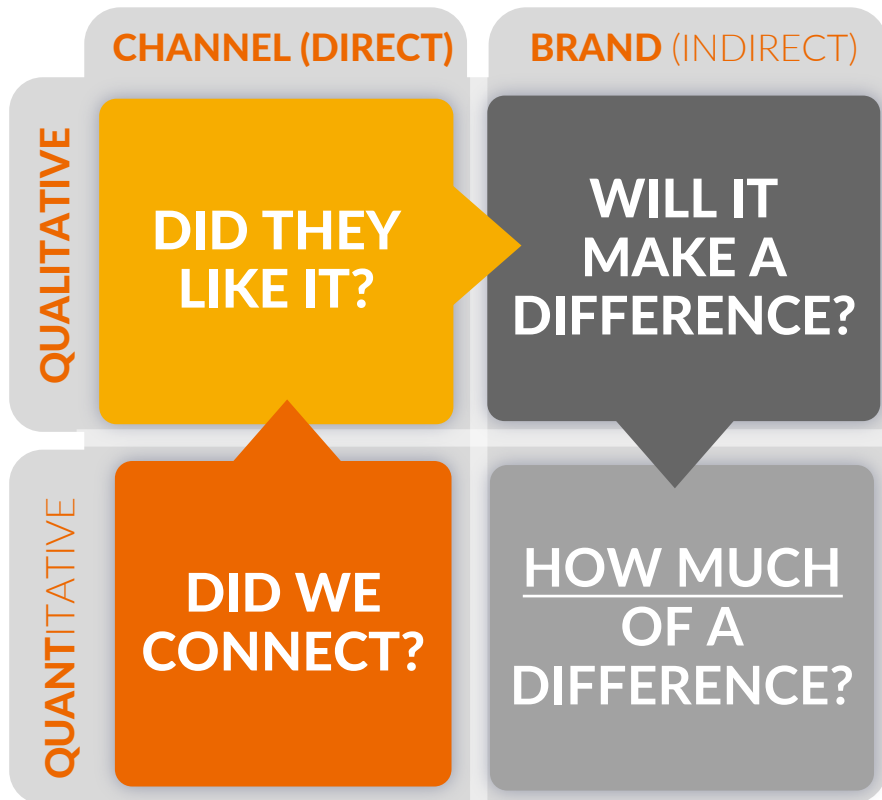
Pre-launch – what can we measure?



ROI – Did we increase awareness, reach & impact?

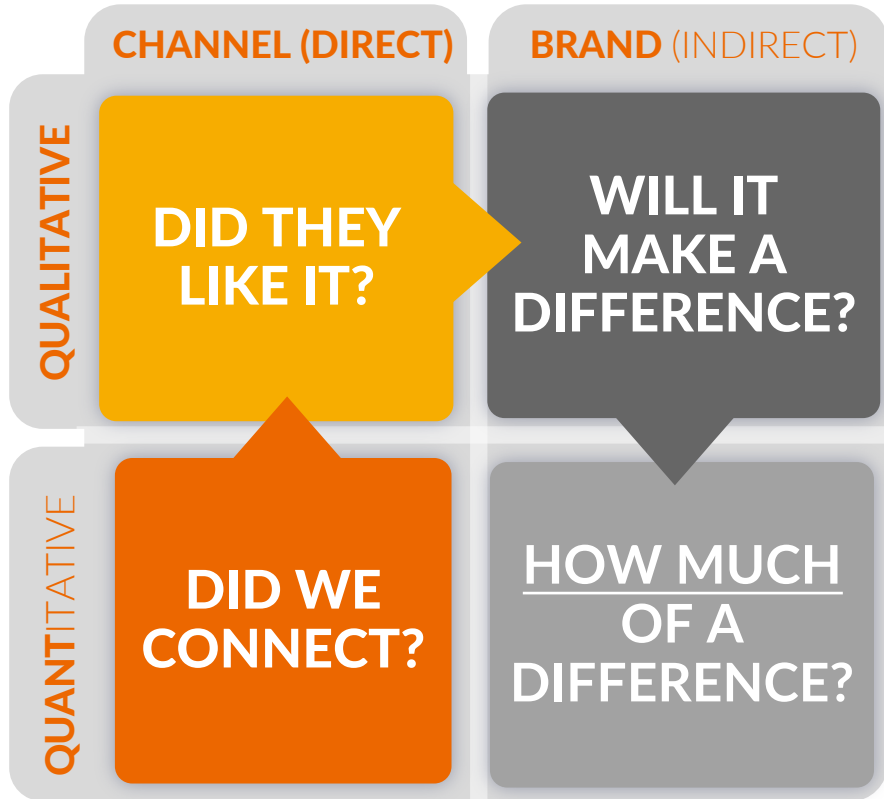
- Request for information
- Opt-in rates
- Referral to genomic testing centers (post launch)

Pre-launch – what can we measure?



Pre-launch NPS and **high channel mix** is a direct predictor for a successful launch*

**No More Surprises: Understanding Predictors of Launch Success IQVIA White Paper*



The **first 6 months** of launch predicts the success of the brand





a precision value & health team



Reimagine customer engagement



Webinars **2024**

Question time!

Want to know more? Join us on our upcoming webinars

Reimagine customer engagement



 The webinar series

FEB to OCT 2024



To sign up:

across.health/2024-webinars

UPCOMING

- **Omnichannel upskilling:** Transforming customer-oriented teams into customer engagement experts
THURSDAY, JUNE 13TH 16H CET
- **Omnichannel transformation:** Where's the industry at? (Maturometer™ 2024)
TUESDAY, OCT 1ST 16H CET

The 2024 survey is now open... (We need your input!)



Omnichannel transformation
in life sciences: evolution or revolution?



Maturometer™ 2024



www.across.health/maturometer2024

Please give us your feedback!

Right after the webinar, a short satisfaction survey will be launched.
We would love to know your opinion!



Omnichannel Launch Excellence as part of our **end-to-end omnichannel consulting services** - built on a robust evidence base



Discover how our **strategic consulting services** can help you develop a dynamic and executable omnichannel customer engagement strategy that puts the customer at the centre of every interaction.

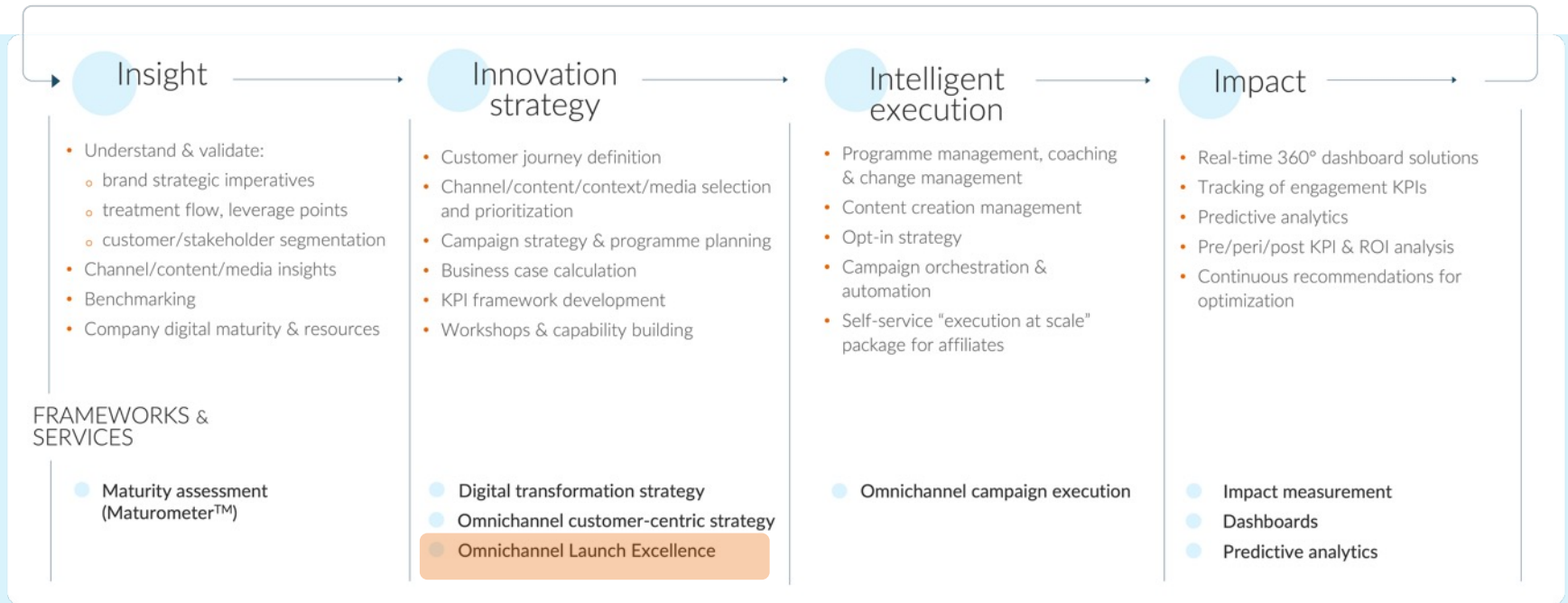


Our **interactive and engaging workshops** offer a hands-on approach, bringing our proprietary data to life and offering unique insights and actionable strategies tailored to your brand's specific challenges and opportunities.

Co-create your own transformative journey with the support of our expert guidance and exclusive data insights.

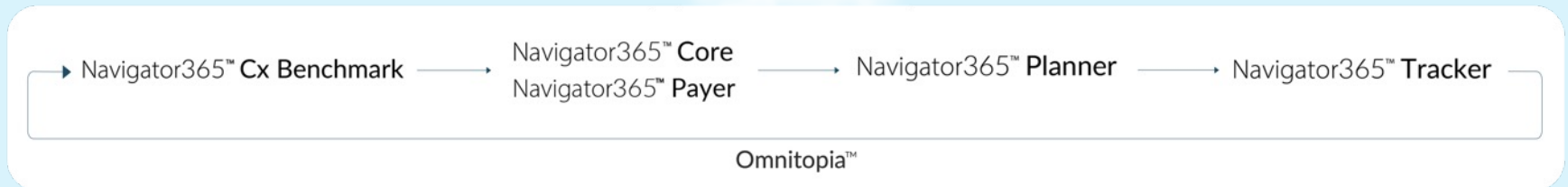


across.health/omnichannel-consultancy-services



PRODUCTS

Navigator365™



Talk to us about how our strategic consulting services – fuelled by the latest HCP and industry insights pulled from our **Navigator365™** and **Maturometer™** research – can help accelerate your journey towards delivering an unparalleled omnichannel customer experience.



<https://www.across.health>