



Only one chance to get it right

For pharma marketers, many of whom have never launched a product before, the product landscape looks increasingly crowded – and unforgiving. And while the pandemic has turbocharged physicians’ and other key stakeholders’ channel & content preferences and Cx expectations, **only 39% of European biopharma leaders say they leverage fresh customer insights** when planning their go-to-market launch blueprint (Maturometer™ 2022).

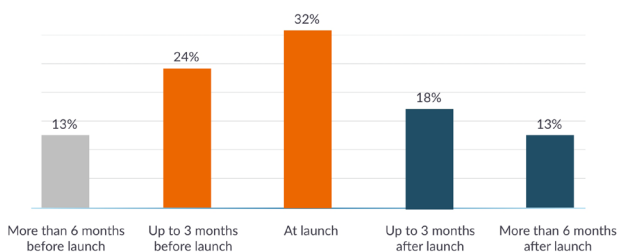
Building on our deep omnichannel and launch expertise, we have created **a thoroughly revised & extended robust framework** that enables you to design and execute an evidence-based omnichannel customer engagement launch strategy: **Omnichannel Launch Excellence 2.0!**

To help you achieve this optimal omnichannel launch trajectory, we address up to **four key success factors:**



1. Start early (Medical)

IDEAL TIME FOR FIRST DIGITAL ENGAGEMENT WITH CONTENT FROM A POTENTIAL LAUNCH



Source: Across Health Navigator365™ 2022, EU4+UK specialists (n=4010)

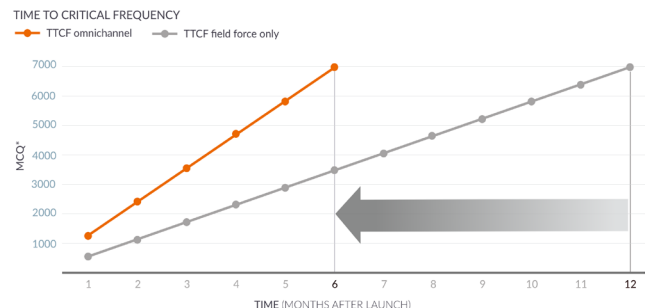
More than 1-in-3 specialists say they **prefer to engage digitally with pharma prior to launch**. This opens a **critical window for Market Access and Medical teams to connect with this crucial audience** of potential innovators and early adopters, with omnichannel opportunities to help you increase reach, frequency and impact of your key messages. Learnings from the market during this time can also ensure Commercial has their own campaign ready to go on day 1 post-approval.

2. Decrease time to critical frequency by leveraging omnichannel

As well as improving the customer experience and overall engagement, **the incorporation of pharma digital channels into an omnichannel launch strategy has the potential to significantly reduce the time to critical frequency.**

Augmenting the inherently constrained traditional go-to-market model with effective and efficient non-personal touchpoints will **identify the most interested physicians (innovators and early majority) early on AND cut the time to critical frequency dramatically** for these segments. Indeed, in most markets, this type of dynamic omnichannel targeting will ensure strong HCP adoption within the highly critical first 6 launch months (80% of all launches have their first-time trajectory set in the first six months on the market (IQVIA 2021)).

A balanced omnichannel launch effort can reduce time to adoption by 50%



*MultiChannel eEquivalent – a standard unit of engagement to compare the relative impact of different channels

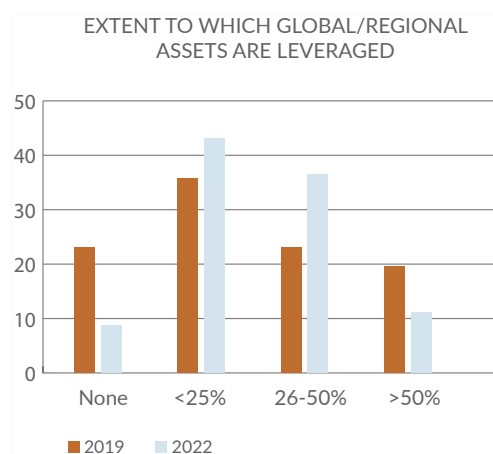
Source: Across Health 2022

3. Co-create global omnichannel blueprint to maximize local adoption and impact

While the need for a high-impact localized go-to-market framework of channels and (micro)content has never been bigger, **fewer than a third of local staff rate as 'highly effective'** their headquarters' omnichannel strategy and digital assets.

So it's hardly surprising that the volume of headquarter content deployed locally has fallen to very low levels, with fewer than 10% claiming to use half or more of the digital assets provided by HQ.

Our methodology helps you **weave in the expertise and expectations of key launch markets early and robustly**, thus ensuring that the international blueprint effort will be leveraged optimally.



Source: Across Health Maturometer™ EU Biopharma local, 2019 (n=72) and 2022 (n=64)

4. Track for success

Knowing what good looks like – and tracking this with focus – is the key to consistent world-class launch performance. Creating a **balanced mix of KPIs** (quantitative and qualitative, leading & lagging) at both the above-market and local market level allows the predicted impact to be monitored at the channel, campaign, customer and even competition level (Navigator365™ Cx Benchmark). By tracking these KPIs on a common dashboard, the channel & content mix can be adapted in an agile way at the country and customer (segment) level – track, learn and adjust.

In addition, common KPIs can enable you to identify the best launch countries early on, which will help **accelerate evidence-based best practice sharing – and implementation.**

How Omnichannel Launch Excellence can help you

Our thoroughly revised and extended omnichannel strategy framework is designed to enable you to **generate greater launch impact through an evidence-led, cross-functional, customer-centric strategy** that:

- incorporates unrivalled HCP, Payer and pharma insights from **Navigator365™** and **Maturometer™**
- involves Medical early on
- accelerates Commercial campaign design and evidence-based execution
- increases local adoption and effectiveness
- tracks & optimizes launch impact at the above-market and local level.



Get in contact

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