



Reimagine customer engagement



 The webinar series

FEB to OCT 2021



ACROSS HEALTH

Beverly Smet
SVP global accounts
+ 32 478 64 28 46
beverly.smet@a-cross.com



ACROSS HEALTH

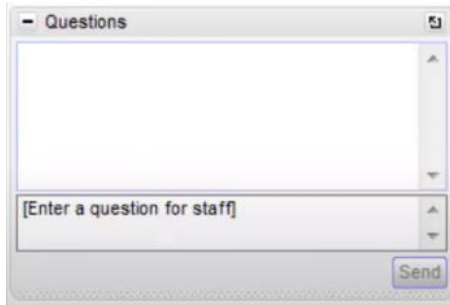
Christoph Schmidt
Head of Strategy
+41 79 331 4199
christoph.schmidt@a-cross.com

The power of marketing & sales alignment for OCE excellence

March 25th, 2021

Ground rules

- This webinar will take around **45 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



self-service
product suites

services
41 framework

evidence &
experience

SELF-SERVICE PRODUCT SUITES

Navigator 365™

Your compass for omnichannel customer engagement in life sciences

Navigator365™ Core
Power your OCE strategy with truly actionable insights

Navigator365™ Planner
Translate your OCE strategy into a robust plan

Navigator365™ Tracker
Track your OCE campaign for high impact

Scala 365™

Omnichannel capabilities booster

Scala365™ Learning
Boost your omnichannel capabilities

Scala365™ Game
Hone your OCE skills in a gamified test drive

Scala365™ Manual
Stay ahead with the ultimate OCE guide



END-TO-END SERVICES

INSIGHT

Develop actionable insights into the market, customer objectives, target audience, and company OCE maturity & ambitions

Key product catalysts:

- Navigator365 Core
- In-house Maturometer
- Scala365

IMPACT

Measure & optimize for superior customer experience & business results

- 360°dashboards
- Predictive analytics
- Test-control and ROI analysis

Key product catalysts:

- Navigator365 Tracker
- Scala365

INNOVATION STRATEGY

Create a solid, pragmatic & measurable omnichannel strategy

- For HCPs, patients & payers
- From launch to maturity
- For marketing, sales & medical

Key product catalysts:

- Navigator365 Planner
- Scala365

INTELLIGENT EXECUTION

Execute the strategy & monitor for optimal impact

- Programme management
- Coaching & change mgt
- Campaign orchestration

Key product catalyst:

- Scala365

2006...

ENDING THE WAR BETWEEN SALES & MARKETING

**Harvard
Business
Review**

by Philip Kotler, Neil Rackham, and Suj Krishnaswamy

In many companies, sales forces and marketers feud like Capulets and Montagues – with disastrous results. Here’s how to get them to lay down their swords.

Source: Harvard Business Review, 2006

Question for you...

Do marketing & sales teams have a shared 360 view of their target HCPs?

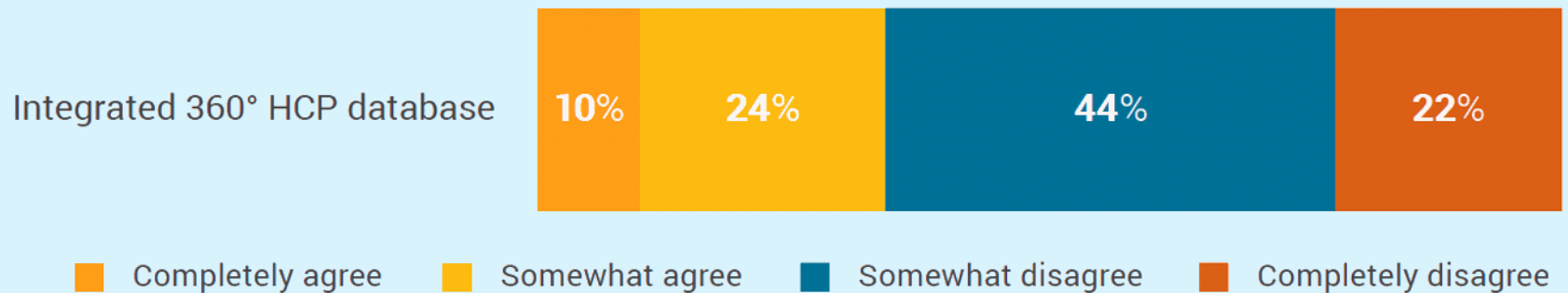
1. Not at all
2. Emerging awareness of the need for a 360 view
3. First steps already made
4. Relatively advanced view
5. Full 360 view



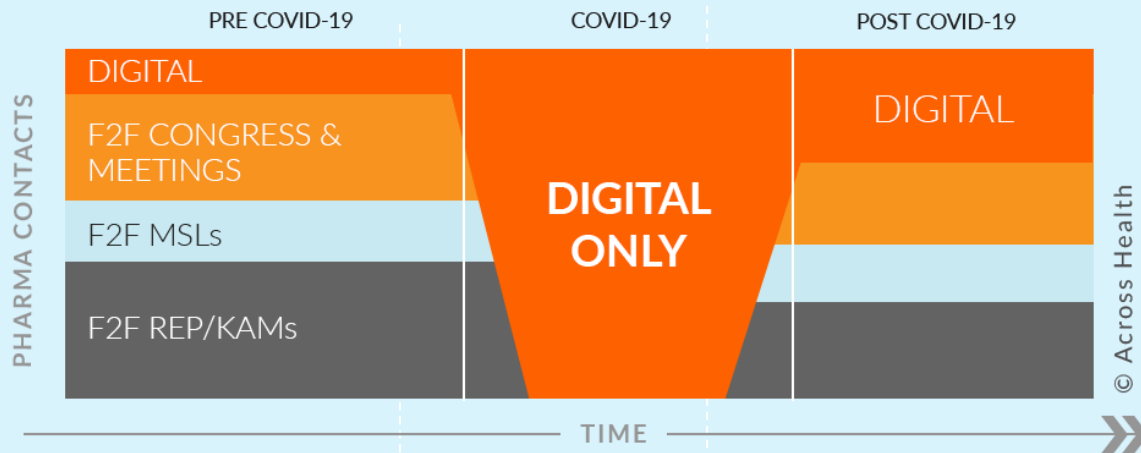
Let's benchmark your results with the Maturometer 2020...

Shouldn't we all have an integrated 360 HCP data base already in place?

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

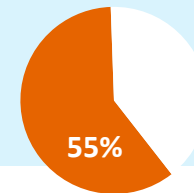


Biopharma need to re-think the GTM model; COVID-19 has significantly disrupted the traditional business model

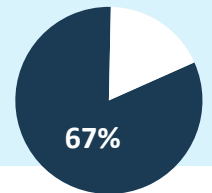


Post-COVID, HCPs want and expect to receive pharma content via digital/mix of channels¹

OC Promo preference



OC Education preference



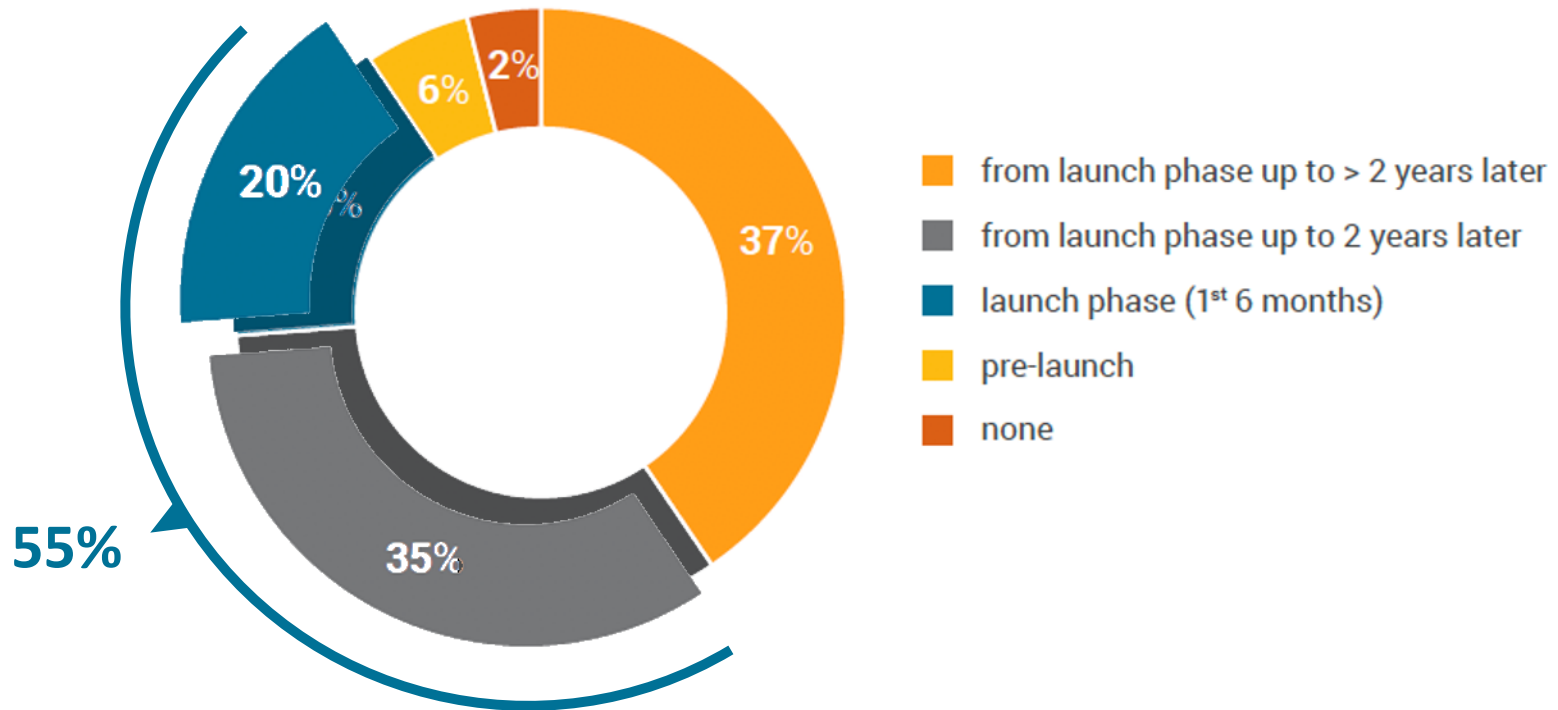
Digital adoption is set to further accelerate post COVID-19. This represents an **important opportunity** for biopharma companies to deliver against HCPs' strong demand for omnichannel engagement

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

HCP access is becoming increasingly difficult

55% of Oncologists want to see reps only from product launch up to maximum of 2 years

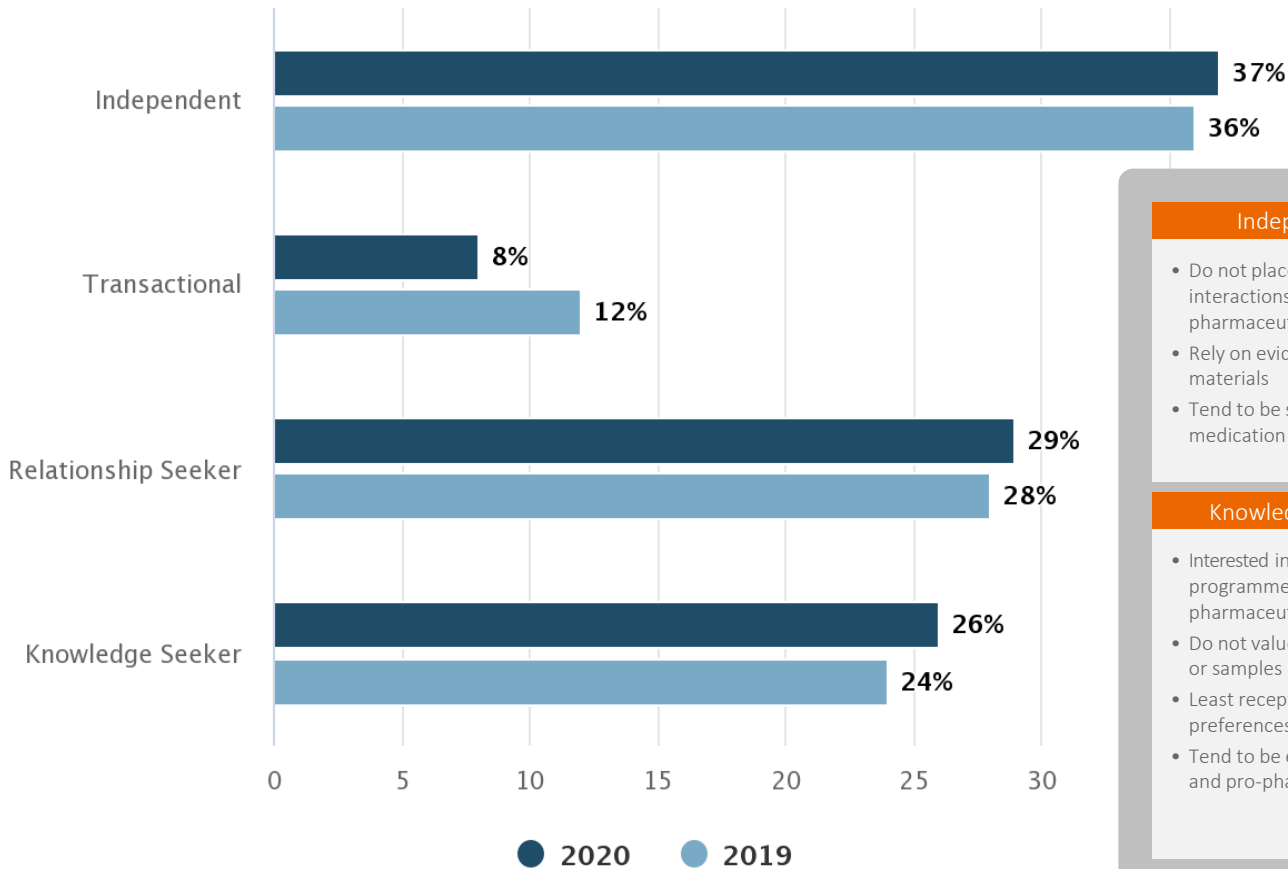
Preference of oncologists for receiving visits by reps along the product lifecycle



Source: Across Health Navigator™ 365 (Q4' 20 - Oncologists EU5 - N= 352)

The archetype spread is stabilizing and the different HCP groups require a differentiated content & channel mix

Archetype spread

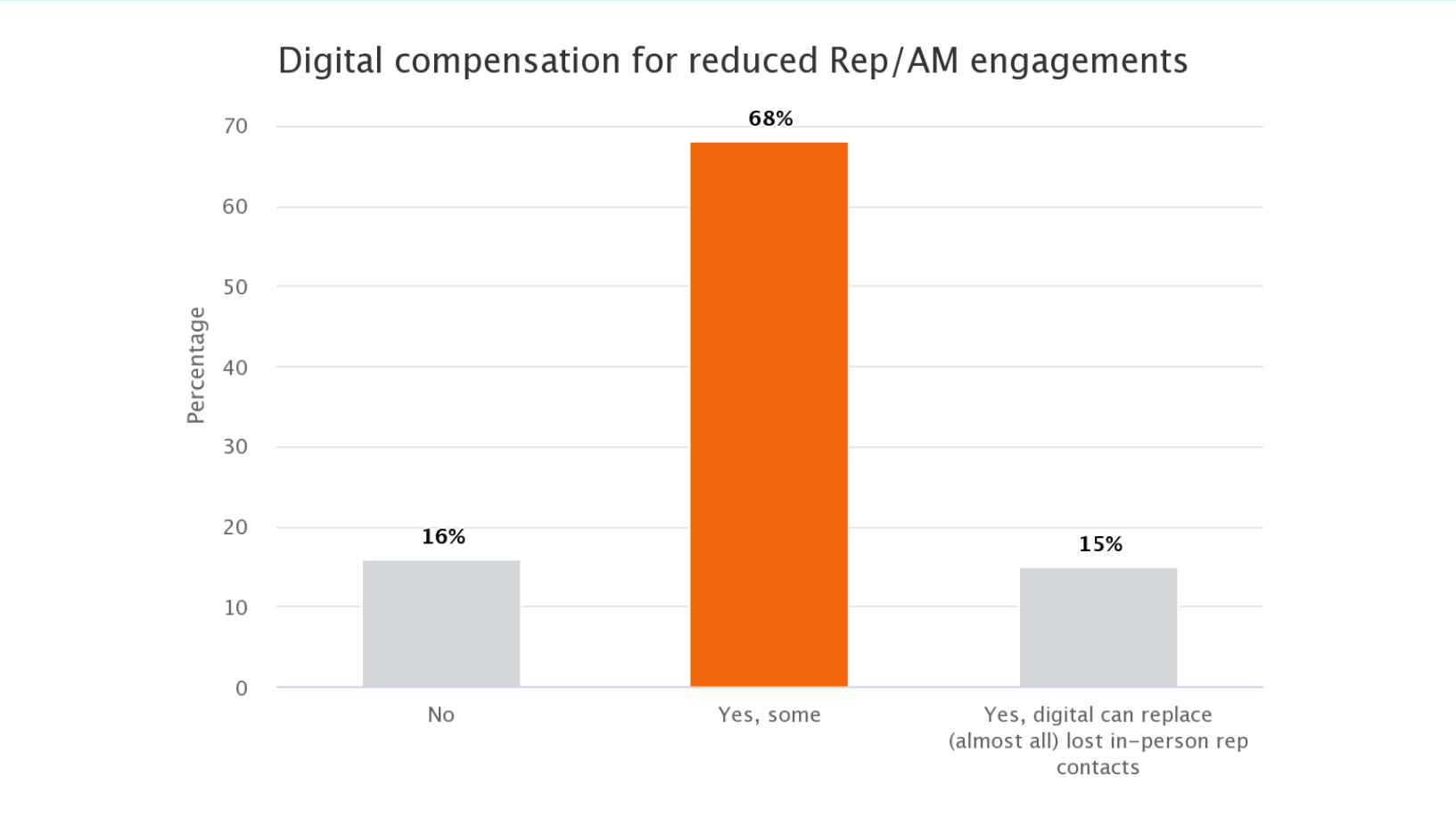


Independents	Transactionals
<ul style="list-style-type: none"> Do not place much value on interactions with pharmaceutical companies Rely on evidence-based materials Tend to be slower to try new medication 	<ul style="list-style-type: none"> Only value samples from pharmaceutical companies Cost conscious Most receptive to patient's preferences Tend to be slower to try new medication
Knowledge seekers	Relationship 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 	<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

Methodology Pioneered by McKinsey & Co.

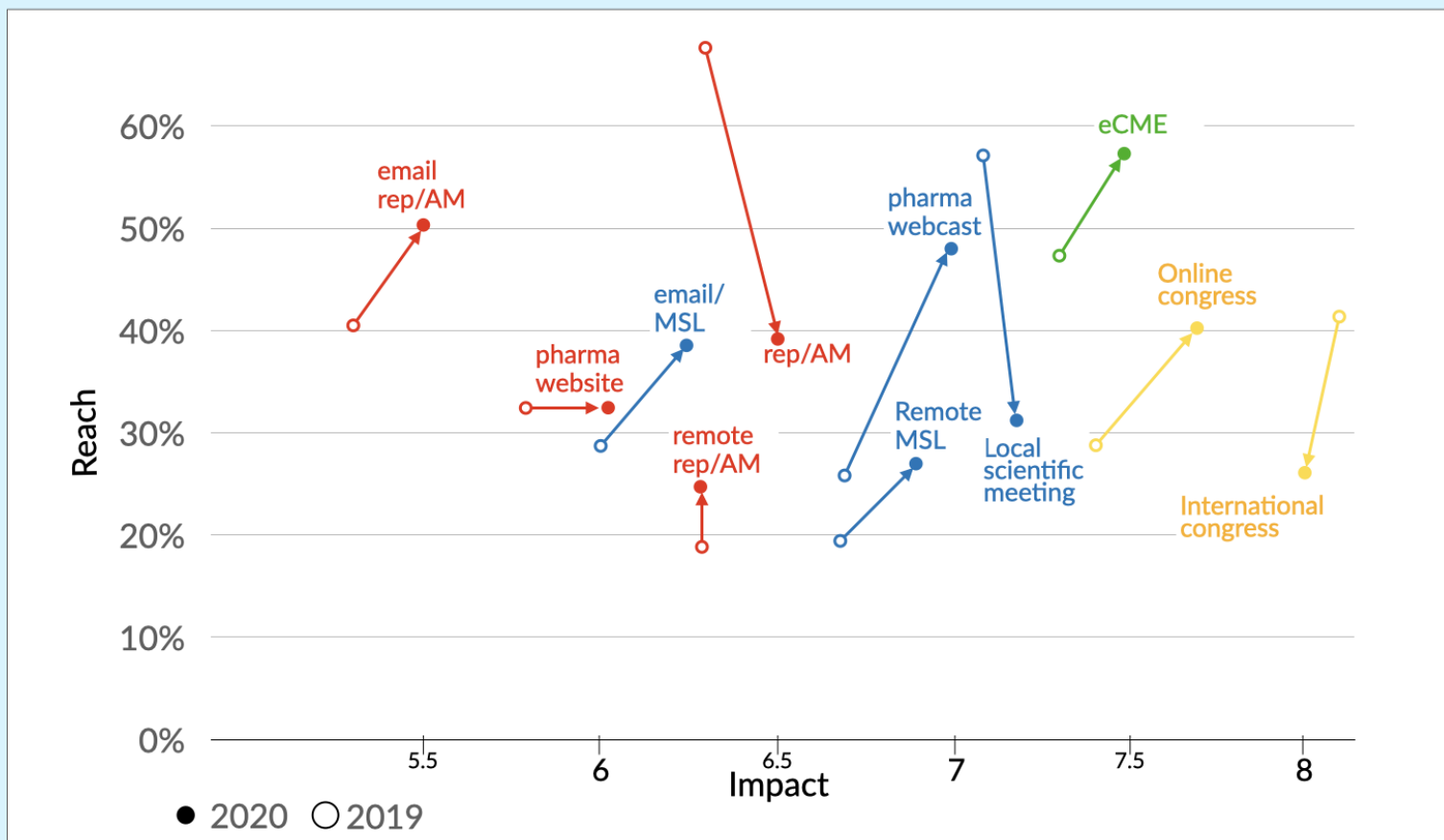
Source: Across Health Navigator™ 365
 (Q4' 20 vs Q4' 19 EU5 specialists* 2020 N= 352 | 2019 N= 3058)
 *Cardiologist, Dermatologist, Neurologist, Oncologist, Pulmonologist, Rheumatologist

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



F2F is not decreasing in impact, but reach & impact of digital is increasing significantly in the COVID-19 year

Channel performance evolution 2020 Q4 vs 2019 Q4 - EU5 Specialists



Is the OCE orchestration easy? ... 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

Source: FINITE & 93x
tinyurl.com/hbyo1f1w

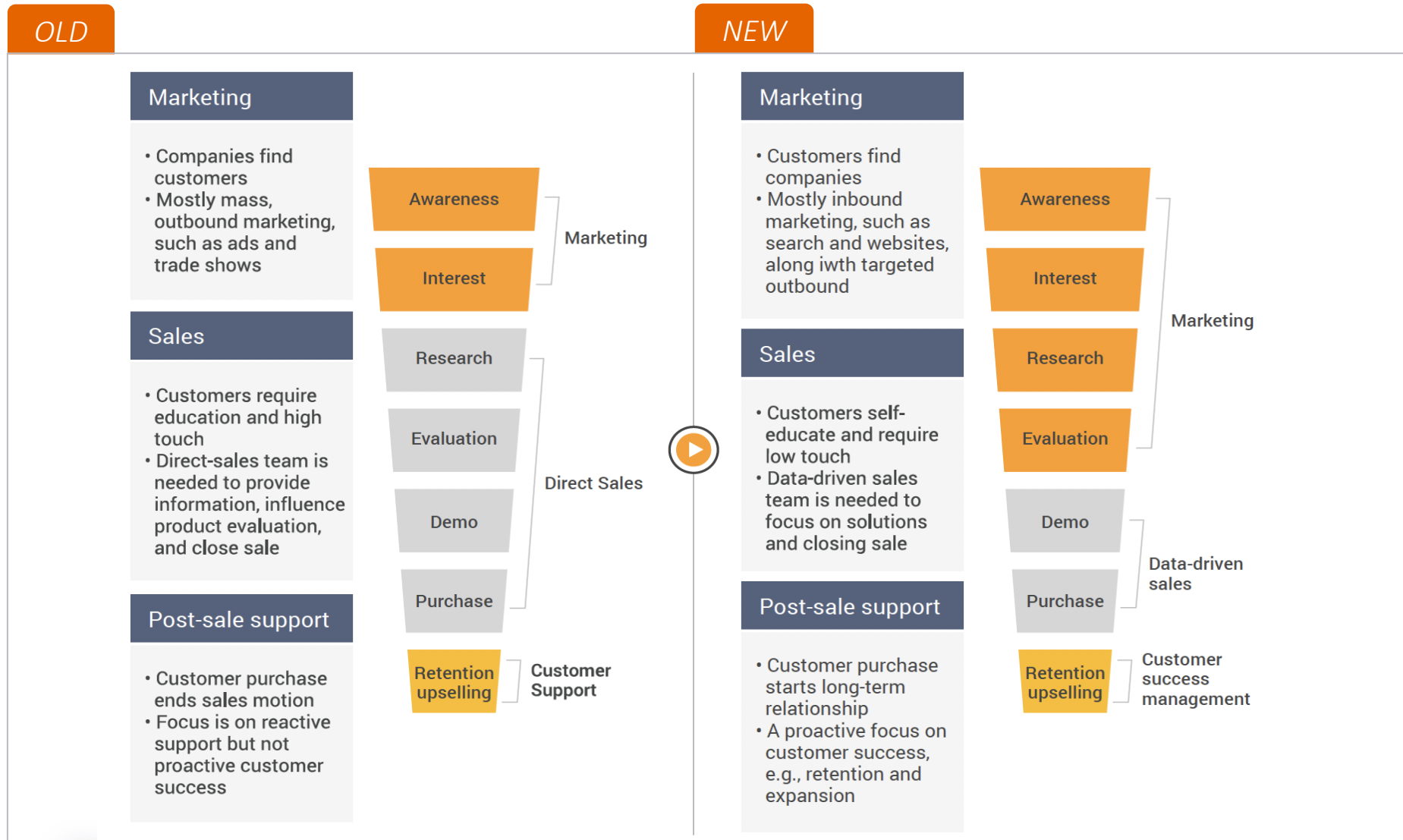
“ The greatest danger in times of turbulence is not the turbulence, it is to act with yesterday’s logic. ”

Peter Drucker

The new commercial model in pharma



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

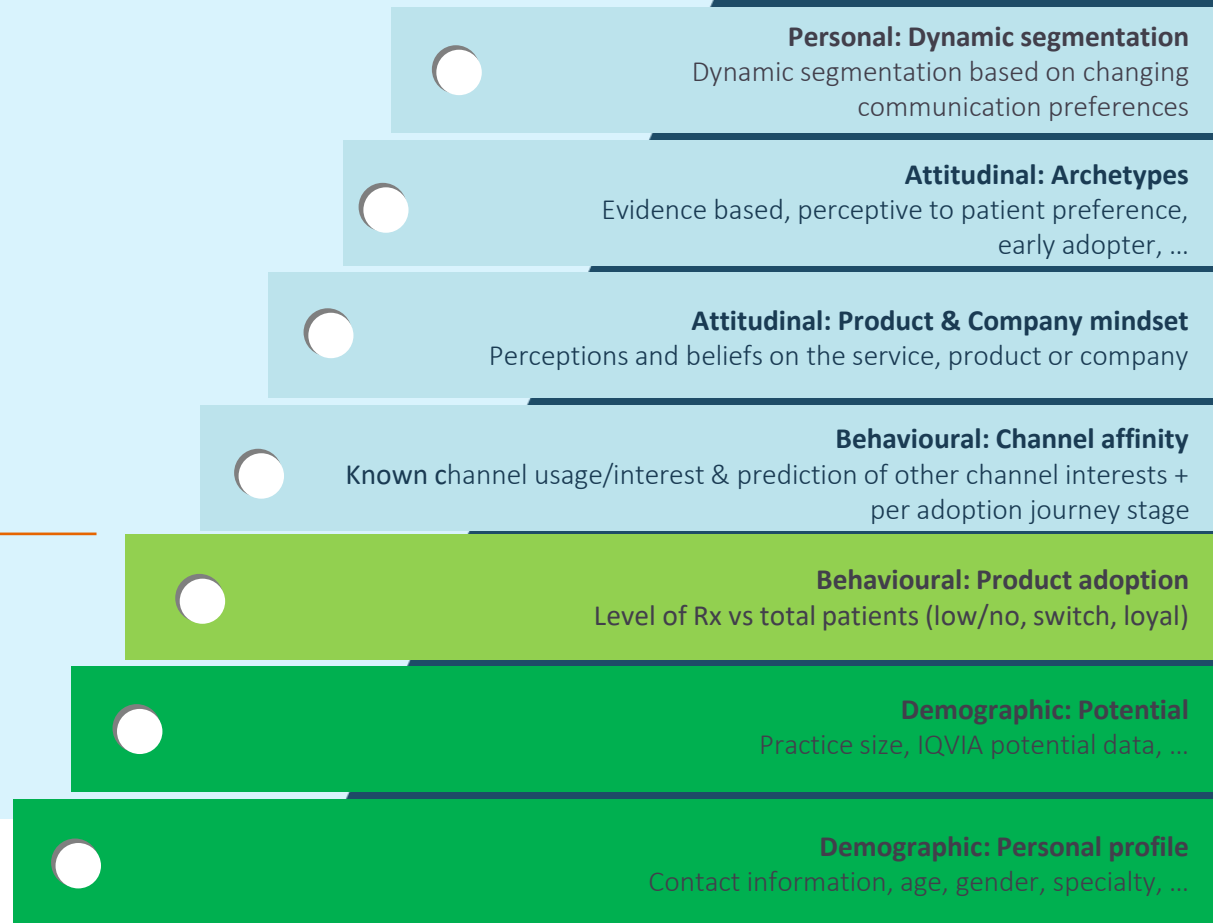


▶

Dynamic segmentation beyond potential: segments first, then individuals

Post-COVID
data needs

Existing
data



Case study on OCE through marketing and sales collaboration with demonstrated impact



Case study

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, fieldforce visit recency & frequency, congress & meeting attendance and frequency



RESULTS:

Objectives

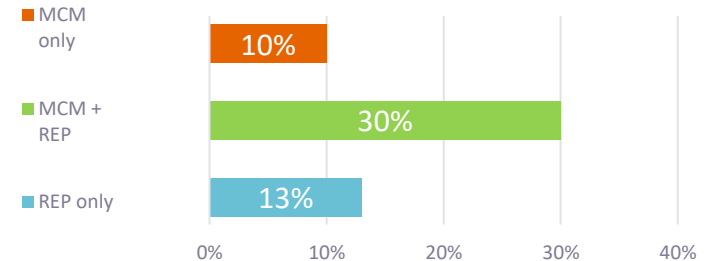
1. Maximize outreach & educate target referrers.
2. Use Omnichannel to distinguish “hot” from “lukewarm” leads for prioritising F2F visits

CHANNELS:

- Newsletters
- 3rd party email
- Bannering
- Direct mailings
- Congress material
- Web portal content updates
- Outbound call center
- Live & recorded KOL webinars
- Sales rep leave behinds



Referral uptake (+%) by type of promotion



Case study

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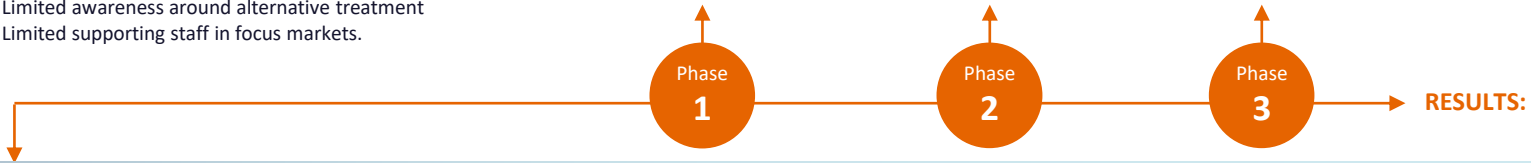
MC approach

Lead profiling approach

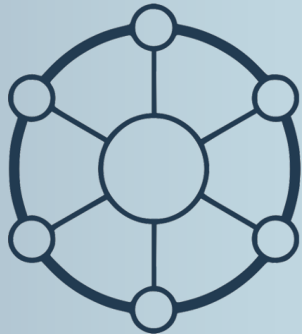
Multichannel campaign
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Finetune through predictive analytics

Campaign responsiveness, fieldforce visit recency & frequency, congress & meeting attendance and frequency



Navigator™ 365



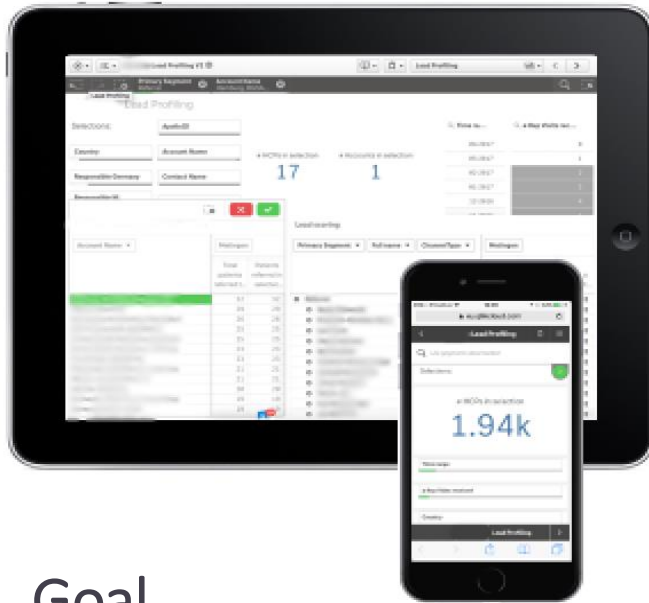
 Reading an email +0,2	 Read a webpage +0,4	 Call accepted +0,2
 Watch video +1,1	 Act upon DM +0,7	 Watch webinar +1,2



Recency	Frequency	Potential
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Multichannel campaign + Scoring algorithm = NEXT BEST VISIT

Lead scoring as a planning aid for the fieldforce

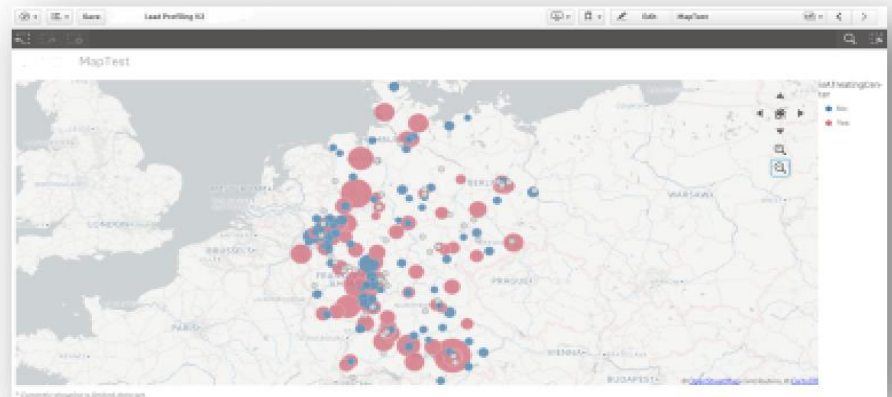


Goal

- Prioritize visits to save time and increase efficiency
- Improve access to physicians

Reps get visibility on

- Automated ranked list of high-potential HCPs to plan their next best visit
- Visibility on all touchpoints so far with the company (360° view)

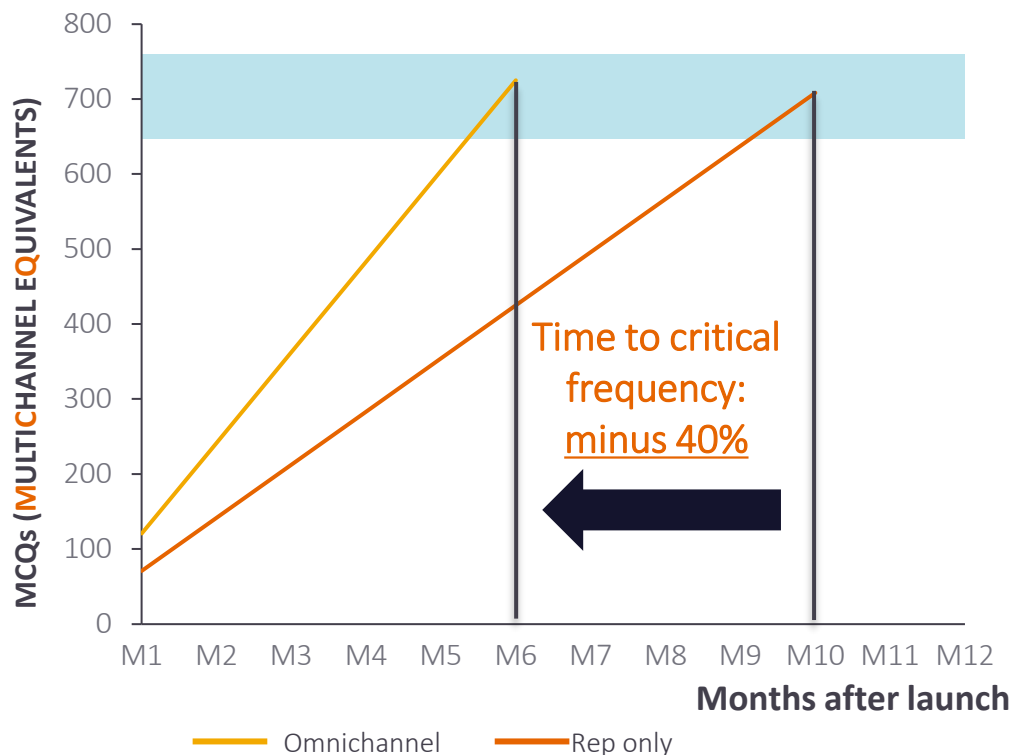


Strong marketing & sales collaboration in OLE can reduce time to critical frequency (TTCF) by 40%

- 65% of launches that exceeded forecast in year 1, continued to do so in the 2nd year*
- Top launches have a 64% higher digital share**

Assumption: 100 HCPs per rep/KAM

- 7 F2F engagements within 12 months (5 calls per day, 170 WD)
- adding 0,5 MCQ per HCP per month



For your target HCPs, omnichannel works to:

1. Shorten time to **critical frequency**
2. Improve **customer experience** and engagement
3. Capture **actionable customer data** for higher impact (lead management and message/channel personalization)

Strong marketing & sales collaboration in rare disease will identify patients earlier and drive them through the system



CHALLENGE

- ✘ KAM/MSL are focussing their efforts on CoEs and Expert Centres (EC)
- ✘ Patients dwell too long in referrer groups (GP, SPEC); educating relevant referrers via MCE leads to faster referral to CoEs/EC



SOLUTION

Dynamic profiling/segmentation/targeting with the right multichannel customer engagement strategy and execution

- OC to educate referrers and accelerate patient pathway
- Fieldforce being able to distinguish “hot” referrers from ‘lukewarm’ referrers



RESULT

More patients are referred earlier to treating centres

A second question for you:

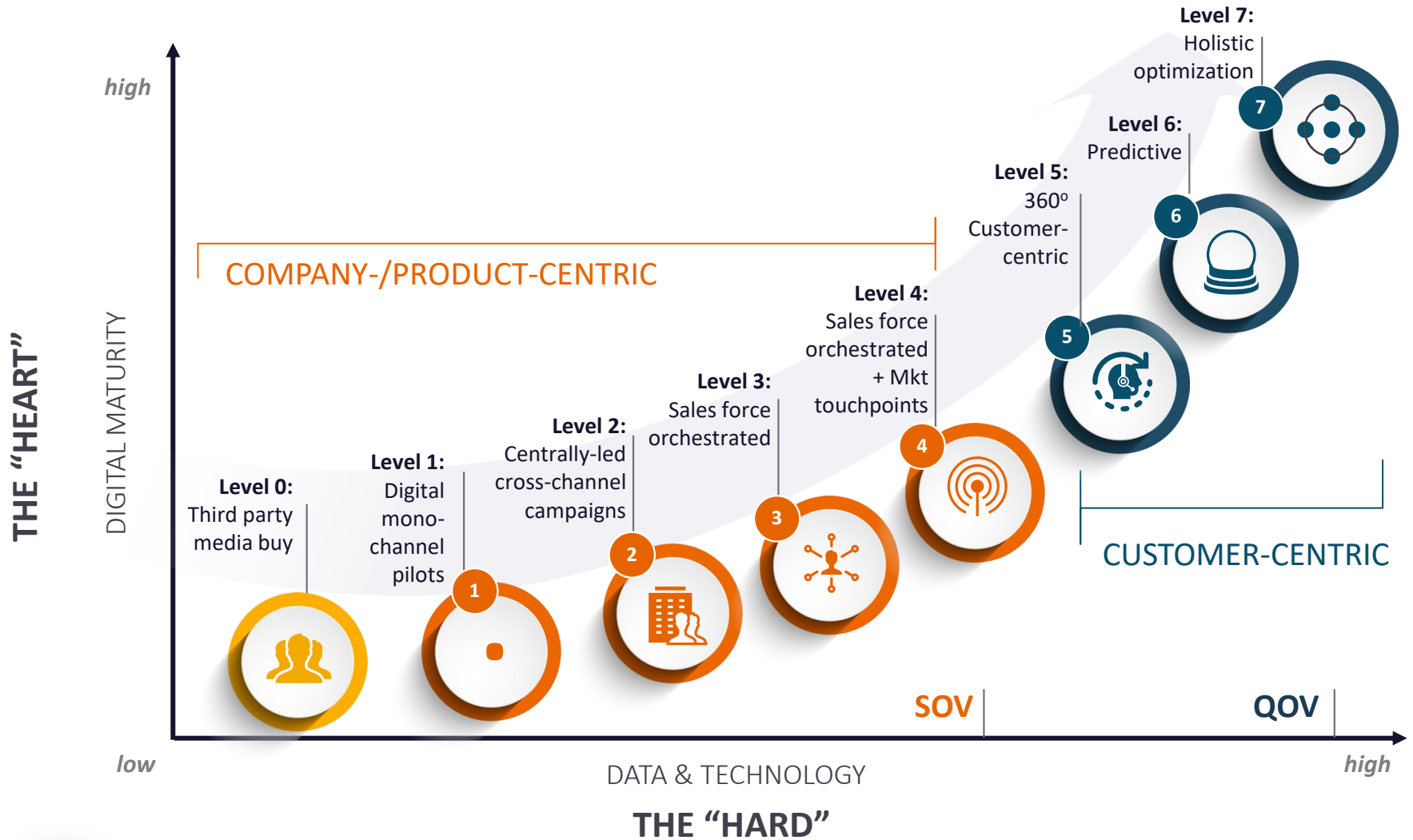
What is the biggest bottleneck for a closer alignment of sales & marketing?

1. There is no bottleneck – we are doing great already!
2. Not a strategic focus in our company
3. Silo mindset of sales and marketing staff
4. Limited skills of marketing & sales
5. Data sources not integrated



Roadmap to data-driven, Omnichannel Customer Engagement

→ from SOV to QOV



Navigator365 helps at a crucial step – translating your strategic imperatives into a high-impact customer engagement strategy



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

* Maturometer 2020

Want to know more? Sign up for our upcoming webinars



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

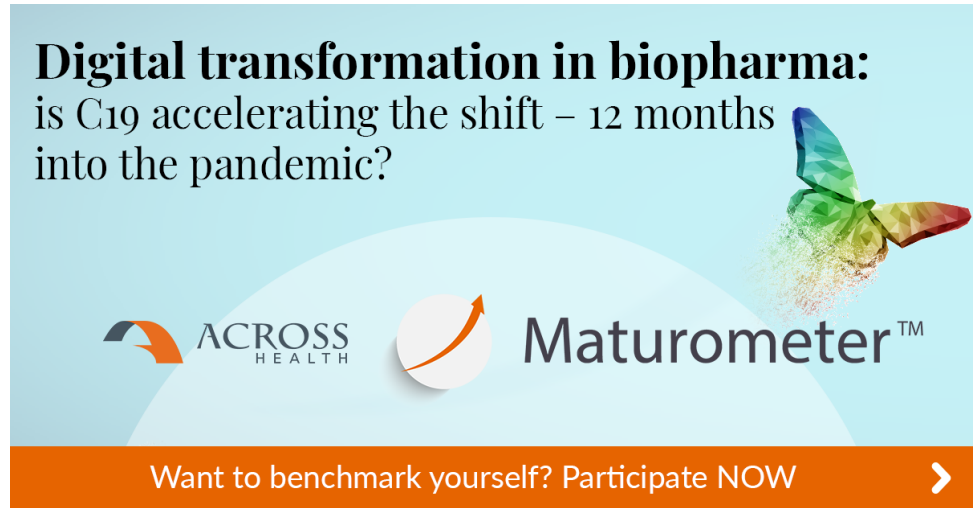


The Across Health Maturometer is back for its 13th edition!

What's in it for respondents?

- **Immediate benchmarking** (key parameters vs. 2020 benchmark)
- **Internal benchmarking report:** 15 respondents from the same company needed
- 5 lucky-draw participants will receive a **Google Nest audio** pack

[Start the survey](#)



Digital transformation in biopharma:
is C19 accelerating the shift – 12 months
into the pandemic?

ACROSS HEALTH Maturometer™

Want to benchmark yourself? Participate NOW >

Reimagine
customer
experience
FIRST STEPS?
CAPABILITY TO CHANGE?
VISIONS & GOALS?
NEED FOR CHANGE?

Read the new Veeva whitepaper in collaboration with Across Health



Whitepaper

The Power of Sales and Marketing Collaboration for Omnichannel Engagement



[Access the whitepaper](#)



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For more info, contact us:



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+ 32 478 64 28 46
beverly.smet@a-cross.com



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Christoph Schmidt
Head of Strategy
+41 79 331 4199
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Thank you!