



a precision value & health team

Reimagine customer engagement



 The webinar series

FEB to OCT 2021



ACROSS HEALTH

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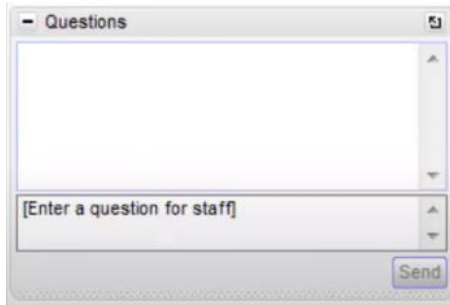
Measuring ROI in life sciences

Not a black & white story

May 11th, 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



Question for you...

Does a **significant volume** of omnichannel engagements result in sales or market share impact?

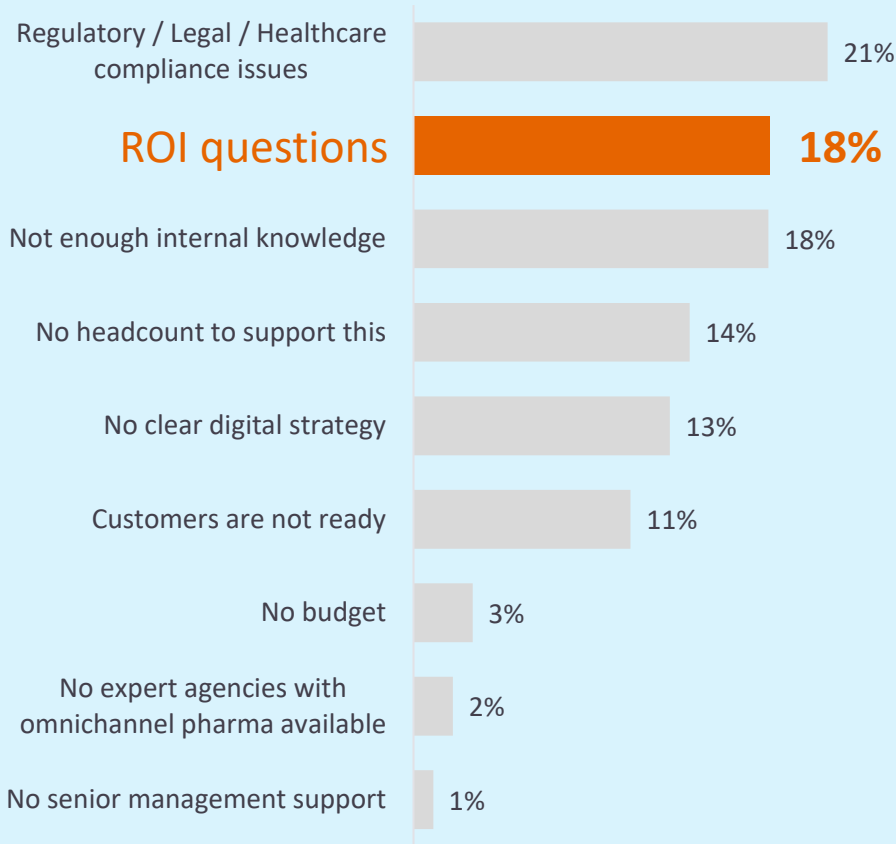
1. Yes
2. No
3. It depends



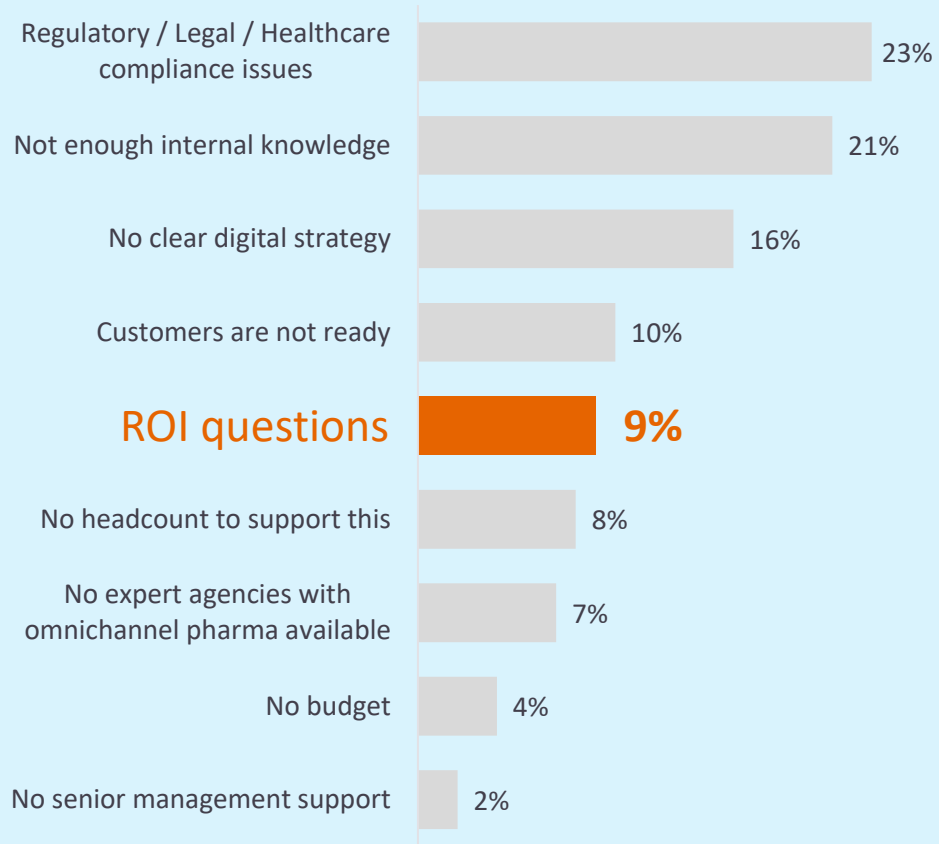


Senior management wants to see if their investment is paying off

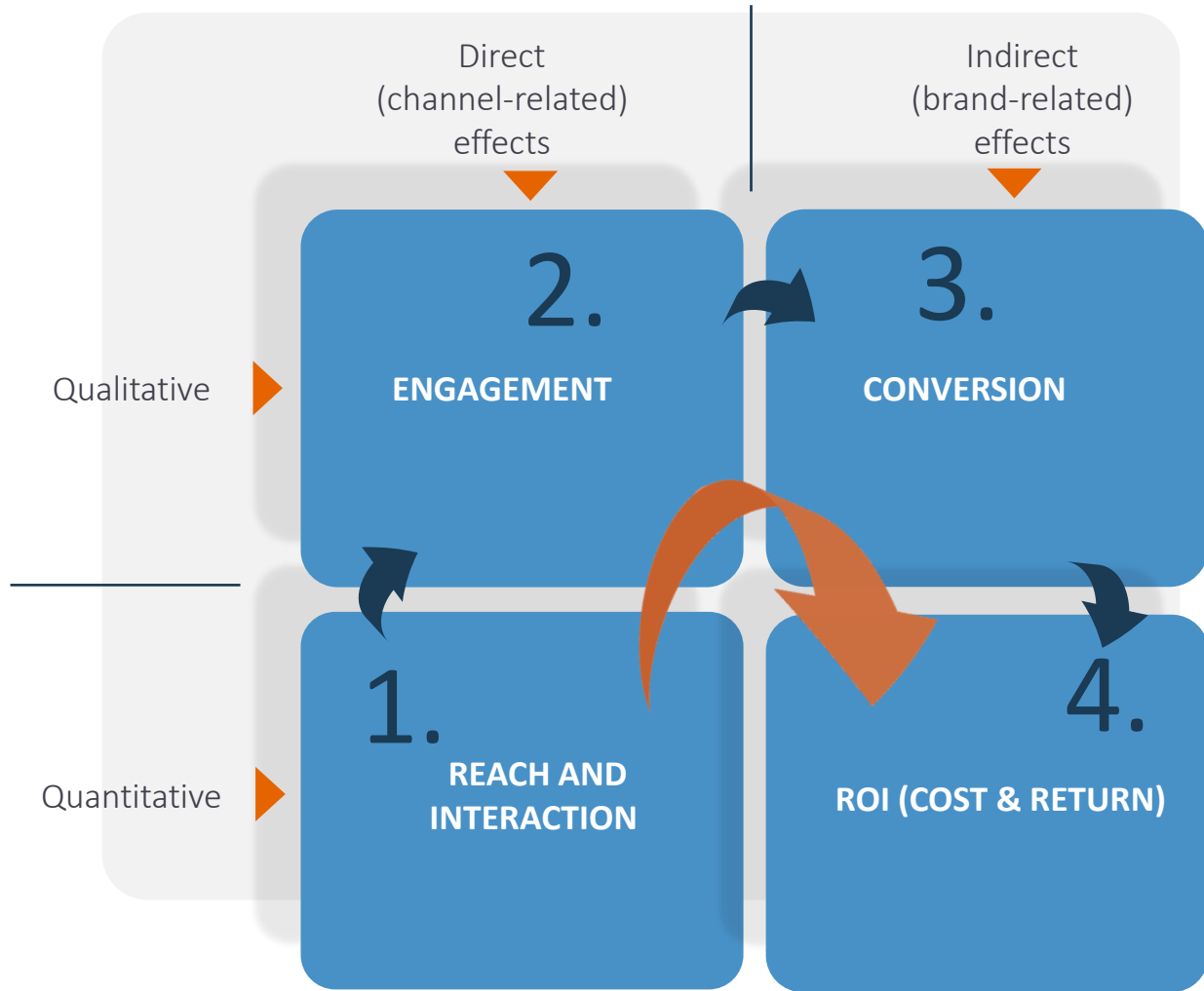
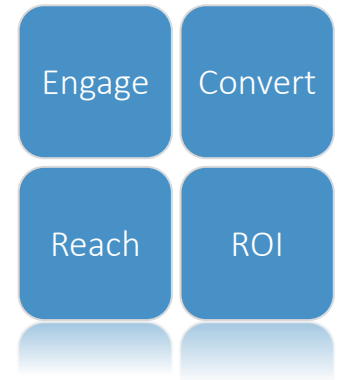
Bottlenecks for using digital at your organization
(senior management)



Bottlenecks for using digital at your organization
(manager)



Measuring ROI: An all or nothing story?



Leading indicators \longleftrightarrow Lagging indicators

The Multichannel Equivalent (MCQ)



Heart rate (BPM)
as single common measure
of physical activity



Multichannel equivalence (MCQ)
as single common measure
of channel impact

Example 1:

An omnichannel campaign for a mature brand in 11 countries

Campaign objectives:

- Promote mature brand simultaneously in 11 growth countries
- Increase the reach and frequency across strategic markets
- Maintain current levels of Rx with brand loyalists
- Trigger switching behaviour for non-prescribers

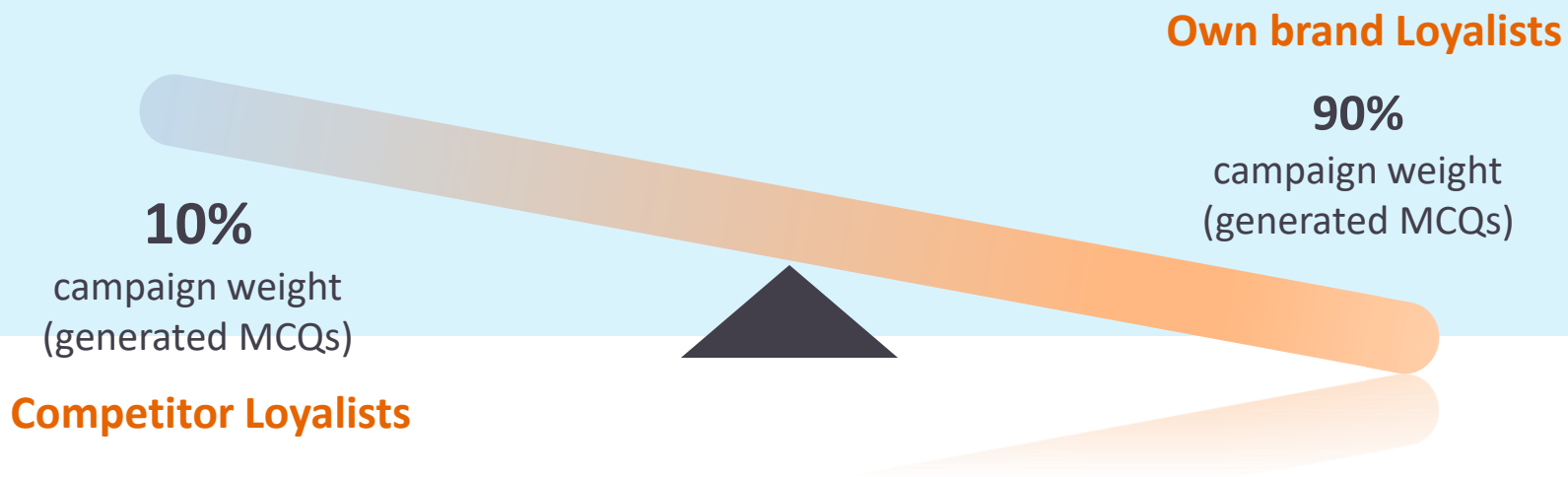
Additional information:

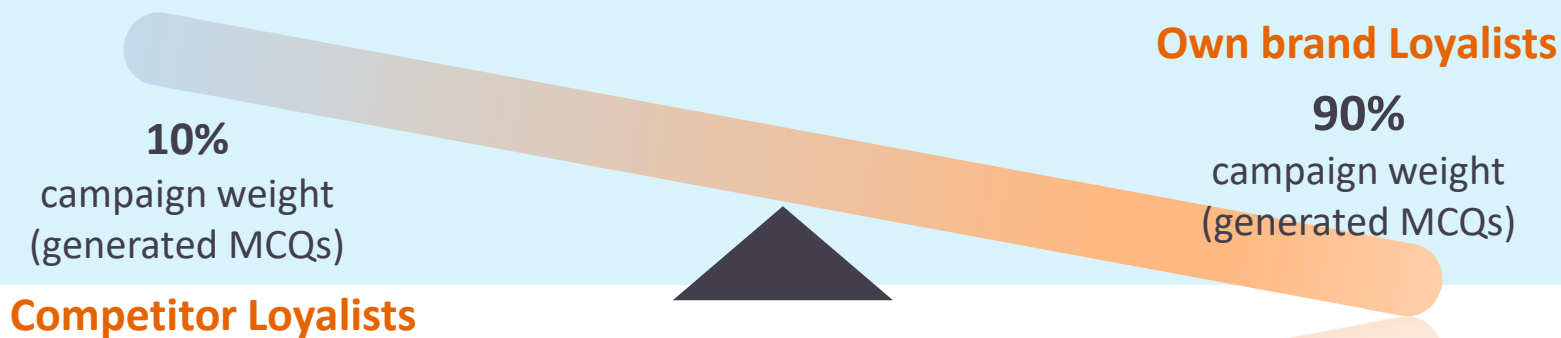
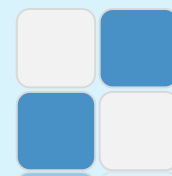
- Product adoption data was available in selected country
- Deployed content was “one size fits all”

KPIs:

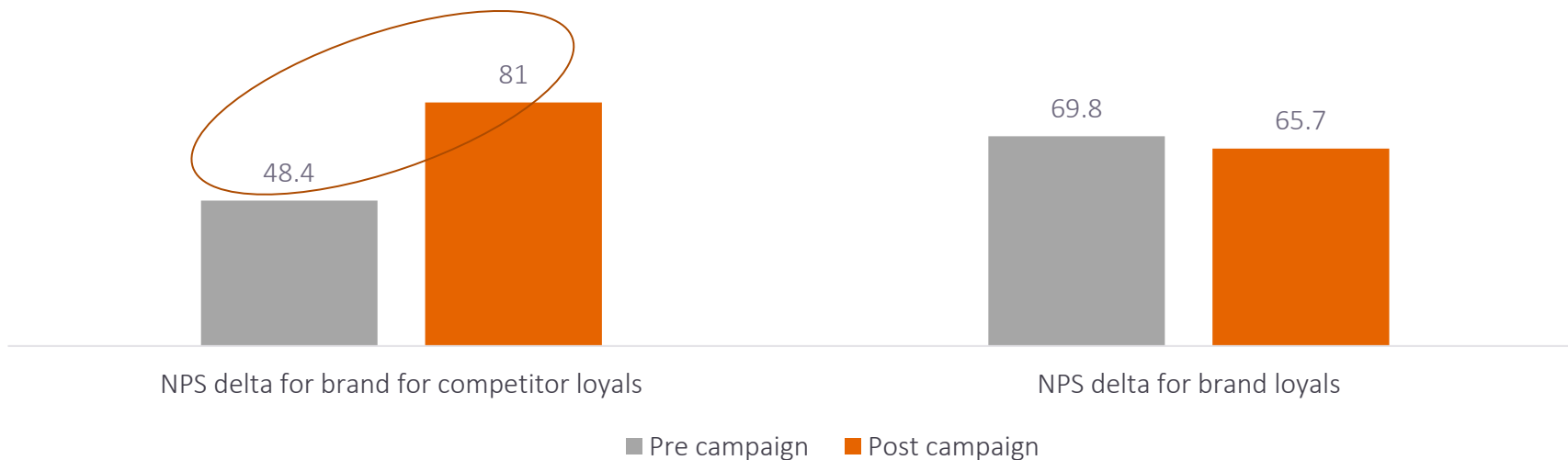
- Reach and impact across all channels
- Prescription intent pre- and post the campaign by means of an NPS survey







NPS (Brand) performance pre vs post campaign



Example 2:

Compensate for the global pandemic inflicted call erosion in Russia

Campaign objectives:

- Measure the effectiveness of channel & content in a pandemic
- Evaluation of multichannel promotion equivalent vs F2F promotion (MCQ)

Additional information:

- Alternative promotional and medical services were leveraged to compensate for the global pandemic inflicted call erosion
- **Navigator365™ Core data** was used to translate strategic imperatives into a high-impact customer engagement strategy

KPIs:

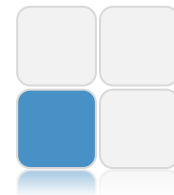
- Reach and impact across all channels
- Prescription intent post the campaign

Engage

Convert

Reach

ROI

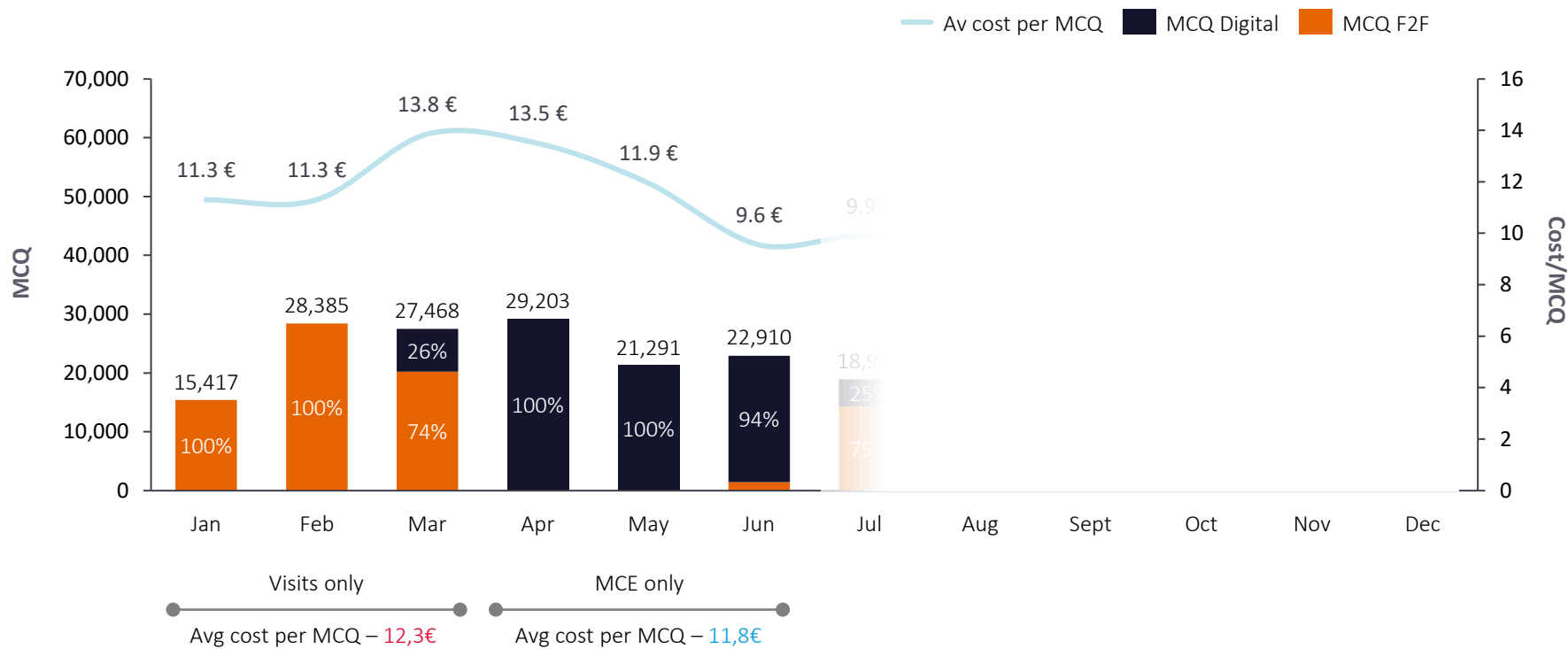


Let's look back at 2020... Hospital lock-outs



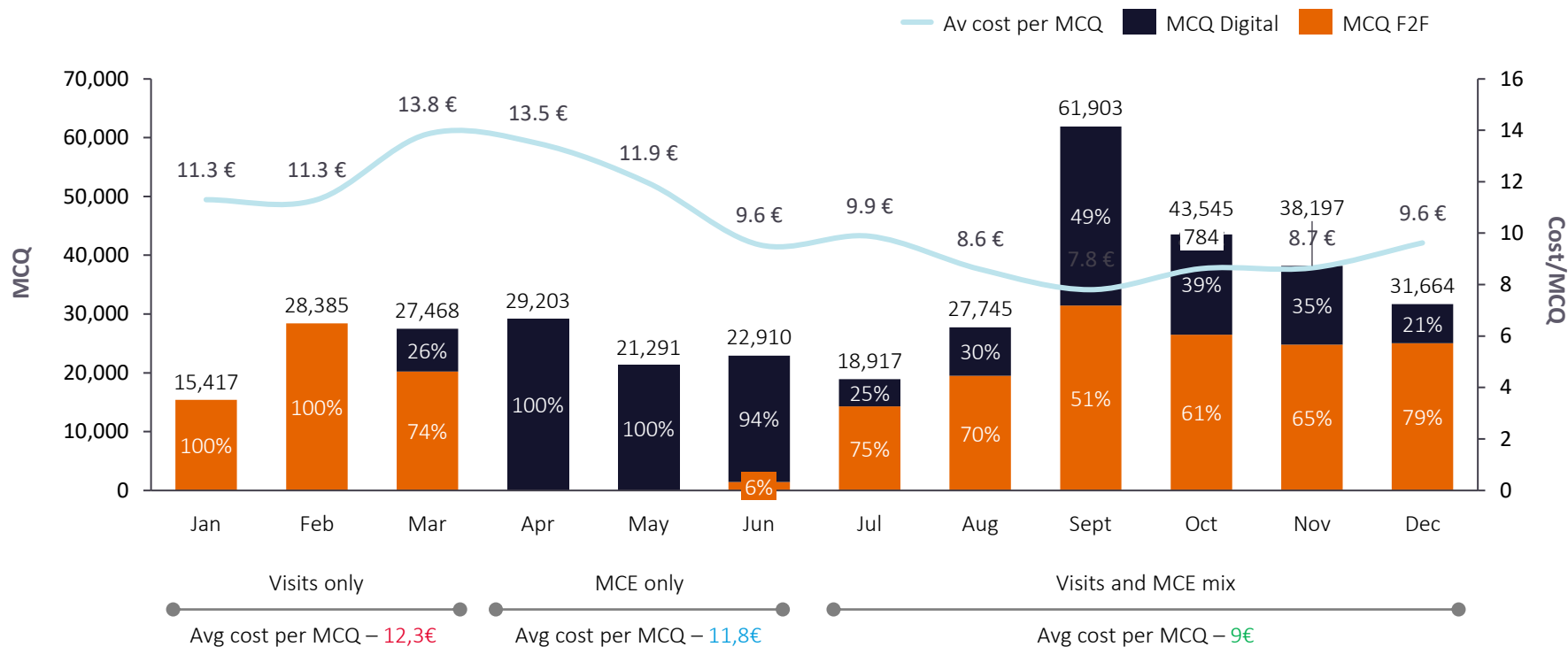


Digital compensation paying off?

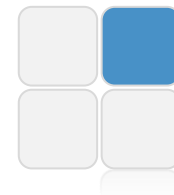




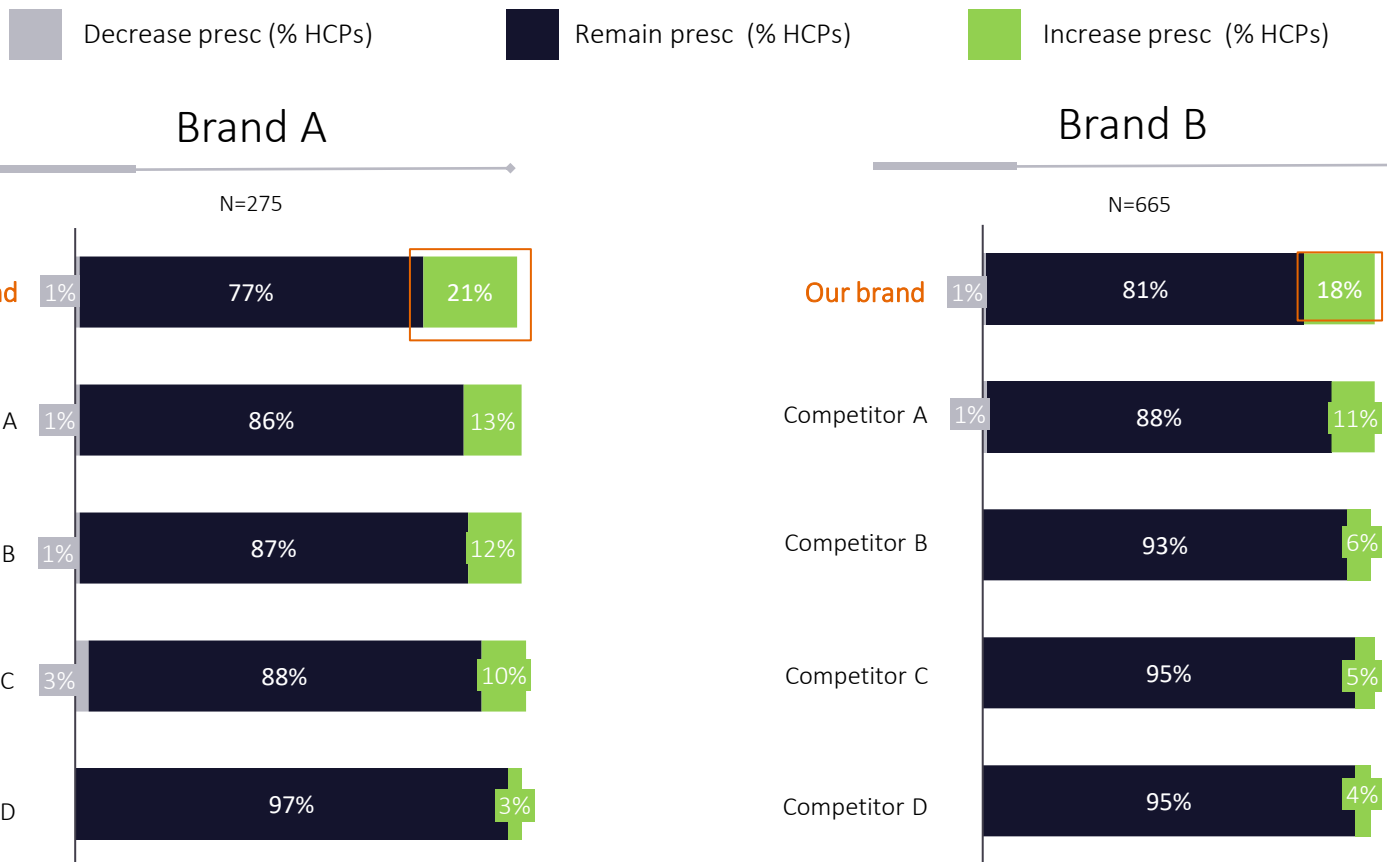
Digitally supported field campaign: Reach was increased at a lower cost to serve



Note: 1. The calculations are based on pre-lockdown (Jan-Mar) vs post-lockdown (Jul-Dec)



And prescription intent increased



Based on Q4 2020 measurement

Example 3: Growth vaccines brand for the French market

Campaign objective:

- Establish the brand by creating, developing and implementing a MC campaign targeting two key audiences – paediatrics and GPs- and ahead of the introduction of a competitor vaccine
- Increase reach, maximise impact and establish a vaccine as leader on the French market, supported by an holistic HCP engagement approach

KPIs:

- Reach and impact across all channels
- Channel satisfaction for selected channels
- Attitude towards customer as being SME expert
- Sales impact

Additional information:

- The 6 steps methodology: defining strategic imperatives, behavioral objectives and conversion points; defining tactics; MC campaign planning including related KPIs





Channel & campaign performance was measured

- **Key channel results:**
 - ✓ **93% would recommend sponsored 3rd party website (62% were aware about sponsorship)**
 - ✓ **5300 registered users**
 - ✓ **Webinar level of satisfaction: 8/10**
 - ✓ **Successful launch of remote detailing (high level of satisfaction on both sides: HCPs and reps)**
 - ✓ **Each activity of the hybrid approach added value and had an impact on average (market share) for both target audiences**
- **Perceived as the expert by the target audience**

Key results – overall campaign and financial results

Impact of the MC campaign plan has been measured on the "impact study" with a 3rd party provider (2017 and 2018)



- ✓ **MCQs increase between 2017 and 2018:**
Paediatricians: from 9,518 to 31,699 MCQs (excl F2F) = X 3.3
GPs: from 18,319 to 47,331 (excl F2F) = X 2.6
- ✓ MC plan helped increase reach: 20% increase for paediatricians and 12% for GPs



- ✓ The synergy of F2F and MC generated 85% of turnover among paediatricians ;
The gain of MC alone was low = 2% . F2F only = 13%



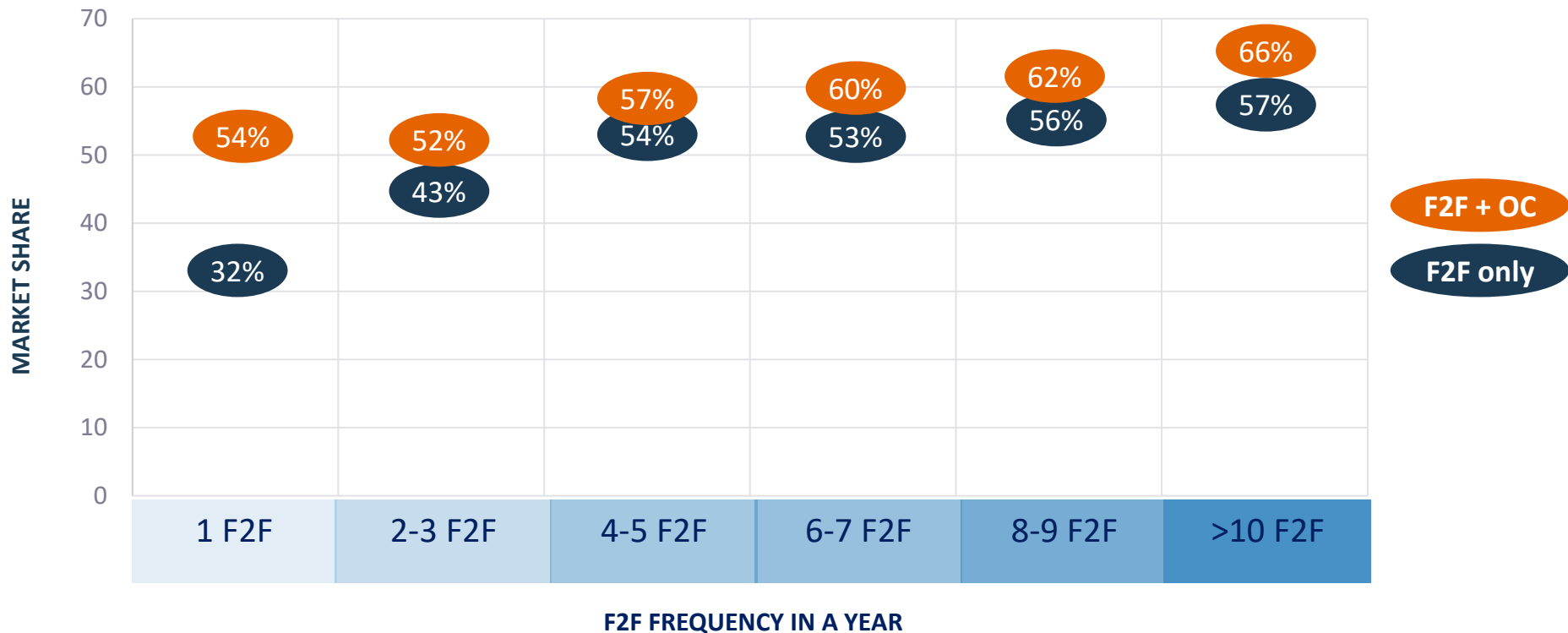
- ✓ **MS: + 7pts on paed ; + 15pts on GPs**
- ✓ The hybrid approach (F2F + MC) confirmed its strong impact on the number of doses prescribed by paediatricians (+ 18%) vs F2F alone
- ✓ **Maximised ROI among paed : 8.9**



And an impact on market share observed vs F2F only

From 3 to 9 points market share increment with OCE

OCE increases average Market Share

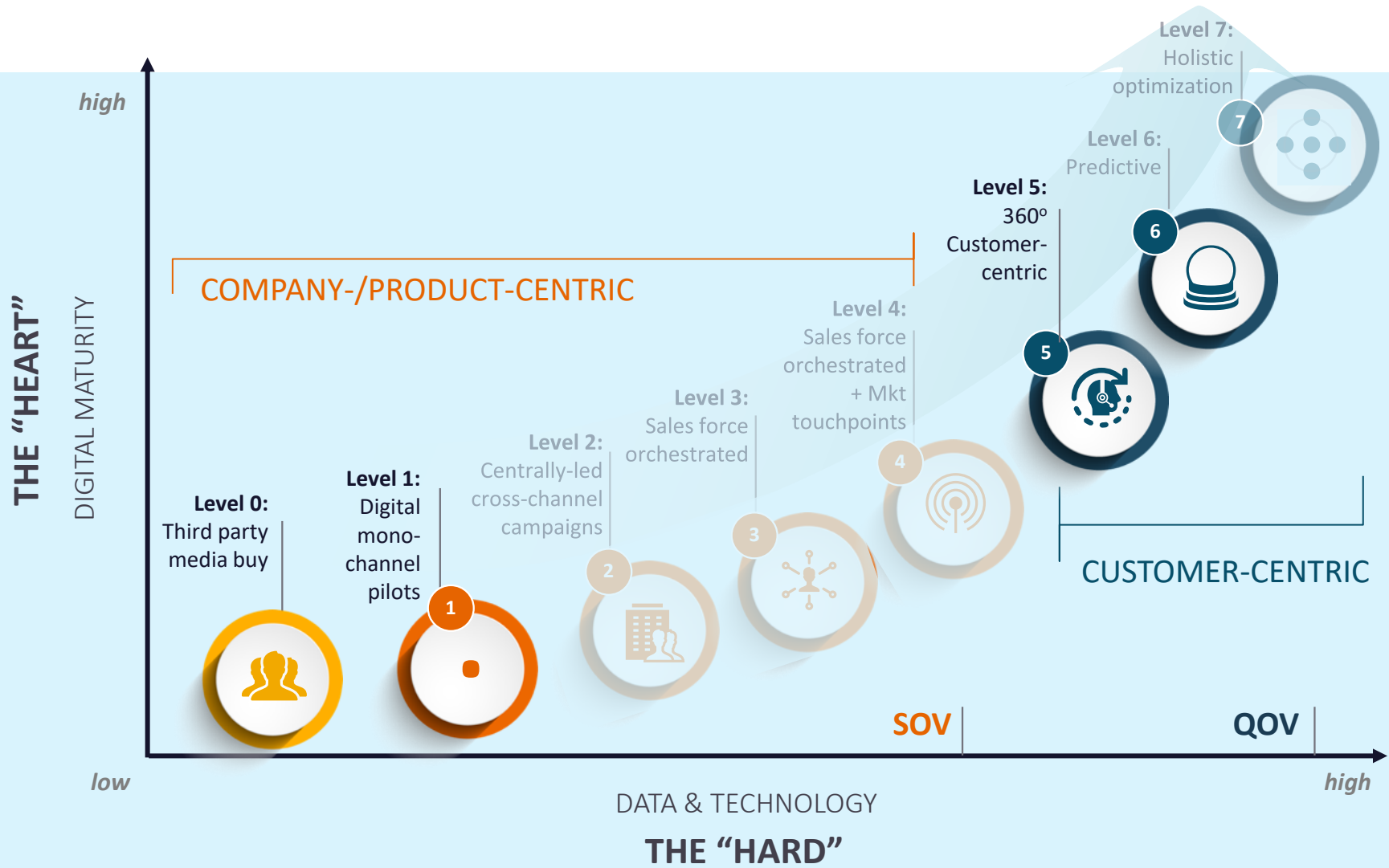






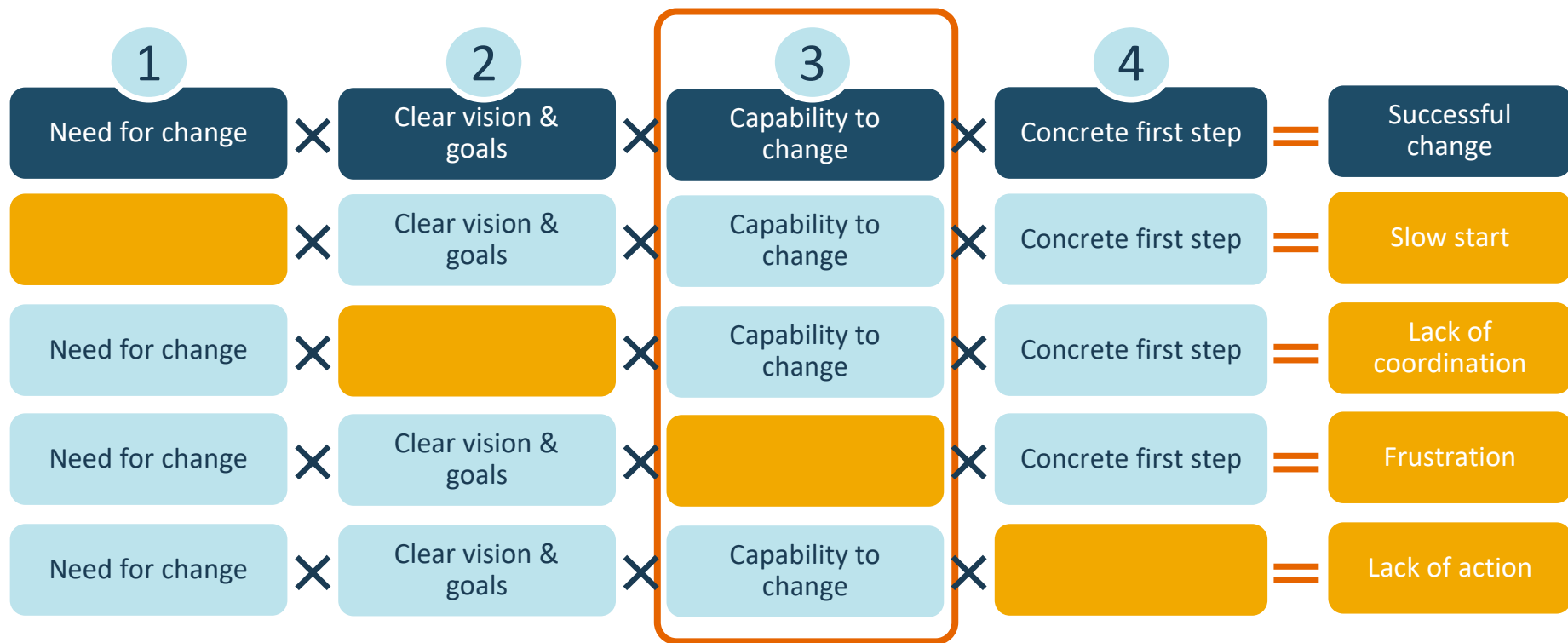
DATA INSIGHTS

We need to move from Share of Voice (SOV) to Quality of Voice (QOV)



How to?

Gleicher states there are four key drivers for successful change, AND they all need to be present to ensure robust change



Variation of the Gleicher's Formula, Source: Dannemiller, K. D., and Jacobs, R. W. (1992). Changing the way organizations change: A revolution of common sense. The Journal Of Applied Behavioral Science, 28(4), 480-498.

Another question

Do you **differentiate your marketing activities** based on changing content/channel affinities or preferences?

1. Always
2. Sometimes
3. Rarely
4. No



So are we still in the early days...?



Legend

- >20% (Green)
- >=15%<=20% (Light Grey)
- <15% (Yellow)

% fully agree; weighted average for HQ & local



A 5-star measurement strategy is a reflection of your overall omnichannel strategy

★ **Strategic Imperatives/ Leverage Points**
Your brand strategy & brand objectives

01

★ **Conversion Points**
What content or services will drive the action?

02

★ **Strategic Proxies**
How can we translate the strategy into something actionable?

03

★ **Prioritization & Planning**
What is the feasibility and impact of these tactics?

04

★ **Tactics**
What are the ideal channels for this content/services?

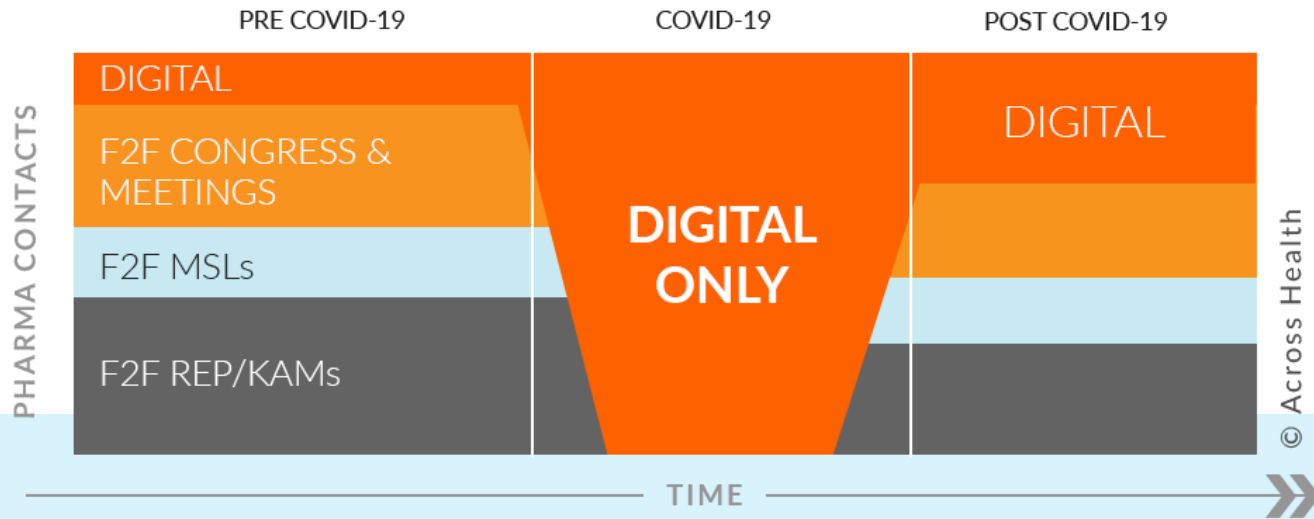
05

06

And measure true customer impact ★★★★★

COVID-19 has significantly disrupted the traditional business model

The industry needs to reimagine customer engagement for the post-C19 world



“Pump up the digital volume without customer focus is a dangerous strategy”

(Across Health 2021)

“Doctors disappointed in pharma’s digital pandemic efforts”

(IQVIA 2021)

“Promotional models are obsolete”

(IQVIA 2021)

How to overcome “digital push” fatigue... and lead in the post-C19 era

FROM

TO

“digital (push) channels first”

“functional & data silos”

“Tech-centric transformation”

“omnichannel (push/pull) customer-centricity”

“360 alignment around the customer”

“Holistic, customer-led transformation”



EVIDENCE-BASED CUSTOMER-CENTRIC INSIGHTS & STRATEGY
IMPACT-DRIVEN EXECUTION


self-service
product suites

services
AI framework




evidence &
experience

SELF-SERVICE PRODUCT SUITES

Navigator 365™

-  **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™

-  **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

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

IMPACT

Measure & optimize for superior customer experience & business results

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

Key product catalysts:

- Navigator365 Tracker
- Scala365

INTELLIGENT EXECUTION

Execute the strategy & monitor for optimal impact

- Programme management
- Coaching & change mgt
- Campaign orchestration

Key product catalyst:

- Scala365

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





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For more info, contact us:



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Thank you!