

Reimagine customer  
engagement



 The webinar series

FEB to OCT 2021



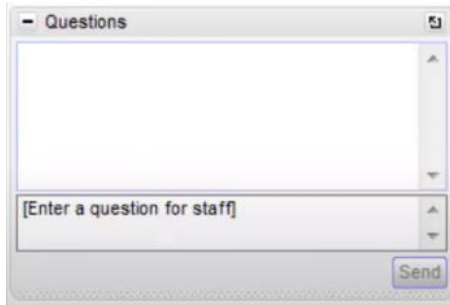
## Omnichannel Upskilling

Transforming customer-oriented teams into omnichannel experts

April 20<sup>th</sup>, 2021

# Ground rules

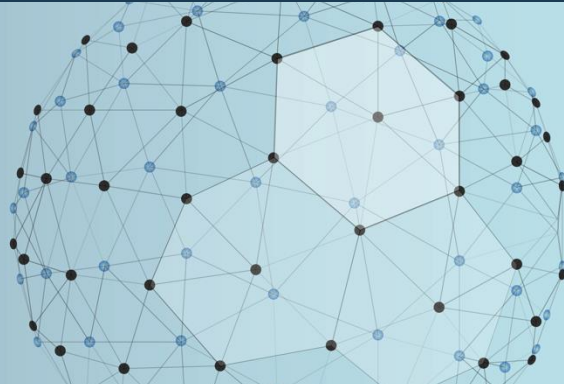
- This webinar will take around **45 minutes**, followed by questions
- You can submit **questions** at any time via the “**Questions**” box



- **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



# How do HCPs value the omnichannel efforts of biopharma since C19?



# Challenging times...



## Question for you...

Do you think HCP satisfaction levels with pharma digital went up during COVID-19?

1. Went up significantly
2. Remained stable
3. Went down significantly

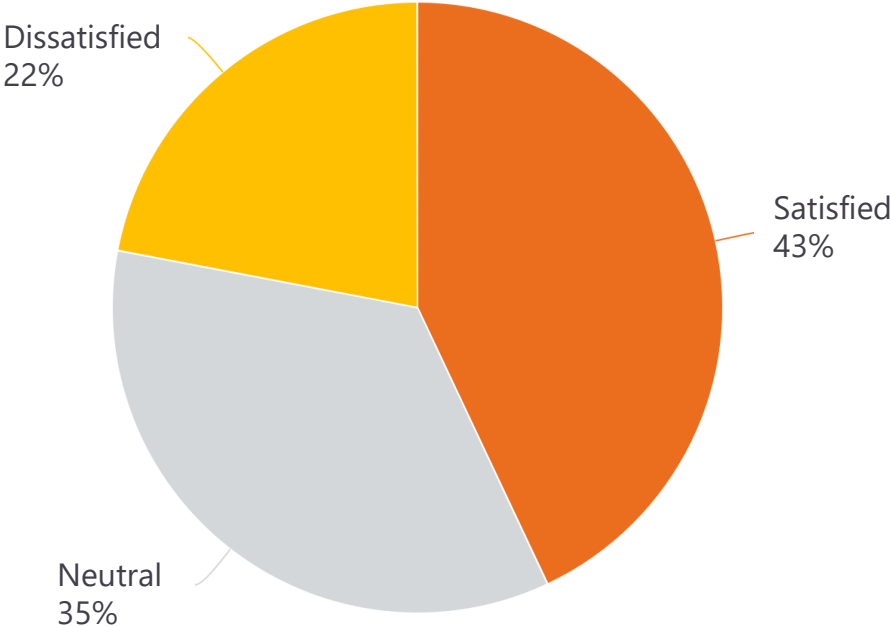


# As a result, satisfaction levels with pharma digital offerings are hardly up vs 2019

## EU5 + US Oncologists digital satisfaction 2020 vs 2019

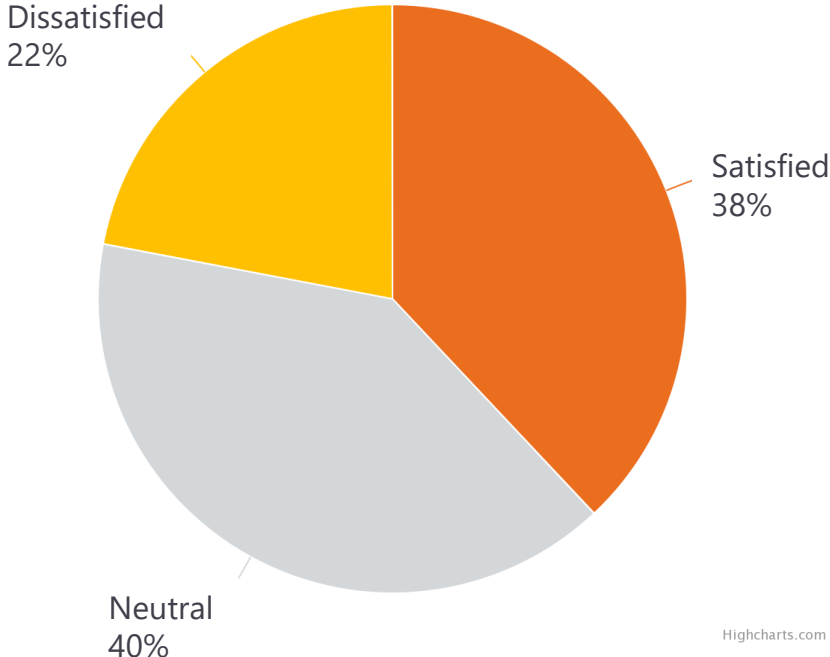
2020  
n= 481

Oncologists | France, Germany, Italy, Spain, United Kingdom, United States | n=481



2019  
n= 630

Oncologists | France, Germany, Italy, Spain, United Kingdom, United States | n=630

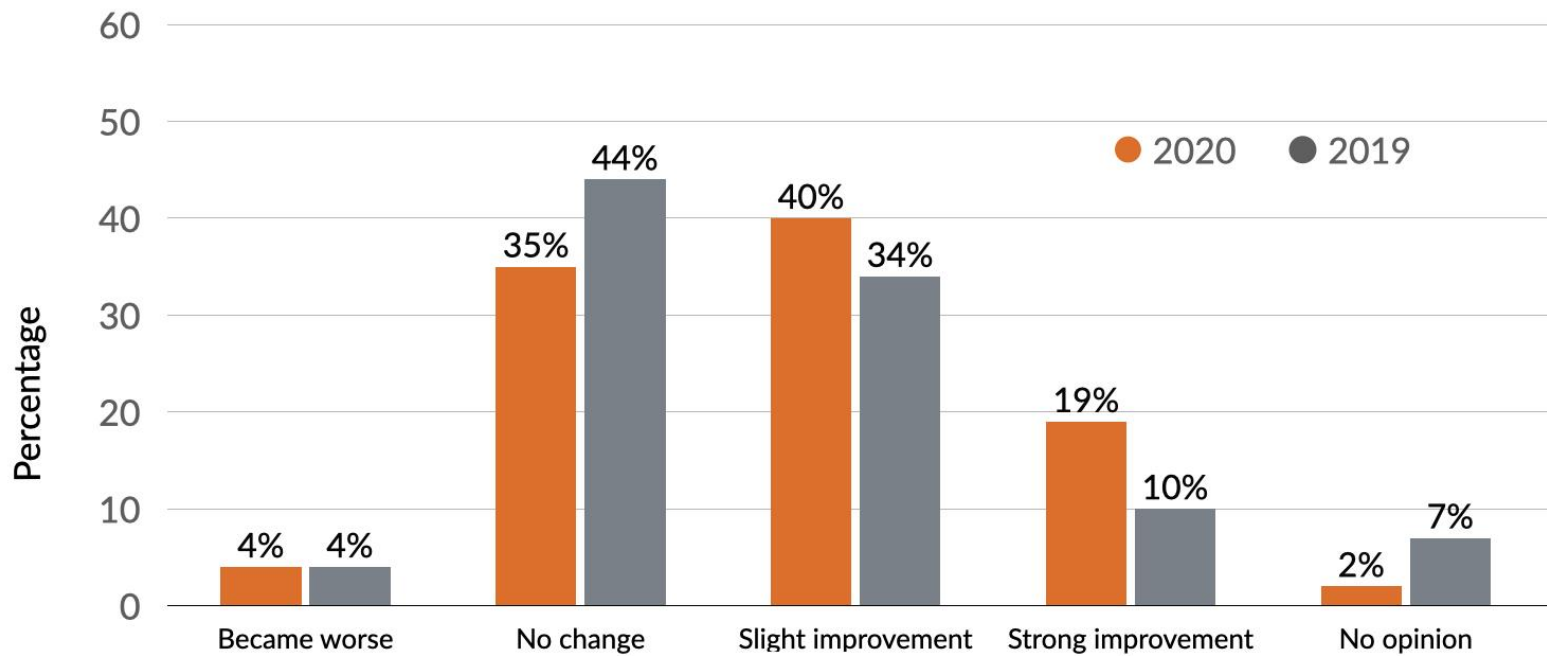


Source: Across Health Navigator365™ Core 2019-2020



# HCPs do not see a lot of improvement in pharma digital offerings since COVID-19 improvement

Improvement in online vs 12 months ago  
Oncologist – France,Germany,Italy,Spain,United Kingdom,United States  
2020 (n=481) | 2019 (n=630)



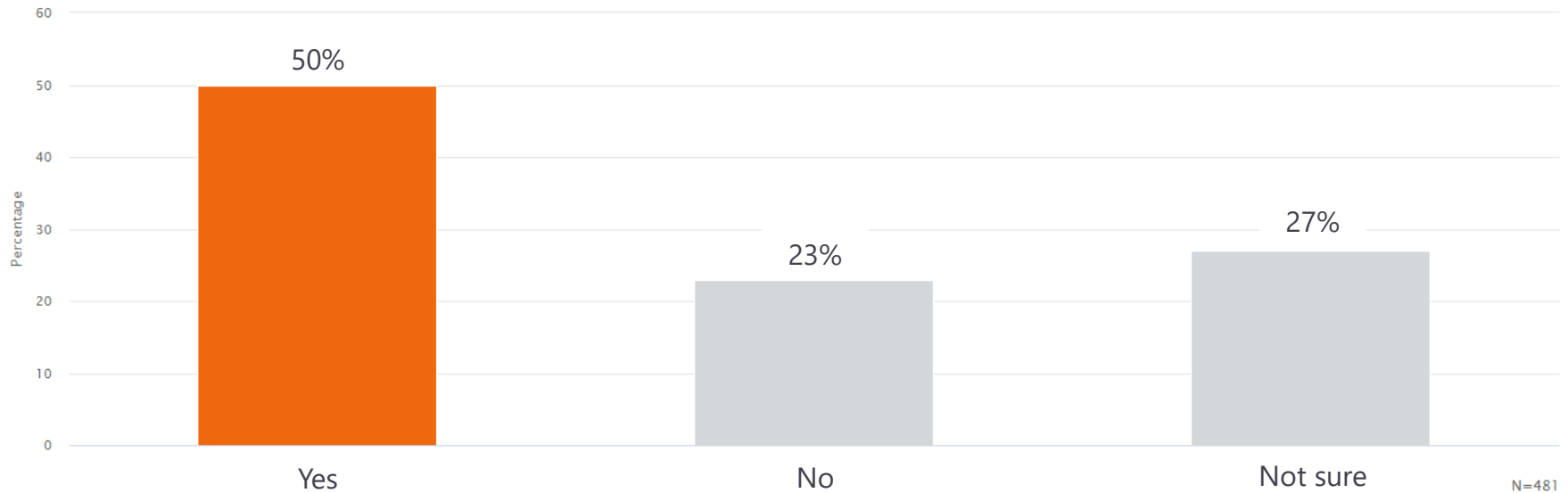
Source: Across Health  Navigator365™ Core 2019-2020

# COVID-19 will change future behaviours

Do you think there will be any permanent long-term changes to your engagements with pharmaceutical companies as a result of the COVID-19 pandemic?

## Effect of COVID-19 on future contacts with pharma

Q3' 20 vs Q1' 21 | Oncologists | France, Germany, Italy, Spain, United Kingdom, United States | n=481



% among HCPs

Source: Across Health  Navigator365™ Core 2020-2021

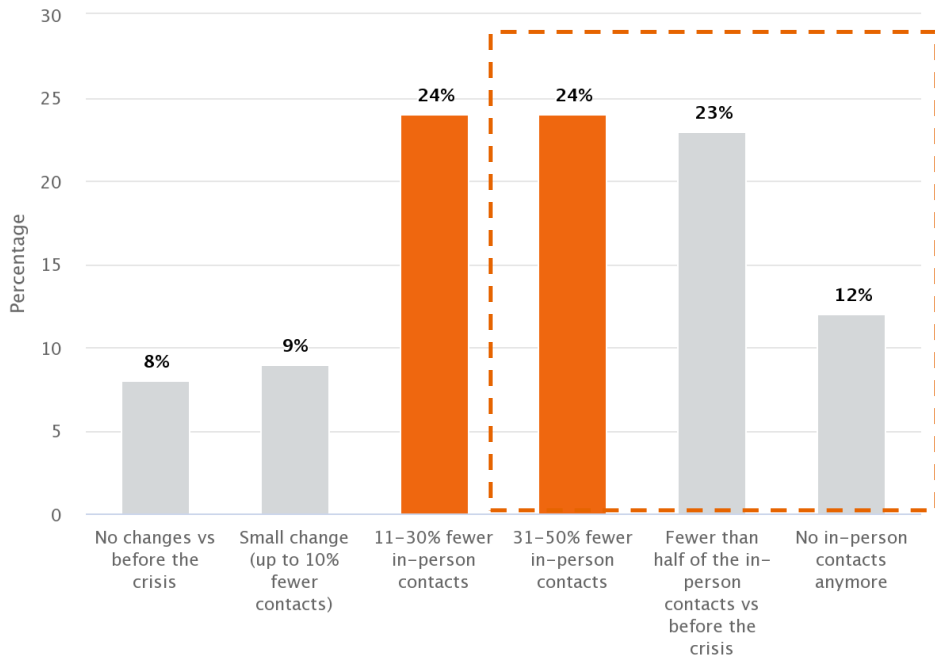


# Less face-to-face, more digital

**59%** Of HCPs will permanently reduce face-to-face by at least 30%

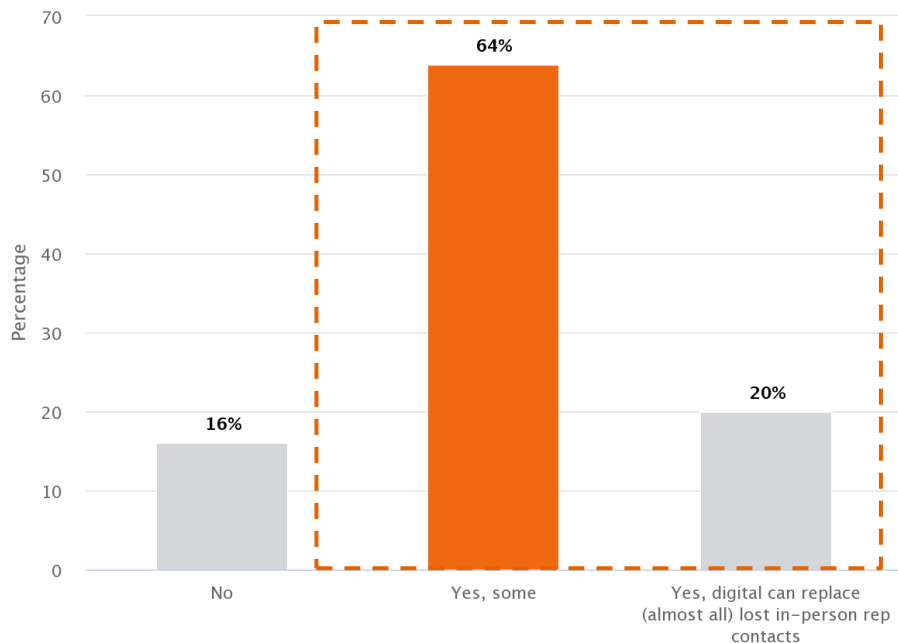
## Effect of Covid-19 on future contacts with rep/AM

Oncologist | France,Germany,Italy,Spain,United Kingdom,United States | n=481



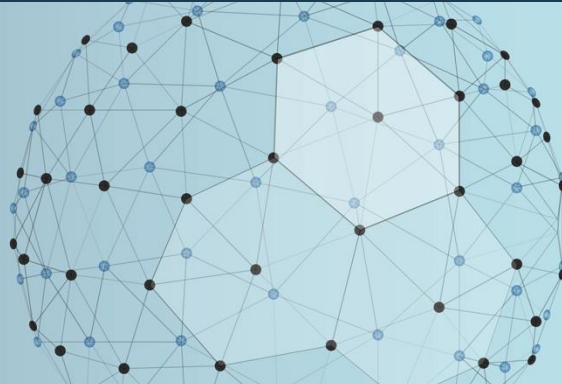
## Digital compensation for reduced Rep/AM engagements

Oncologist | France,Germany,Italy,Spain,United Kingdom,United States | n=441

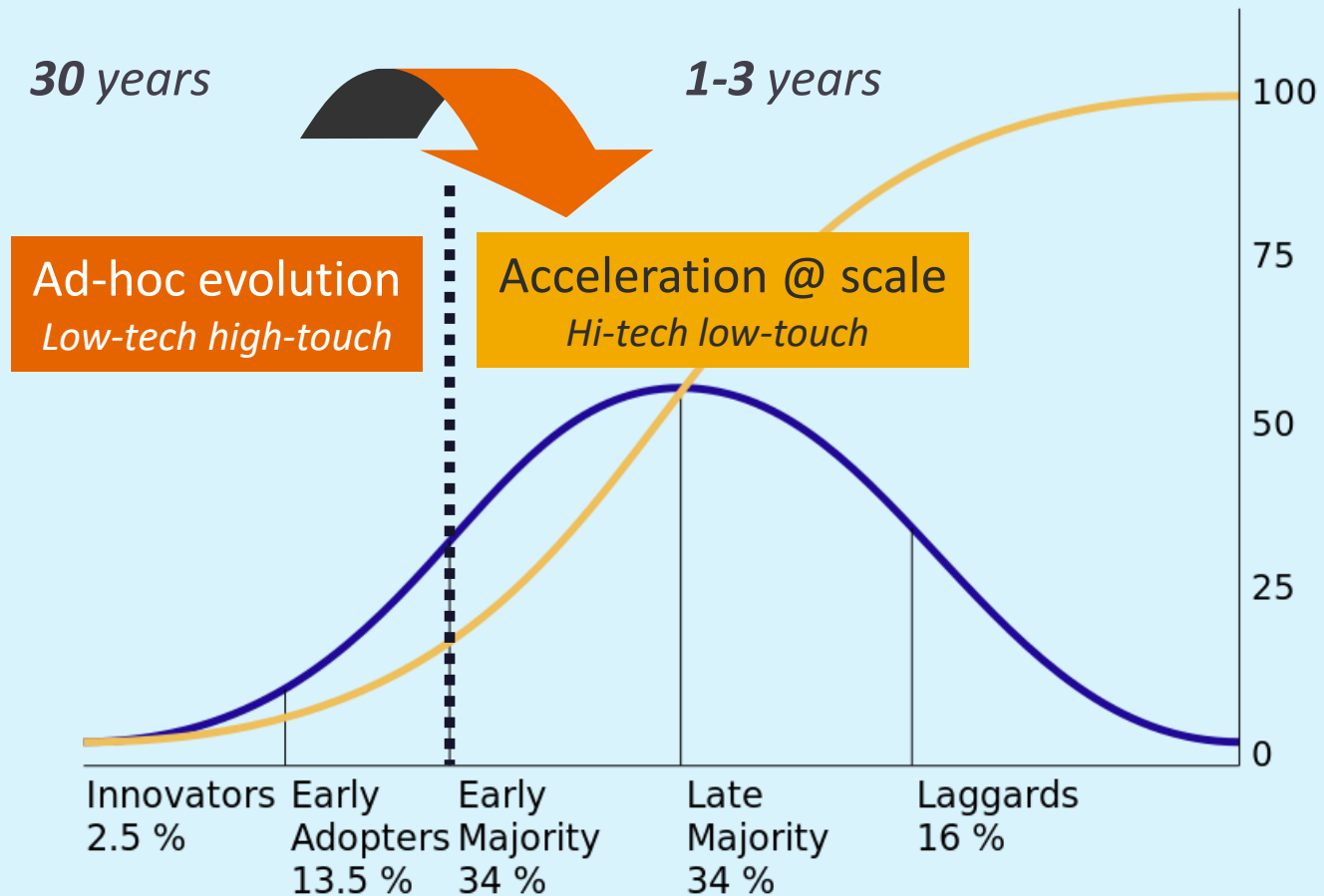


**86%** Of HCPs will compensate face-to-face by digital

# The paradigm of pharma readiness

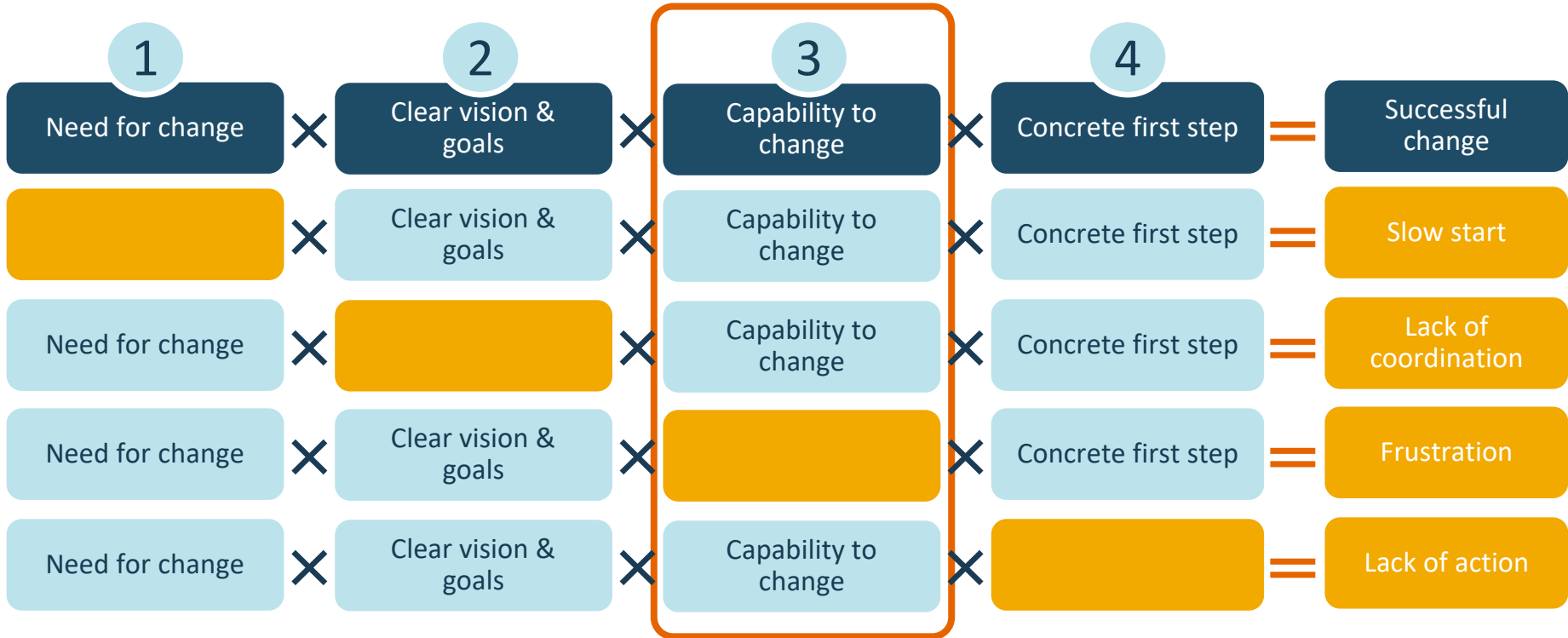


# The tipping point has been reached...customers are ready...but can biopharma scale quickly enough?



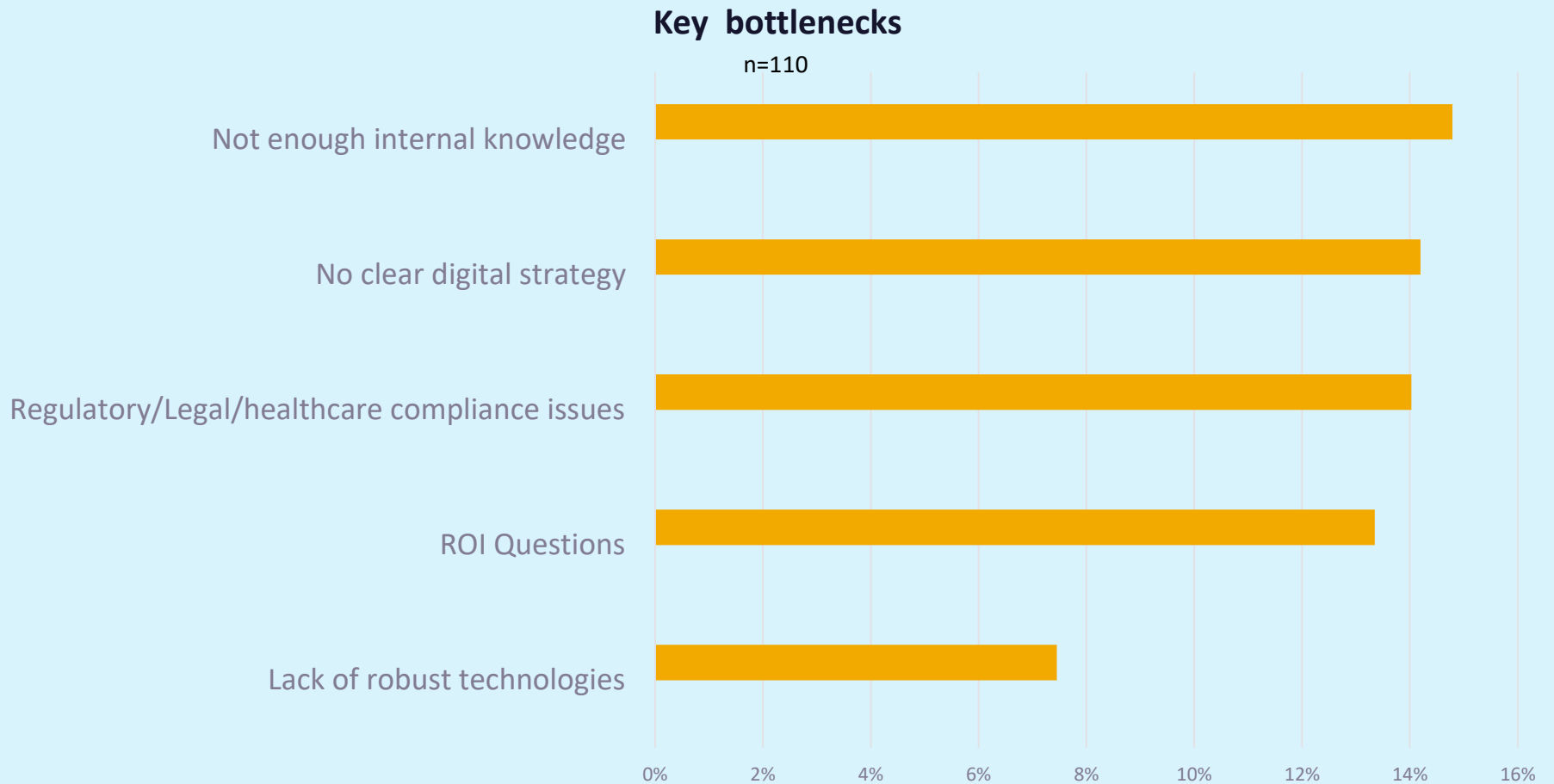
# Omnichannel capability building is a core component for successful change

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



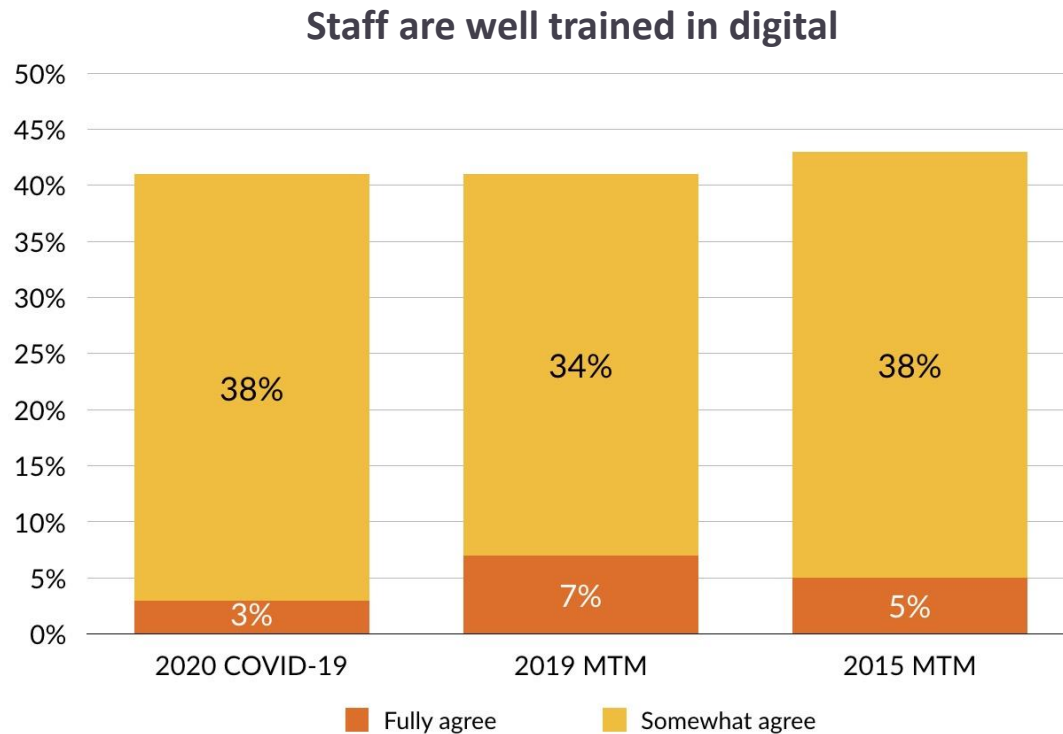
Variation of the Gleicher's Formula, Source: Dannemiller, K. D., and Jacobs, R. W. (1992). Changing the way organizations change: A revolution of common sense. The Journal Of Applied Behavioral Science, 28(4), 480-498.

# Key bottlenecks



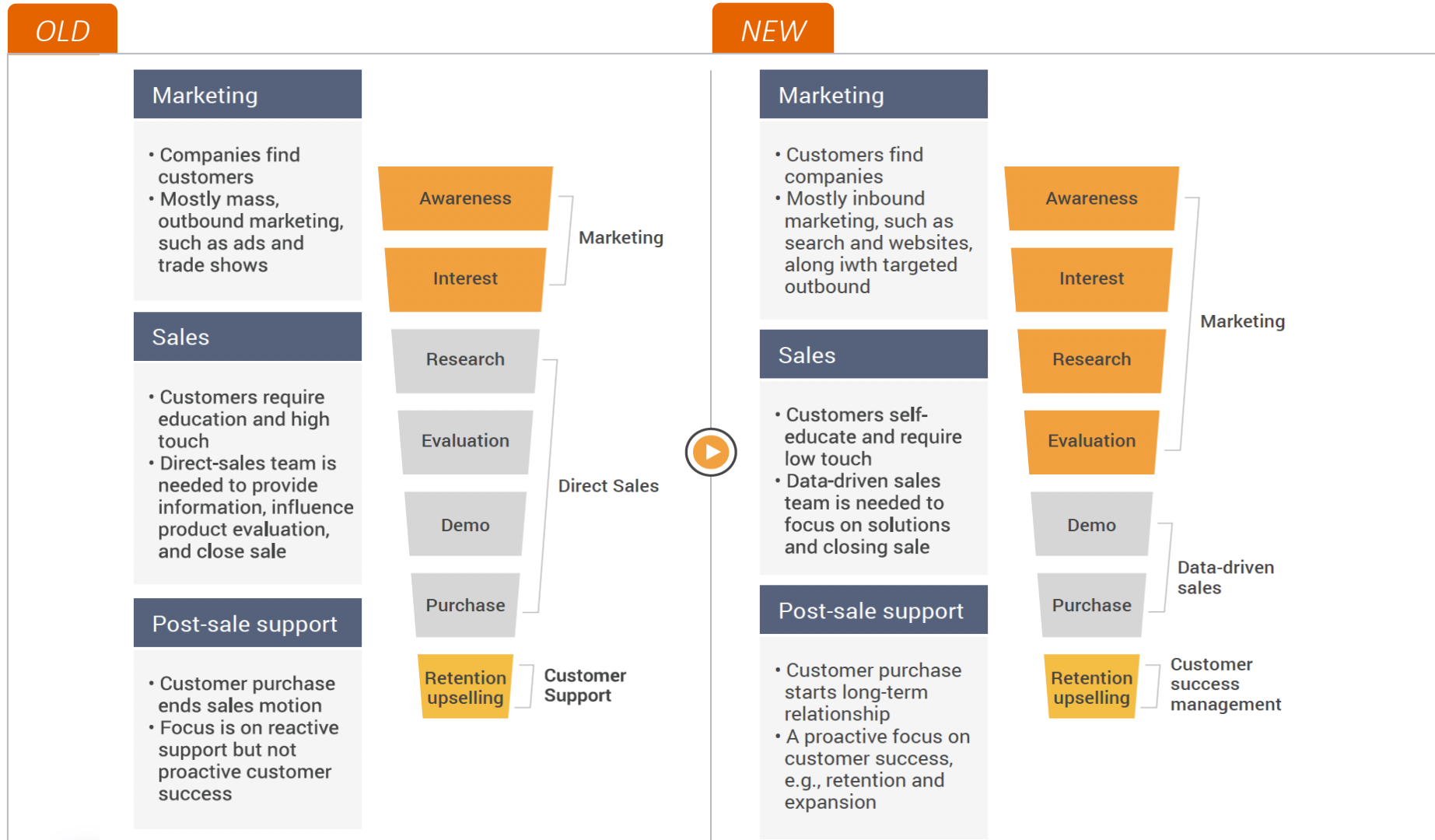
# But a big gap remains ... even after all these years

Staff well-trained in the use of digital?



Source: Across Health  Maturometer™ 2015-2020

# A stronger alignment between all customer-“facing” teams (sales, marketing, medical, ...) is needed to maximize customer experience and impact



## A second question for you:

In your organization, are cross-functional teams (sales, medical, marketing) building customer journeys together?

1. This is standard practice
2. Rarely
3. Never
4. I don't know

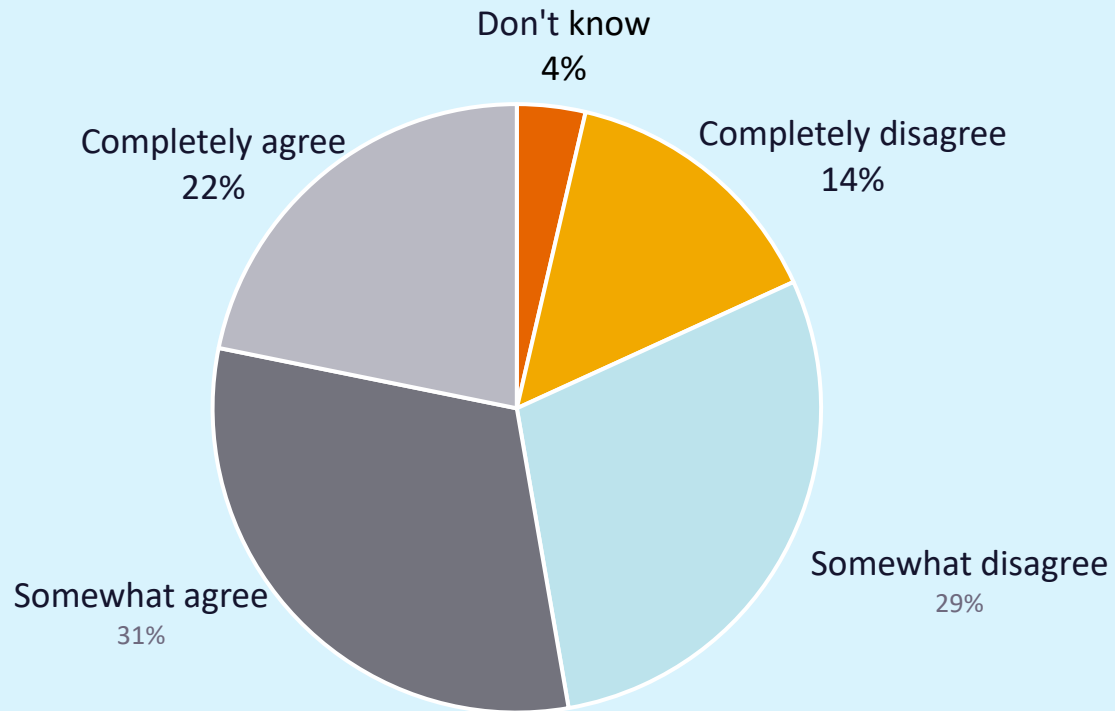




But the majority is not there yet...

### Sales, Marketing and Medical work as a cross-functional team to design and execute omnichannel customer journeys

n=110



Source: Across Health.  Maturometer™ 2021

If you are not “thinking customer” and just “pump up the volume of digital”...

MEDICAL

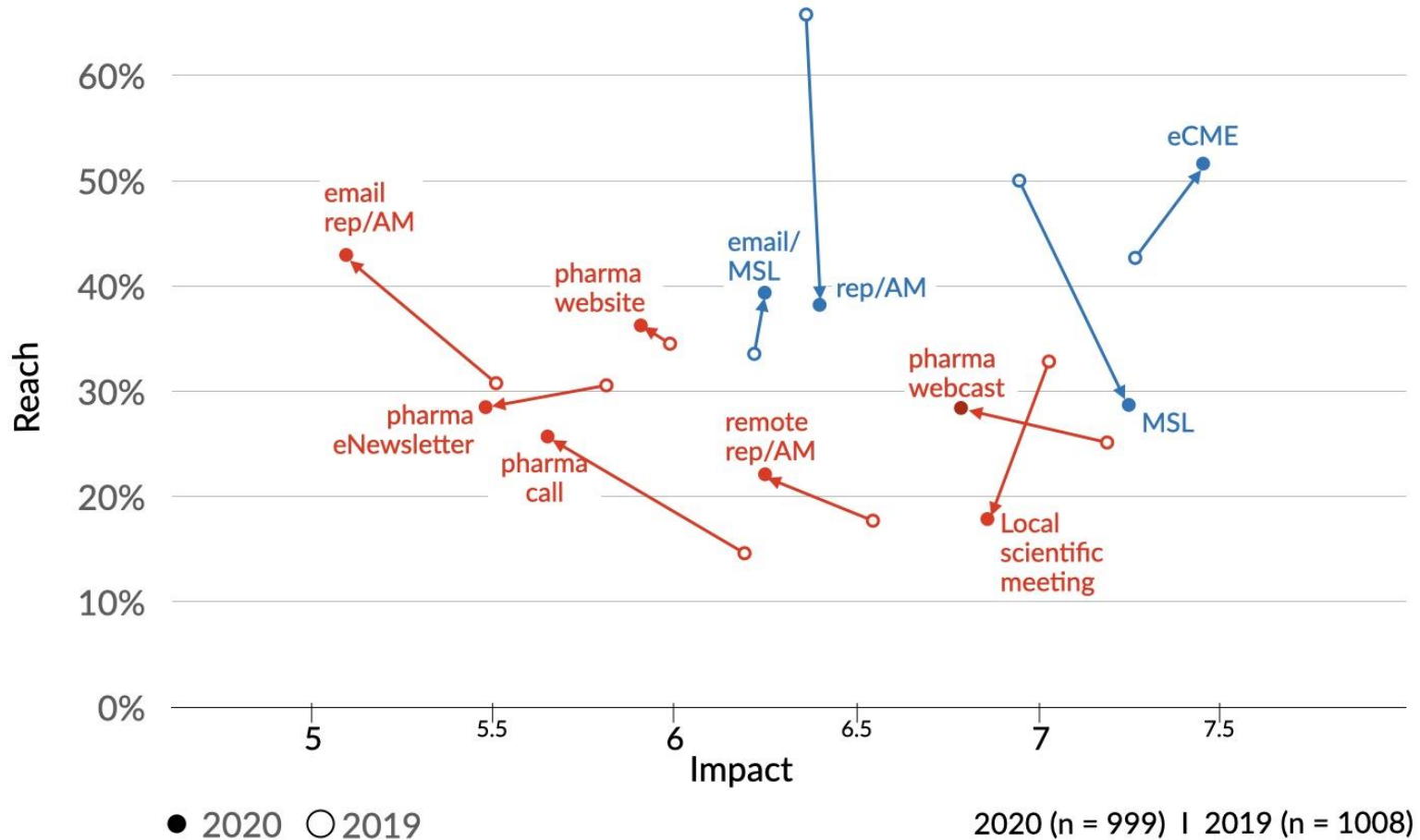
SALES

MARKETING



...this is what you get

Channel performance evolution 2019 Q4 vs 2020 Q4 – US Specialists





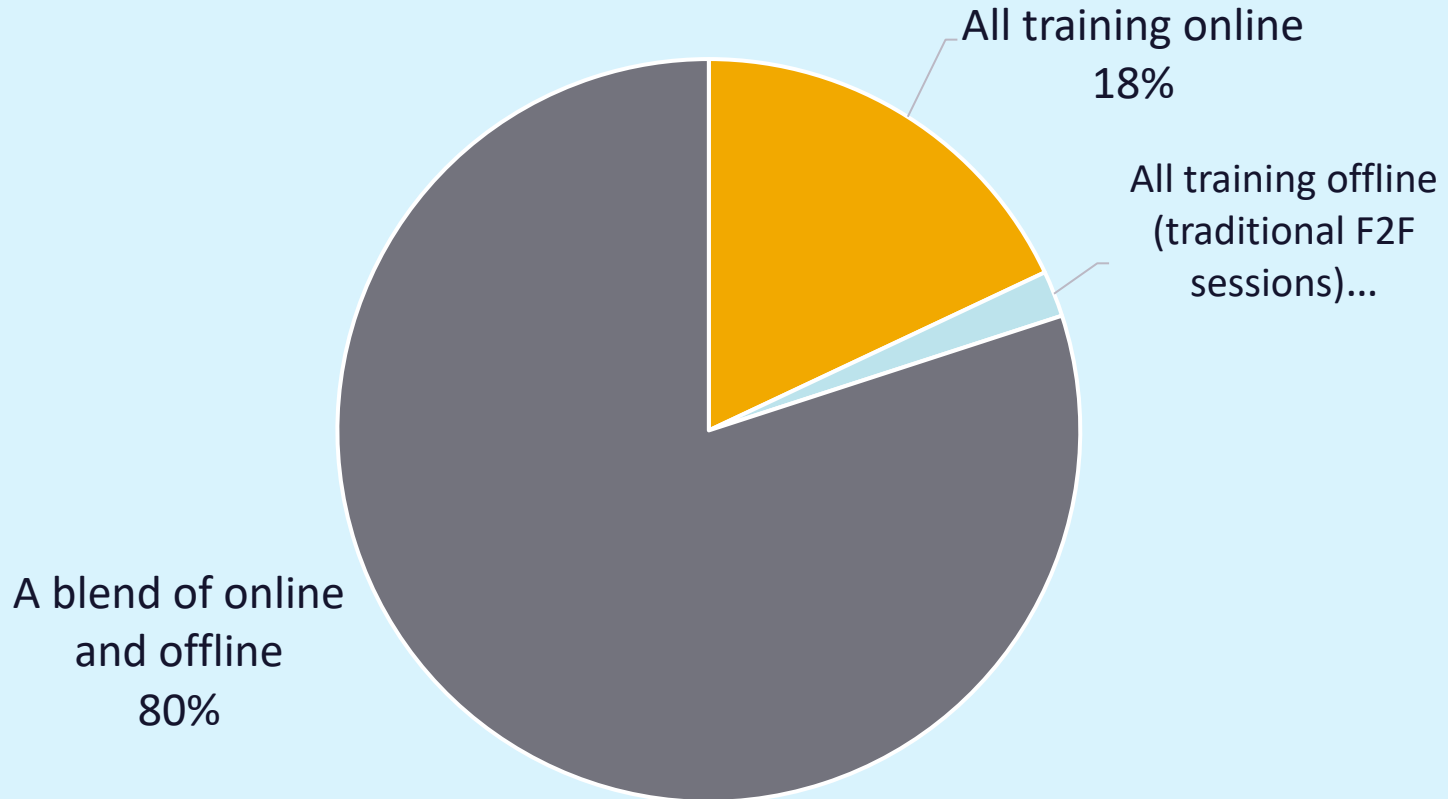
# Transformative learning is a mix of 3 components



# Learning goes omnichannel, too!

## How would you prefer to be trained on omnichannel excellence?

n=100



Source: Across Health  Maturometer™ 2021

## Final question...

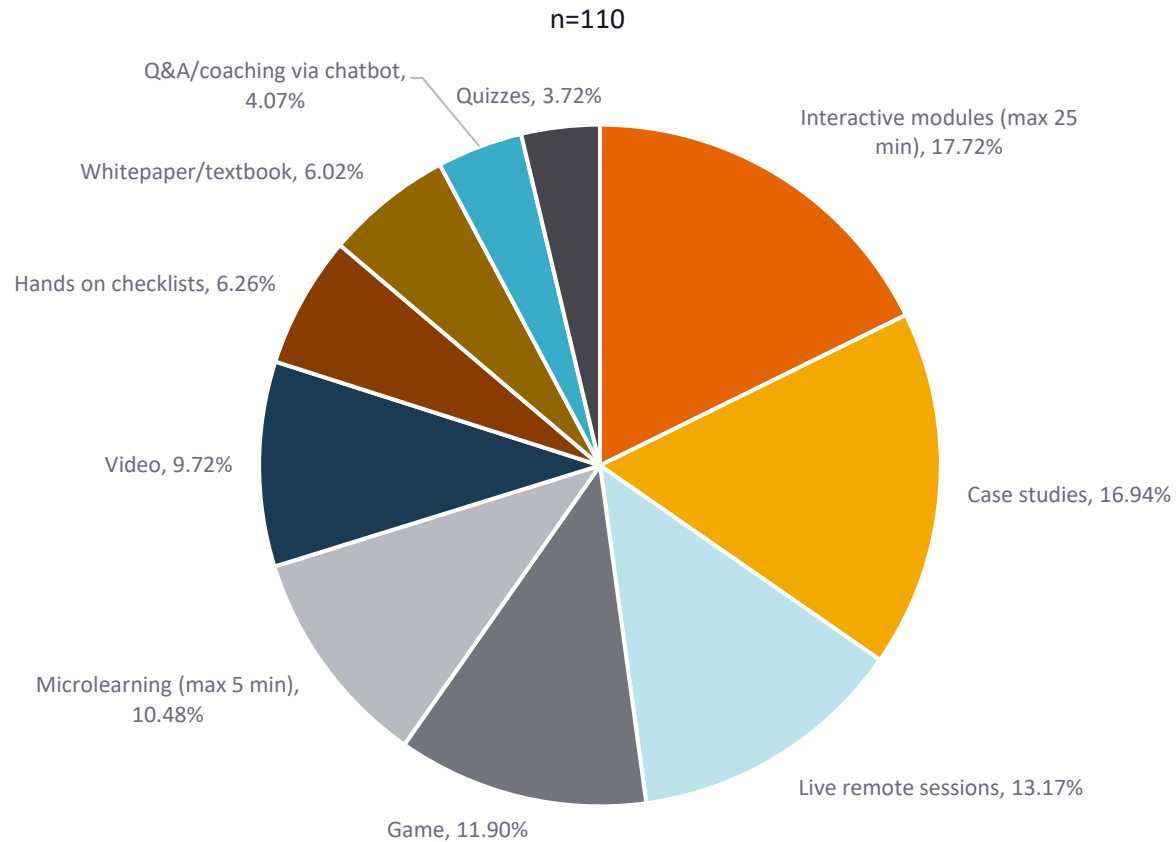
Which type of online learning do you prefer?

1. 25-minute eLearnings
2. Serious game
3. Whitepapers/Textbooks
4. Case studies
5. Quizzes



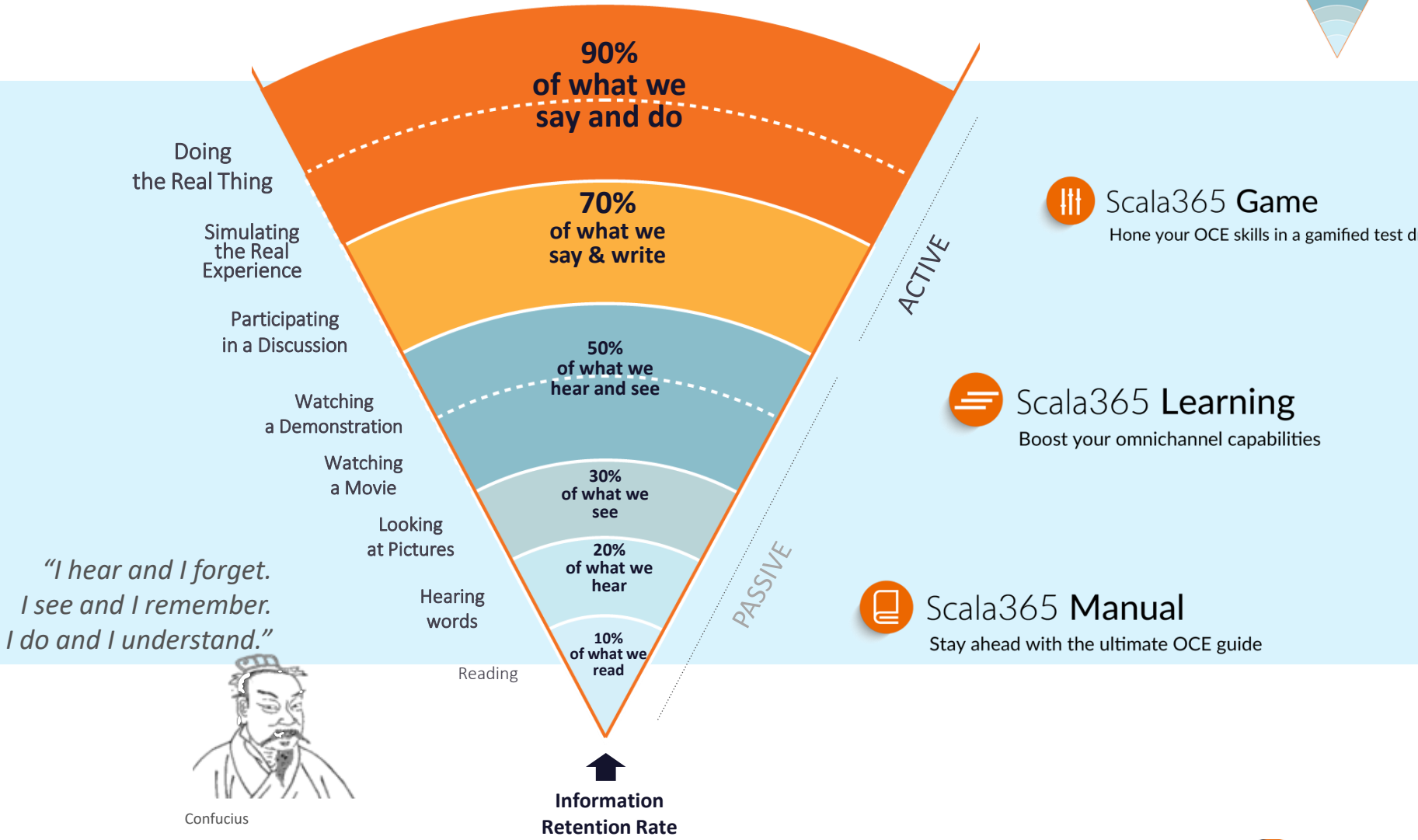
And in terms of online, variety's the spice of life as well...

### Which types of content would you prefer in an online environment?



Source: Across Health  Maturometer™ 2021





*"I hear and I forget.  
I see and I remember.  
I do and I understand."*



Confucius

## Welcome to Scala365™

Your self-service learning portal for omnichannel excellence



John Doe

John.doe@companyx.com

MY ACTIVITIES

ACCESS PRIVACY POLICY AND PREFERENCES

Scala365 Learning covers a myriad of unique content assets, elearnings, case studies, checklists and tools in the realm of omnichannel excellence in biopharma. Start your learning journey now - and come back regularly!

Participate- and see what your peers think!

**POLL of the week**

How important is the digital component of your launch brands?

Very limited (1-5% of total budget)

6-20% of total budget

Over 20% of total budget

No idea/not involved

**Confirm**

## Discover how omnichannel drives your customers through the funnel

What is your key business objective? Select the most relevant step and explore key tactics - from channel guides to checklists - and anything in between.



Need further inspiration? **Discover featured content & all other learning plans and courses below**

FUNNEL STEP 1: AWARENESS

## Learn how to build awareness & create interest

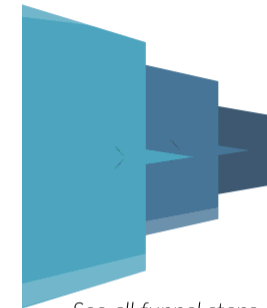


The first of the funnel stages is called the "awareness" level, because it's where people first become aware of your product or service.

**Channels in focus are :**

- Social media
- SEM
- Display advertising
- Search
- Bannering
- Scientific platforms

**>> ENROLL on full plan**  
or resume where you left off










[See all funnel steps](#)

Browse - and enroll on individual learning assets if you wish - below

AWARENESS learning plan highlights

1/2 < >

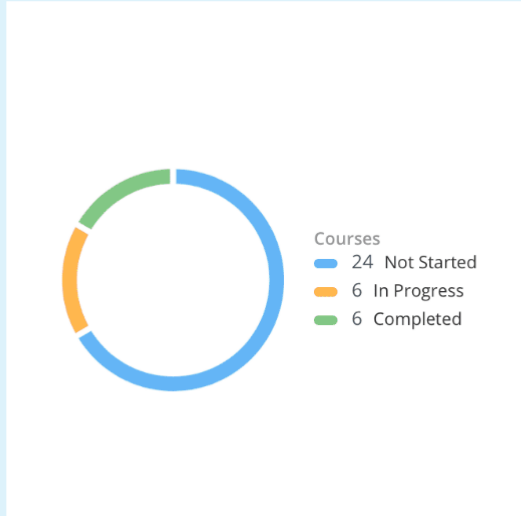
 <b>CHANNEL GUIDE Social media</b> ENROLLED EN <span style="float: right;">★ 4.0</span> E-Learning	 <b>CHANNEL GUIDE Search</b> ENROLLED EN <span style="float: right;">★ 5.0</span> E-Learning	 <b>CHANNEL GUIDE Social media</b> ENROLL EN <span style="float: right;">★ 4.0</span> E-Learning	 <b>PLAYBOOK Strategy</b> ENROLL EN <span style="float: right;">★ 5.0</span> E-Learning	 <b>3. Search engine marketing</b> ENROLL EN <span style="float: right;">★ 5.0</span> E-Learning	 <b>Finish Tips &amp; assets</b> ENROLLED EN E-Learning	 <b>9. Social media</b> ENROLL EN E-Learning
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Need further inspiration? **Discover all other learning plans available to you**

Your activity STATUS: quick overview

Need further inspiration? **Discover featured content & all other learning plans and courses below**

Your STATUS: quick overview



Featured content of the month

Introduction  
**From MC Ecosystem to Digital Strategy**

[LEARN MORE](#)

Introduction  
**Agile mix planning**

[LEARN MORE](#)

Introduction  
**Impact measurement & analytics**

[LEARN MORE](#)

Next steps up the ladder?  
**Plan your moves...**

[To FULL CONTENT OVERVIEW](#)

Shortcut



**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

[Take a shortcut to the Navigator365 product suite](#) 

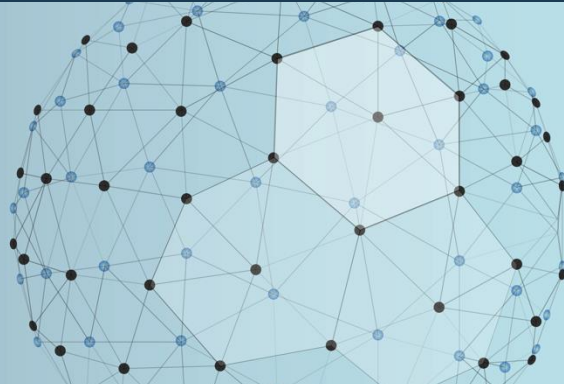
Link



**Scala365 Game**

[Hone your OCE skills in a gamified test drive](#) 

# Proven outcomes



# High level of engagement through eLearnings

Main KPIs from a recent 2 months usage of the eLearning modules



Participation



91.2%

Engagement



71.6%

Progress



59.7%

Completion rate



74.3%





# Serious gaming

- Simulation in a safe environment...
- Diverse teams...
- Same dilemma's...
- Competition...
- = Winning Strategies!



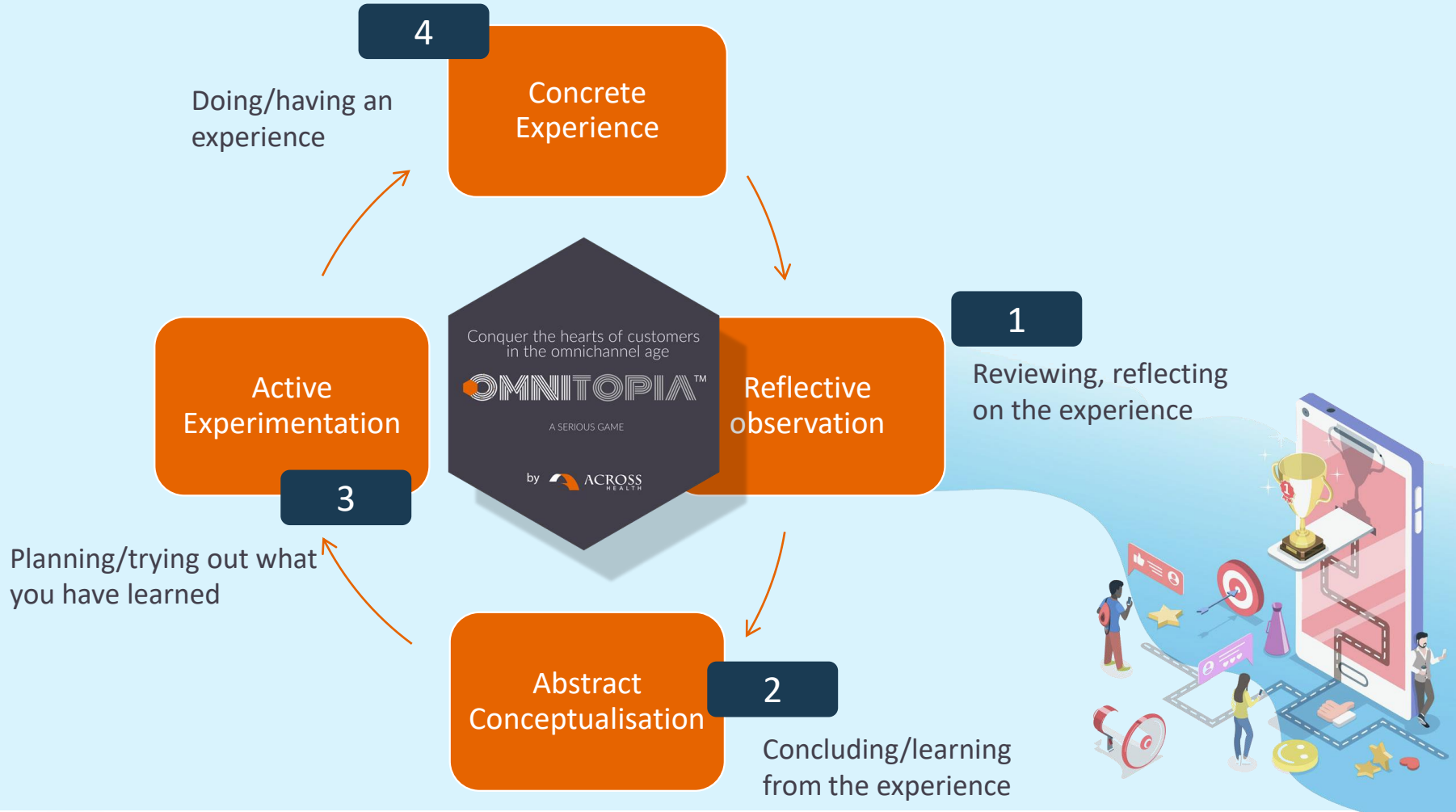


# Scala365™ Game

Hone your OCE skills in a gamified test drive

## The experiential learning cycle

Do, reflect, analyse, and evaluate in a safe environment



Source: David Kolb



# Let's change and become better – change is the only constant

- Our **customers are asking for it** and we as an industry are not meeting their needs
- We **need to become better**: that will not be done through old paths
- We have to **create mindset** of (radical?) curiousness to address our customers changing needs
- What happens once you **embark the journey** of learning and changing... see next slide!



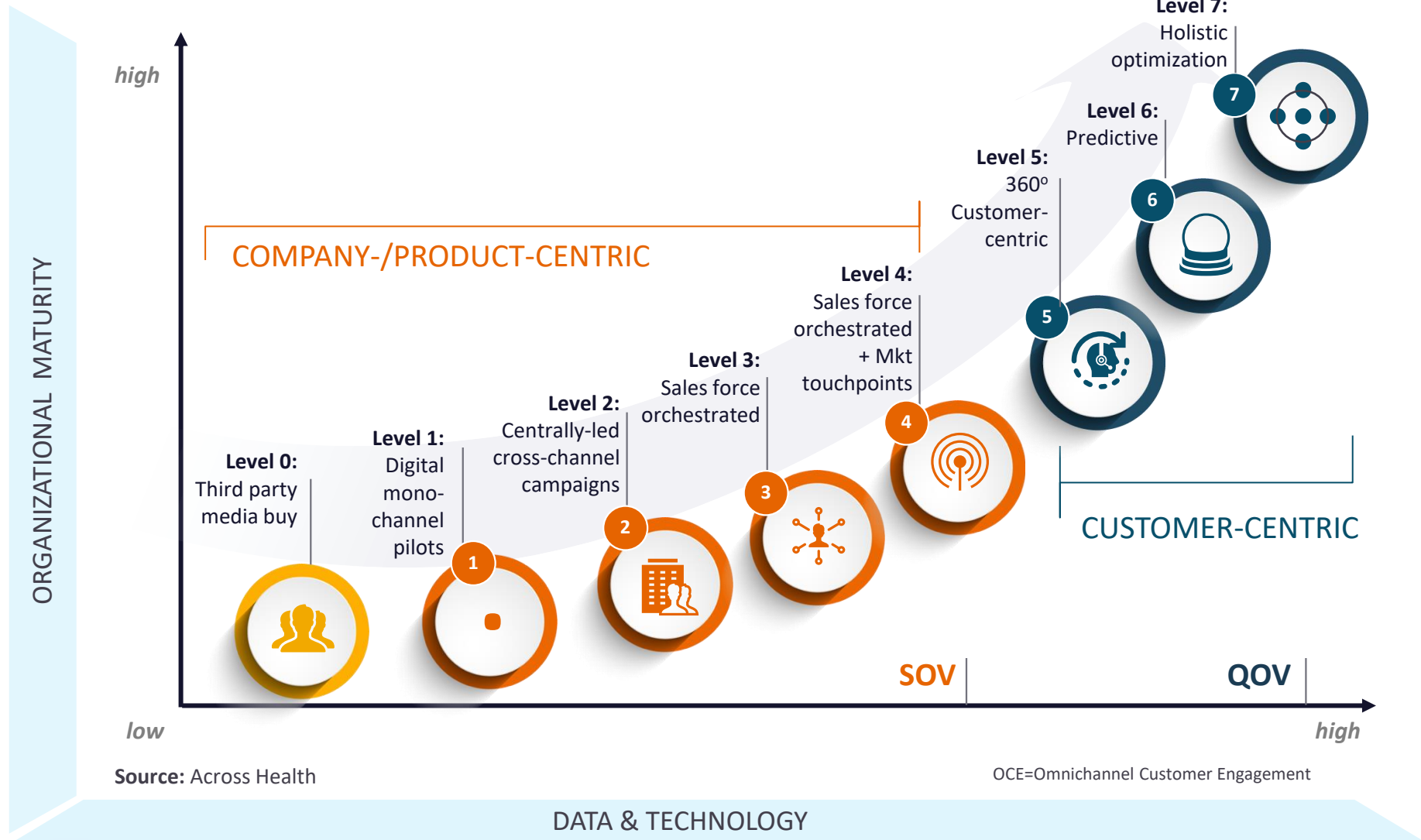
Source: [willmscoaching.de](http://willmscoaching.de)

# Proven outcomes through applying and experimenting

>1000 teams, >4000 participants, high satisfaction: NPS > 40



# Our roadmap to Omnichannel Engagement excellence





**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. 25<sup>th</sup> 16h CET*
2. *The power of marketing & sales collaboration for Omnichannel engagement Mar. 25<sup>th</sup> 16h CET*
3. *Omnichannel upskilling: transforming customer-facing teams into OCE experts Apr. 20<sup>th</sup> 16h CET*
4. **Measuring ROI in life sciences? Not a black & white story** May 11<sup>th</sup> 16h CET
5. **Maturometer 2021** June 24<sup>th</sup> 16h CET
6. **Navigator365 advanced uses** Sep. 16<sup>th</sup> 16h CET
7. **Omnichannel Launch Excellence in the Never Normal** Oct. 21<sup>st</sup> 16h CET

[www.across.health/2021-webinars](http://www.across.health/2021-webinars)





a precision value & health team

# Reimagine customer engagement

For more info, contact us:



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 The webinar series

FEB to OCT 2021

# Thank you!