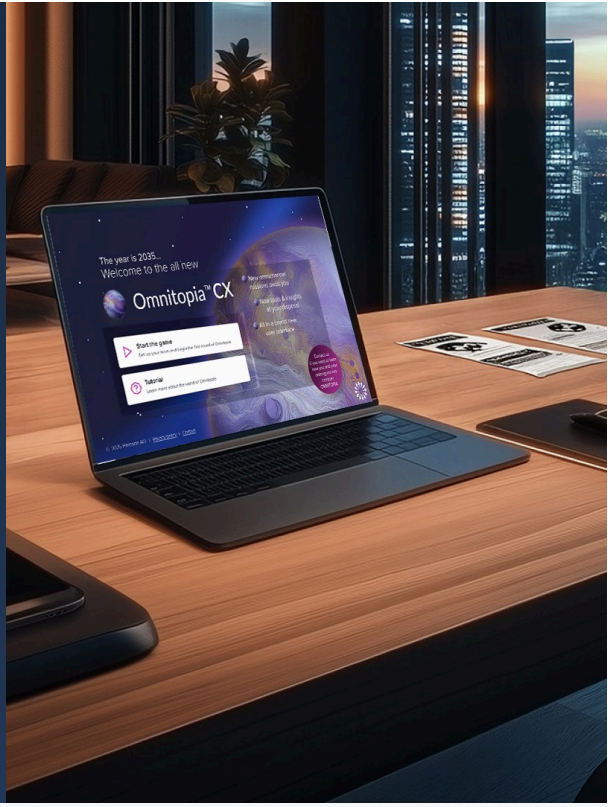
Omnitopia™ CX

The best way to learn is to do.

A multiplayer business simulation where cross-functional teams design, test and optimise customer engagement strategies.



The customer engagement gap is growing

52% of specialists are dissatisfied with biopharma's digital engagement[1]

31% of EU biopharma feel their teams are well trained in digital[2]

Omnitopia™ CX helps close it – by letting teams practise before it counts.

What your teams gain

Experiment safely

Test bold strategies and see the impact instantly – risk-free.

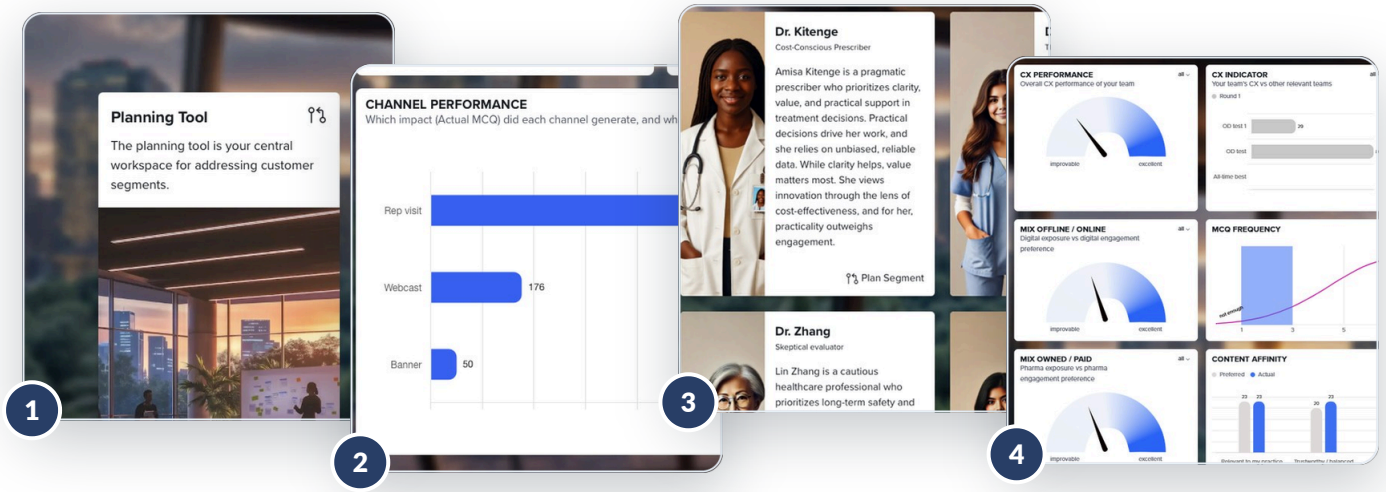
Align across functions

Marketing, Sales and Medical debate trade-offs and decide together.

Put customers first

Turn real customer insights into more relevant engagement.

Four rounds from uncertainty to maximum value



Explore
Uncover hidden insights

Optimise
Use dashboards to sharpen tactics

Tailor
Adapt to segment preferences

Maximise
Use rich data to get the most value

[1] Navigator365™ Core 2024, specialists, n=5,488 · [2] Maturometer™ 2025, EU biopharma, n=191

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Proven impact, round after round

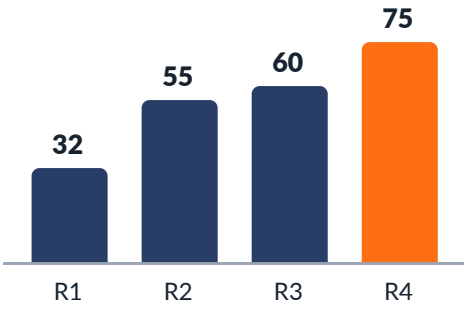


15,000+
participants since launch in 2019

39
Net Promoter Score in 2025, on a scale from −100 to +100

Capability grows every round

In-game effectiveness score* after each round



*Effectiveness = engaging customers in a cost-effective way. Cross-functional game; similar patterns across other simulations.

Flexible delivery for your organisation

Facilitation

Expert-facilitated or **train-the-trainer**
Led by a senior Across Health consultant, or licensed to your own trainers

Format

Remote online or **in-person workshop**
Same simulation, same impact – wherever your teams are

One-day experience (7h) | **Cross-functional** teams | Up to **50** participants per session

> *The value of this simulation game goes beyond the core principles. It also helped my team to better understand each other and led to a smoother collaboration.*
>
> **Regional Lead, Top 10 biopharma company**

> *The Omnitopia simulation shows the importance of customer insights, of keeping strategy first and tactics last.*
>
> **Omnitopia participant**

https://across.health/omnitopia/



Dr. Kitenge
Omnitopia persona

I expect relevant, trusted engagement. Is your team ready?

See how Omnitopia CX helps Marketing, Medical and Sales teams align around customer needs and engage with confidence.

Book a demo call

Scan to learn more

ACROSS HEALTH

Powered by **Navigator365** HCP insights