IQVIA
TECHNOLOGIES

Omnichannel Engagement

Create an orchestrated customer experience to communicate effectively and raise awareness with key audiences

Challenge

An innovative pharmaceutical manufacturer had a molecule that was nearing loss of exclusivity. The molecule had an existing Patient Support Program (PSP) in place to help protect against decline from eventual generic competition.

Without an available field force representing the brand, this client needed a way to quickly engage with physicians and pharmacists. The client needed to ensure HCPs knew that a PSP was available to their patients.

Solution

Prioritize investment
Used IQVIA's proprietary data to identify prescribers with active practices in the relevant market.

Collaborate
Client and IQVIA collaborated to prepare the most impactful materials for outreach in a timely manner.

Promote
Hands on, customized approach using phone outreach to the relevant audience with email follow up to confirm awareness of the PSP and its tools. Additional information packages sent out upon request.

Results

- Successfully connected and raised awareness for 2,700 contacts within 60 days (Phase 2 another 6,000 targets)
- 56% of pharmacists and 40% of physicians confirmed awareness of the PSP
- 35% of contacted targets requested a new PSP kit

The phone and email outreach provided a direct impact, increasing awareness of the PSP and the brand which should positively impact market share retention.

Follow-up Engagement

Social media intelligence: An initiative is currently underway to provide a qualitative and quantitative analysis of unstructured social conversations by patients, HCPs, and other stakeholders. This will surface current insights on brand perception and sentiments which in turn will help drive more impactful and effective social campaigns for the brand moving forward.

Omnichannel journey mapping: A workshop will be conducted in Phase 2 of this project. This will enable a comprehensive map of all stakeholder interactions along their respective journeys, help identify key pain points, and outline specific actions needed to move towards an improved future state.

Key Differentiators

Quick and personalized engagement
Turnkey outsourced solution, implemented at the brand or enterprise level.

Orchestrate experiences
Implement orchestration between digital and non-digital channels, based on HCP-level performance tracking.

OneKey by IQVIA
IQVIA's OneKey database
Provides precision-focused HCP recruitment and helps extend your coverage of HCPs.

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