

How Transformative Technology Can Help Life Sciences Companies Reach HCPs

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In the world of life sciences sales and marketing, it's never been easy to foster awareness and education about medicines and their relation to diseases and conditions. Consider the unique relationship between life sciences companies, the healthcare providers (HCPs) who prescribe and recommend their products, the patients who use them, and the payers – usually insurance companies or government programs. Due to the high stakes of getting things right, many of these relationships are highly regulated, especially for life sciences manufacturers trying to reach HCPs with the right message using the preferred channel. The unique commercial model in life sciences -- combined with the high level of regulation -- has resulted in the formation of



data silos within these companies in sales, marketing, medical affairs, call centers, and other areas. Orchestrating these interactions and sources of customer data by applying digitally transformative approaches to using and sharing data in connected platforms will help life sciences companies work more efficiently while giving time-starved physicians and other providers the information they need when they need it and the way they want it.

As millennials join Gen-Xers and baby boomers gradually retire from the HCP workforce, it is important that life sciences marketers know which channel is preferred for critical information on new and existing therapies. Most doctors use portable devices (smartphones, tablets, or both) at work now, but face-to-face exchanges with sales reps are still extremely important. To be most effective, life sciences companies will increasingly need to customize marketing and medical information to the individual preferences of their HCP customers. To achieve this, customization will require the former silos of data to deal with a single identity of the HCP, sharing data, interactions, preferences, influences, prescribing habits, and other information while generating trust with the physician community to gain buy-in and feedback. Trust can be gained by demonstrating to HCPs that this orchestration of inputs will result in convenient and timely access to required information, while respecting doctors' time and privacy by avoiding repetition and irrelevant messaging.

Fortunately, the adoption of transformative IT in all aspects of modern life and commerce – cloud computing and storage, mobile communication, advanced analytics for gaining insights from large data sets, GPS and remote sensing, IoT, social platforms, enhanced security, AI, and others – has reached the point where this orchestration is possible. Bespoke solutions at

various life sciences companies are already handling portions of these tasks and continue to improve. However, the need clearly exists for more comprehensive and standardized platforms that allow life sciences companies -- with minimal disruption -- to build on the work they have already done. These systems will need to have the following characteristics:

- **Compatibility.** Most life sciences companies are already using some form of CRM or sales automation, digital asset management, customer MDM, and external sources of data such as prescriptions and claims. New platforms must be able to communicate with existing ones and utilize current sources of data, both external and proprietary.
- **Flexibility.** Different sales, marketing, and medical functions have different information needs. To keep interfaces simple, it should be easy to select the relevant inputs and outputs while keeping others in the background.
- **Adaptability.** Platforms for combining and analyzing multiple sources of data to generate relevant insights and actions must be adaptable to incorporate new technology, take advantage of new opportunities, and protect against unforeseen threats.

By leveraging transformative technology in standardized and comprehensive orchestration platforms, life sciences companies will greatly improve the value, quality, and efficiency of customer interactions. By engaging HCPs with the information they need in the manner they desire, life sciences companies will gain their trust and appreciation.