

# Optimizing Talent for a Winning Omnichannel Approach

## Introduction

### **The imperative for an omnichannel HCP engagement approach**

In a sustained paradigm shift, healthcare providers continue to diversify their sources for information about brands and therapies beyond personal to online and digital. For this reason, traditional marketing approaches are being left behind in favor of new, data-driven strategies. These approaches rely on technology and tools to present actionable insights to influence HCPs and build brands. But even the best technology cannot deliver a winning omnichannel approach on its own. Companies need to have the right people too — talented professionals with the expertise and skill-sets to truly achieve the best results an omnichannel strategy can offer.<sup>1</sup>

To build a successful omnichannel approach, life sciences companies need to invest in technology, data analytics *and* skilled teams. With the three steps discussed here, you can bring together talent and technology in a way that ensures a winning omnichannel approach.

## Step 1: Embrace technology through advanced data analytics and customer insights

Advanced data analytics and the insights they provide are transforming the landscape of HCP engagement. Digital and technological tools now provide an increasingly sophisticated understanding of HCP interactions, behaviors and preferences, leading to highly tailored, personalized communications.

With personalization now a critical element in omnichannel marketing, it is increasingly important to understand an HCP's preferred channels, formats and the type of information that they wish to consume.

This understanding enables brand teams to deliver timely, relevant content across relevant channels to build a better relationship with HCPs. It can also provide a stronger foundation for deeper customer insights that can significantly elevate the HCP experience and deliver impact across the entire brand lifecycle. Ultimately, personalization and delivery of an improved HCP experience can drive credibility, trust and loyalty — the goals of any HCP engagement strategy.

## Step 2: Consider outsourcing as a strategic, longer-term option

Traditionally, outsourcing has been viewed as a short-term solution to address shortages in talent, gaps in infrastructure or temporary fluctuations in workflow. However, with the rising complexity and demand in meeting evolving HCP expectations, many life sciences companies are now reconsidering the longer-term advantages associated with outsourcing for HCP engagement.

A third-party outsourcing provider can provide a number of benefits:<sup>2</sup>



### **Fast-track omnichannel implementation:**

Outsourcing brings you an effective and more agile way to put in place all the capabilities to “hit the ground running,” capitalizing on short, medium- and longer-term opportunities.



### **Access to knowledge and expertise:**

By integrating specialized domain expertise, coupled with access to state-of-the-art technology and best practices, you can considerably accelerate your strategy and the learning curve of your brand team and organization to enable faster, agile implementation.



### Step 3: Deliver a winning HCP customer experience with the right talent

The integration of data and technology with people is a critical aspect of strategic execution. Dedicated teams with the right skills and capabilities for today's HCP engagement can ensure you reach full brand potential and achieve excellence in omnichannel engagement. The skills and competencies needed to deliver a winning HCP customer experience are diverse and cover a wide range of capabilities.

It can often be a challenge to find talent that can deliver across this span of capabilities, and to recruit in-house. The need to prepare customer-facing teams

to embrace this new omnichannel future is driving a significant rise in the need for more specialized roles through outsourcing partners. At IQVIA, we have evolved our customer-facing capabilities through IQVIA Engagement Specialists. These talented professionals are strategic leaders who possess the core skills and competencies needed to deliver omnichannel excellence. They are highly skilled in orchestrating content and channels according to HCP preferences. Equipped with integrated insights and advanced next best technology, they can deliver best-in-class customer engagement that reflects your brand's value proposition, strengthening HCP relationships and ultimately improving your business outcomes.

Figure 1: Core skills and competencies required to achieve omnichannel excellence



Through working with a trusted partner like IQVIA, our Engagement Specialists can deliver value to you and your HCPs:

- Experts at **strategic planning**, they create and implement HCP engagement approaches that reflect best practice across both clinical and commercial excellence
- They know how best to **optimize content and channels** according to individual HCP preferences, delivering a more cohesive, personalized customer experience
- They are **at the top of the learning curve**, staying at the forefront of industry developments and technological advancements to consistently perform at a high level
- They are flexible and readily **embrace change as required within brand teams**
- And they deliver **alignment and consistency across channels and teams**, ensuring your brand has both the depth and consistency it needs to meet the evolving demands of HCP engagement

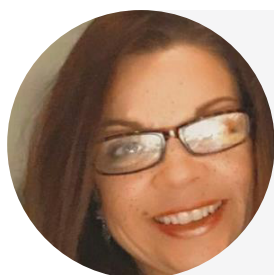
At IQVIA, we are committed to bringing together the right talent with the right technology so you can deliver omnichannel excellence in HCP engagement. Our Engagement Specialists have the skills and expertise you need to optimize your omnichannel approach and deliver trusted customer experiences.<sup>3</sup>

#### TOP 10 REASONS TO CONSIDER OUTSOURCING WITH AN IQVIA ENGAGEMENT SPECIALIST:

- Highly specialized expertise and skills
- Exceptional data, analytics and insights
- Access to AI-driven commercial intelligence
- Cross-functional coordination
- Orchestrated HCP engagement
- Omnichannel harmony across personal and nonpersonal channels
- Change management capabilities
- Faster real-time decision-making
- Higher efficiency and agility
- Competitive differentiation

## Conclusion

Navigating the complexities of today's HCP engagement requires precision focus on integrating the right data, technology, infrastructure *and* talent. One way to optimize HCP engagement to achieve omnichannel harmony is through long-term outsourcing. Working with a skilled partner like IQVIA can help you deliver the optimal experience your customers now expect while strengthening relationships for the future.



**CARRIE EVANS**, Director, Global HCP Engagement, Commercial Engagement Services

Carrie works in the Global HCP Engagement Team within Commercial Engagement Services where she is a specialist in Customer Experience and HCP Engagement through the harmonization of digital and people-based channels within an omnichannel strategy across global markets.

A Fellow of the Chartered Institute of Marketing, she has 30 years' senior experience in life sciences across commercial, consulting, marketing and strategic market access roles.

## References

1. Evans C, Woods T, Wooden C, Bayley H. [Time to take omnichannel action: Delivering an optimal customer experience through the harmony of people-based and digital channels](#). IQVIA white paper. 2024.
2. Evans, C. [The journey towards omnichannel harmony](#). IQVIA blog. October 15, 2024.
3. [Excellence in healthcare professional engagement starts with great customer facing teams!](#) IQVIA. July 2024.