

Pharma CX: The Solution Lies in Converging Silos

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For pharmaceutical companies, the number of available sales and marketing channels is increasing along with the types of devices and methods used by healthcare providers (HCPs) to consume medical information. Digital channels are increasing in number and importance. As younger doctors and other health professionals join and move up in the ranks, digital communications on mobile devices like smartphones and tablets are often a preferred method of receiving information about medications and associated conditions. These developments offer a great opportunity for innovative companies to digitally orchestrate interactions with prescribers and influencers while improving efficiency and gaining trust with these providers.



HCPs have become more comfortable with digital technology. Many have grown up texting, posting and reading social media. Email is old hat for these providers, but remains important. While most HCPs value personal visits by company reps, others have little time for visits and many, especially primary care providers, are restricted from receiving rep visits. In this environment, it becomes critical that each communication with the HCP is appropriate, valued, and productive. By orchestrating these

customer engagements, whether by sales reps, marketing teams, call center staffs, medical affairs or others, pharmaceutical companies can generate the maximum impact for HCPs while avoiding repetition. When every interaction becomes relevant and timely, trust is built.

Coordination and orchestration of these messages and media will require more than new software and hardware. Silos of data, especially customer data, must be broken down within pharmaceutical companies. Sales, marketing, brand and geographic data about customers, products, campaigns, effectiveness and digital assets must be made available across departments and functions in order to develop a single identity of the customer – often an HCP. By knowing what "the other hand is doing," then learning and accepting the relevance and importance of that interaction, all stakeholders can begin to orchestrate every engagement, and contribute to a consistent and relevant message. Buy-in to this approach by leaders in each department (and former silo) will be critical. Incentives and roles must be designed with orchestrated engagement in mind – a successful product adoption or conversion must be a shared result regardless of the sequence of interactions that led to it.

The suite of technologies necessary to achieve true orchestration of customer engagements exists today – cloud-based mobile CRM, multi-channel digital asset management, advanced analytics for "next best action," cloud-based MDM, marketing automation and others. The challenge for pharmaceutical companies may lie in:

- Designing roles and processes within sales, marketing, IT, and medical departments which result in increased orchestration of valued customer interactions while reducing overall interactions
- Coordinating new IT platforms which facilitate sharing of internal and external sources of data from multiple departments and systems
- Assigning responsibility for platform design, goals and performance, including make/buy, vendor selection and internal points of contact

For most companies, the clearest path to orchestrating their customer engagements may be selecting vendors or partners with deep life sciences industry expertise and broad knowledge of the underlying processes, technologies and sources of data. By leveraging new technology, customer interactions will become more impactful and relevant while increasing efficiency and building trust.