

Transforming the Customer Engagement Model with Best-in-class Data and Technology

Highlights from TechIQ Europe 2022

TechIQ Europe 2022's afternoon Customer Engagement breakout session featured Jennifer Bell, Global Product Owner – EpiCX from Roche, Çağrı Çaylak, Global Commercial Digital Lead, Digital Transformation & IT, Bayer Consumer Health, Sunny Dosanjh, Senior Account Manager at Incyte, and Konstantinos Psichoulis, Corporate Communications Manager, AENORASIS S.A. speaking to the latest methodologies of engaging customers and prospects effectively across communications channels. Here are some highlights.



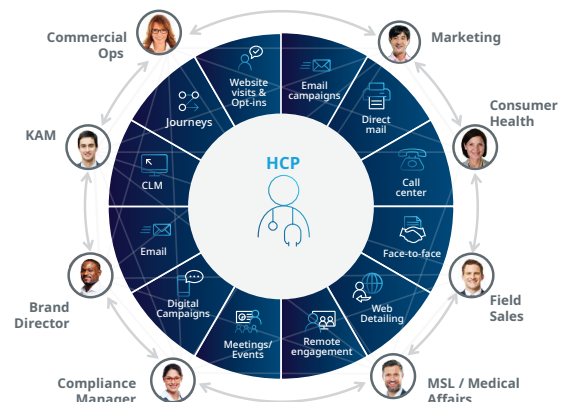
IQVIA's Vice President of Customer Engagement Technology, Emiliano Gummati, opened the session by reviewing pharma marketing's ongoing transition away from generic engagement models toward personalized experiences. The new state of the art is one in which networks of personal and digital channels are used to provide content most important to prescribers according to the time and channel they prefer. To achieve it, IQVIA deploys an engagement model that relies on Connected Intelligence™ to place individuals at the center of every interaction, regardless of the marketing stakeholder.

Changing technology needs of a new commercial model

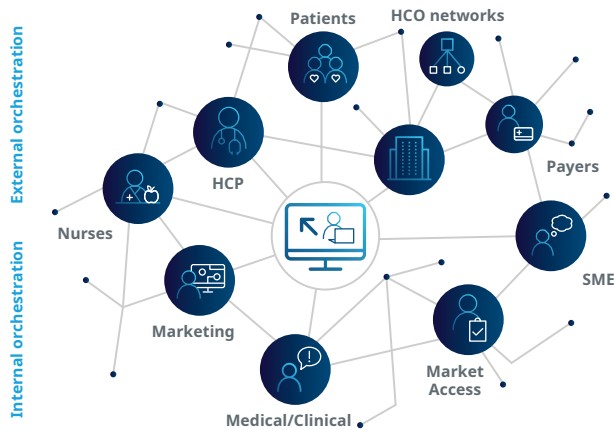
Post-COVID-19 environment presents new opportunities for intelligent customer engagement



MORE STAKEHOLDERS



MORE INTERNAL AND EXTERNAL CHANNELS



Founded in 2002 in Wilmington, Delaware, by a team of research scientists, chemists and biologists working in immunology, Incyte employs approximately 1500 people with operations in the U.S., Canada, Europe and Japan. Incyte is advancing a growing pipeline of medicines across two franchises: Oncology and Inflammation & Autoimmunity. Senior Account Manager Sunny Dosanjh led the portion of the session focused on engagement through events with an overview of a meeting series sponsored by Incyte Biosciences Ltd co-developed with IQVIA.

The 'In Conversation With' series targeted HCPs across the UK and was designed to meet an ongoing need for medical education and peer to peer engagement. Utilizing a multichannel strategy to drive attendance, Incyte provided attendees with a rich menu of features and content, including:

- Online library for targeted messaging
- Downloadable accessible content
- Presenter Bios
- Analytics reports
- Networking channel and Q&A chat feature
- On demand viewing leveraging repurposed material
- Downloadable accredited educational certificates

The series ultimately leveraged 10 external subject matter experts to reach 256 attendees across 51 UK NHS Centers.

The second presenter focused on events was Konstantinos Psychoulis, Corporate Communications Manager - Aenorasis S.A. and President of the Organizing Committee - EEFAM 2022 Conference. Konstantinos spoke about the first hybrid event for the Hellenic Association of Pharmaceutical Management (EEFAM). Active for 30 years, the organization has 1200 members, and its EEFAM Congress is the leading educational event for the healthcare industry in Greece.



Its 13th Congress, 'Meta Pharma: Shaping the future of Healthcare together' was a hybrid event in April 2022. Konstantinos and his team worked with IQVIA to deliver on four key objectives: to drive sponsorship and networking opportunities, to deliver a rich attendee experience, and to make the event interactive, innovative, and fun. Features included an interactive virtual lobby and gamified engagement, with participants accumulating points for each activity in order to win an iPad. Event KPIs included:

- 1074 registrations (most ever)
- 502 virtual attendees
- 473 physical attendees
- 62 sponsors
- Record revenue