**Oi** | **CASE STUDY:**
OMNICHANNEL MARKETING PROGRAM FOR HCPS

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# Omnichannel marketing program for HCPs

Our client, a global pharmaceutical company, commissioned us to develop and implement an omnichannel marketing strategy to drive growth of a key product in their Established Products portfolio. The product is the market leader in its therapy area, where currently only 8% of potential patients are treated.

Following a decision to stop promotion of the product in the previous year, sales had declined. This decline prompted an initiative to find a new approach to restore the growth curve.

Working closely with leading clinicians in the field, we developed a series of educational webinars and interactive learning modules to help health professionals identify and treat patients with the associated disease. By growing the market and reinforcing our client's product as the gold standard therapy, we could restore the product back to growth.

The educational program was then integrated into an intelligent matrix of online content that enabled us to evolve the user journey across channels to provide an end-to-end customer experience; from event registration, through to remote-detailing discussions with multi-channel account managers. Dynamic content recommendations were presented to users based on insights gathered from previous interactions and this ensured that each individual user session was optimised and highly focused.

## METHODS AND TACTICS

### Audience segmentation & targeting

Customers were segmented by their current beliefs, behaviours and channel preferences and the desired behavioural change was clearly defined for each segment to ensure multi-channel content could be effectively targeted.

All content created for the program was then mapped against the customer segmentation model to identify the key content that could best support the required behavioural change for each customer segment. This information was then leveraged by the dynamic content engine to ensure appropriate content suggestions were made to the right person at the right time.

### Omnichannel marketing

To supplement the educational webinars, the program provided supporting information relevant to each target customer's needs which was available when, where, and how they wanted to access it – through multi-channel platforms.

To **increase customer engagement** we needed to tailor content at a more granular level. This meant producing multi-channel content that had to be maintained in a variety of formats. To streamline the content production and LMR processes, we utilised **Veeva Vault PromoMats** as this provided us with complete visibility and control of all of the materials throughout the project lifecycle.

An **Online Resource HUB** was created as the central focal point of the campaign to ensure that all off-line and online campaign activities could be integrated and tracked. The HUB included an intelligent content engine that monitored the click behaviour of visitors and then dynamically presented relevant / related content options to the user in order to engage them deeper into the supporting content of the program (across *ALL* channels). The HUB was also integrated with the **Veeva CRM** system to ensure that when customers needed further support from the client, appropriate discussions with multi-channel account managers could be initiated and customer insights could be leveraged to improve the relevancy of the conversation – thus ensuring customer interactions were optimised and evolved across channels.



**The campaign was successful in driving growth of the product, achieving +17% absolute growth in year #1.**

'Live' thought leader webinars were broadcast directly utilizing **Zoom Webinars,** which integrated directly into the multi-channel matrix, ensuring HCP registrations and webinar activations were all controlled via. the online resource HUB. Email confirmations and engagement follow-up communications were scheduled and triggered using **Veeva CRM Approved Email** or **Salesforce Marketing Cloud.** This enabled us to stay connected with HCPs engaging with the program by providing tailored communications directly to them based on their professional needs and individual customer journeys.

CPD accredited online learning modules were developed for the program (using **Veeva CRM Engage for Portals**) to supplement the 'live' and recorded webinars to ensure that HCPs participating in the program could actively test their knowledge and compare their answers against their peers whilst gaining CPD points in recognition of their effort.

Along with the 'live' webinars, these CPD accredited online learning modules proved highly effective in attracting HCPs to the program.

The remote-detailing channel (using **Veeva CRM Engage Meeting**) enabled multi-channel account managers to further orchestrate customer interactions and continuously improve the relevance of the information they shared with customers to drive further interactions. The primary focus of these discussions was to help HCPs identify untreated patients with the disease within their practice, so we developed an innovative and robust methodology to calculate the prevalence of the disease at practice level to support customers and help them identify patients. Multi-channel account managers could then follow up their calls by sharing customised reports, guidelines, tools and recommendations via **Veeva CRM Approved Email.**

Self-detailing modules were created (in **Veeva CRM Engage for Portals**) that included an Artificial Intelligence host which helped the customer navigate their way through the information – the AI host was also able to benchmark customers against the segmentation model during its discussions enabling it to make further relevant content recommendations. This was also utilised to enable us to measure behavioural change following a customer's engagement with key content in the matrix.

By understanding which content worked most effectively to drive behavioural change, we were able to continuously improve the program and focus time and energy on the channels and content that were most impactful.
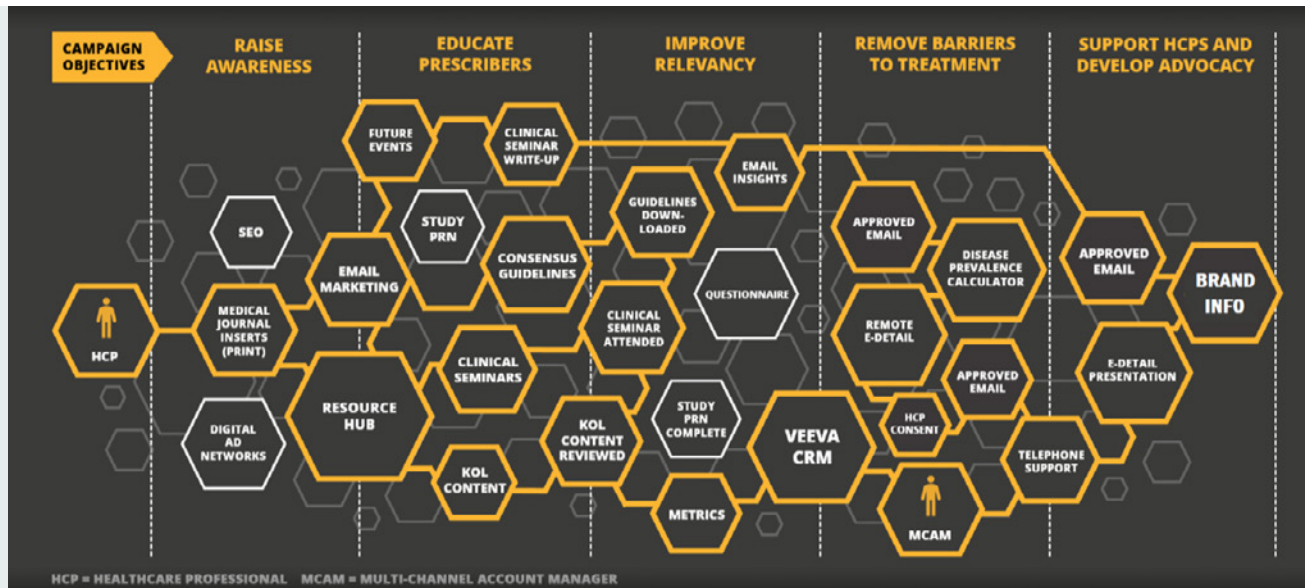
**The omnichannel strategy has continued to drive growth for the brand and now in 2020 the programme has been rolled out in Australia, Brazil, Japan, UK and other key markets across the world.**

## METHODS AND TACTICS

Developing an effective engagement journey across channels for a variety of customer types (at various stages of adoption) requires an algorithmic approach to ensure that wherever the customer is on their journey, relevant content and interaction options are presented based on their specific information needs.

The above model is a simple diagram of the customer journey through this program. The customer profiling matrix algorithm is then applied to each channel interaction to trigger the appropriate next step content/ interaction recommendations.

## STAKEHOLDER AND CLIENT VERDICTS

HCPs who have participated in the program now have the clinical understanding, tools and resources they need to identify patients with the disease who may otherwise have remained untreated.

## CLIENT TESTIMONIALS

*"With this initiative, you not only achieved growth whilst maintaining market share, but you also established a go-to-market model for other brands and countries. In short, the entire project can be seen as exemplary on how we can make the most out of less in an innovative way."*

**GLOBAL HEAD OF ESTABLISHED PRODUCTS**

*"Together, Oi and the Marketing team have produced a virtual treasure chest of content and practical learning's which can now be adapted by other countries."*

**HEAD OF BRAND MANAGEMENT**

## AWARDS FOR THIS CAMPAIGN

• PM Society Digital Awards - Effectiveness Awards - Promotional programs & campaigns

• PMEA Awards - Excellence in Engagement through Multiple Channels

• PM Society Digital Awards - Effectiveness Awards - Multi-channel Campaign

• PMEA Awards - Excellence in Marketing Established Products

• PMEA Awards - Excellence in Innovation

## ABOUT OI

Established in 1999, Oi is considered one of the leading marketing innovations agencies in the Life Sciences sector. As Veeva full-service partners, Oi has proven expertise in maximising Veeva technologies.

With offices in the USA, UK, India and Australia, Oi is committed to helping global enterprises deliver complex omnichannel marketing campaigns.

**FURTHER INFORMATION:**

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