

How to efficiently introduce Veeva CRM Engage Meeting into an existing multichannel portfolio



SYNESIS is an Italian agency boasting a strong and long experience within the Global Pharmaceutical Market.

Whenever you need to introduce a new tool into an existing pool adopted by the field force, you will meet difficulties and resistances. The secret for success is a deep knowledge of the tool you are introducing, and the direct involvement of selected field force champions who will advocate and act as evangelists helping drive adoption by the rest of the field force.

“If you always do what you’ve always done, you’ll always get what you’ve always got.”

Henry Ford, founder of the Ford Motor Company



Today **SYNESIS** boasts the longest experience with Veeva in Italy and the greatest number of certified people inside. SYNESIS creates and develops hundreds of CLM presentations as well as Approved Email, Engage Meeting and MCE projects per year without depending on external partners.

We recently had the opportunity to support one of our customers during the start-up of Veeva CRM Engage Meeting as a new powerful channel for HCPs as well as for reps.

Veeva CRM Engage Meeting is quite a new tool designed to open up a digital channel between life sciences companies and healthcare professionals (HCPs).

Some of the key benefits coming from this new channel are:

- 1. CUSTOMER ENGAGEMENT IMPROVEMENT** by delivering the information HCPs need with a convenient and compliant online content sharing and collaboration tool;
- 2. PRODUCTIVITY AND REACH INCREASE** by ensuring a greater coverage and frequency, with tailored contents.

SYNESIS is proud to say that this project has been a great success. Veeva CRM Engage Meeting is being used by the entire Scientific Communication lifecycle of the Pharmaceutical Company we are working with.

The success can be attributed to the accurate analysis of the potential hindering aspects we face during the start-up and the internal selling of this new tool.

The biggest concern came from the field force fearing to be replaced by this new channel –diminishing their role and credibility with their HCPs. It was not easy to convince them that Veeva CRM Engage Meeting is an additional sturdy utensil they can add to their field strategy and knowledge.

How to build a successful CLM presentation for Veeva CRM Engage Meeting

First of all, you need to consider that this is a “remote” meeting and focus on all the characteristics of this kind of interaction with the HCP and the positive aspects with respect to a f2f meeting.



Characteristics of a remote meeting

- Lack of visual signals (e.g. paraverbal communication)
- Lack of empathic signals (e.g. paraverbal communication)
- Impossibility to “see” what the doctor does during the meeting (you can just see his face into the camera)
- Potential connectivity troubles/defects (e.g. slow/bad connection)



Pros of a remote meeting vs. f2f meeting

- HCP can participate when and wherever preferred (meeting on their mobile is even possible)
- HCP has dedicated a time slot for this interaction, suggesting interest and better concentration
- Improves reachability of HCPs difficult to meet in person
- Better involvement of younger HCPs more digital oriented (e.g. digital natives)

Keeping these aspects in mind, you can create a very powerful CLM presentation dedicated to your Veeva CRM Engage Meeting channel. This CLM Presentation, in comparison with a “standard” CLM Presentation to be used during f2f interactions, will be shorter, easier to navigate, clear and simple. With less distractions on each slide, you will avoid losing your HCP’s attention.

It is really important to properly train your reps on how to use this new tool, allowing them to face basic technical questions and obstacles that could affect the quality of the meeting and their credibility.

The field force really appreciated being able to manage everything from within their iPad. From scheduling to sending the invitation, up to running the presentation itself, the quality of the tool has enabled them to engage their customers smoothly and efficiently.

The camera presence and the ability to live chat with their HCPs have been the “cherry on top”!

Bringing Rep-2-HCP interactions to the next level

Technology is always improving and supporting the way pharma delivers value and contents to doctors.

Remote meetings represent a further tool and it’s efficacy has to be defined finding the right balance between in-person and remote meetings.

Reps report that *Veeva CRM Engage Meeting’s adoption increased reachability in the field.*