

Improving Field Execution by 46% in Nine Months

Three steps that led Organon to increase their interactions with priority HCPs

After separating from a leading biopharma company in 2021, Organon faced some challenges including low segmentation and targeting rates, lack of standardized processes, reliance on manual tools and limited data analytics capabilities. Here's how the company harmonized its business process, data, and technology.

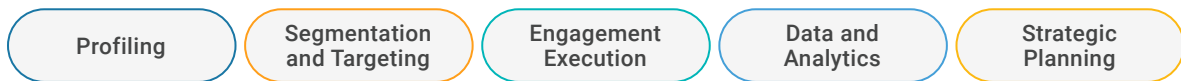


We couldn't integrate local segmentation and targeting data and centralize the view across the company. We needed to simplify to get that visibility.

— Maciek Wojtaszewski, Omnichannel Customer Engagement Director, Organon

STEP 1

Define five key global framework areas



STEP 2



STEP 3

Choose the right technology stack to support change

FORMALIZE BUSINESS PROCESS STRUCTURE

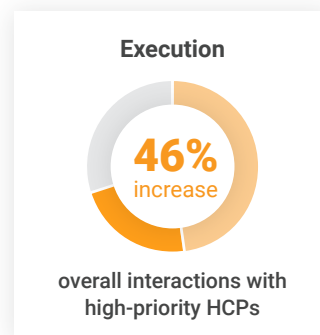
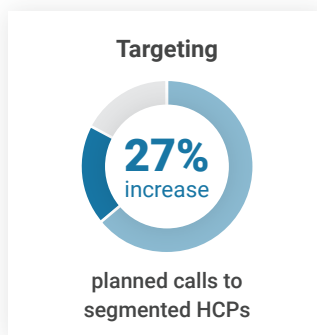
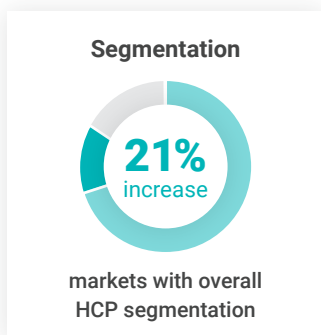
	CADENCE	STAKEHOLDERS
Strategic Planning	Once per year, starting one quarter before the profiling process	Marketing, Commercial Operations, Field, Digital team
Profiling	Yearly or semesterly CRM surveys + ad-hoc surveys based on business needs	Marketing, Commercial Operations, Field team
Segmentation and Targeting	Quarterly cycles by cloning and adapting targeting rules	Commercial Operations, Field, Sales team
Engagement and Execution	Quarterly or semestral cycles of execution	Marketing, Field, Sales, Digital team
Data and Analytics	Continuous, in line with relevant business processes and decisions	Marketing, Commercial Operations, Field, Sales, Digital team



Adoption Best Practices

Organon and Veeva developed a strategy to ensure widespread adoption of Veeva Align. Best practices include:


- Actively engaging key stakeholders from the outset to ensure they understood project goals and impact
- Regular meetings with key stakeholders to gather their feedback, understand their needs and concerns, and address potential roadblocks
- Cross-functional representation to promote collaboration and buy-in
- Providing a global framework so employees had a one-stop-shop for any Veeva Align questions



KPI Improvements in the First Year




55%
reduced time
on territory
realignments



1-step
process onboarding
of a newsales rep
in CRM



5x
faster
targeting
creation



99%
less spreadsheets
with integrated
Territory Feedback



We like working with Veeva Align. It's simple and intuitive."

— Maciek Wojtaszewski, Omnichannel Customer Engagement Director, Organon

Hear Organon speak about its journey to omnichannel field planning.