

Veeva & U

Veeva Multichannel CRM Webinar

Hybrid Field Force 2021

The Evolution of Remote Engagement





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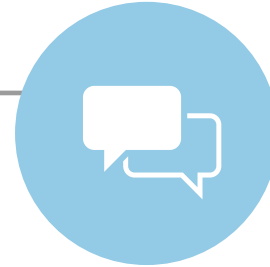
Webinar Housekeeping



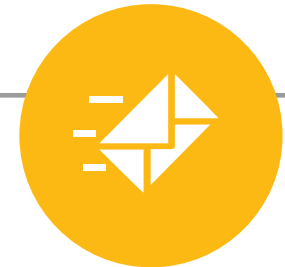
Microphone will be muted throughout the session



Please use the Q&A function to ask questions



Questions will be answered at the end of the session



You will receive the presentation & recording of after this session through email

Thanks for being with us today!

Agenda

1 Overview – *The new trend is here to stay*

2 The Hybrid Field Force – *The S-move*

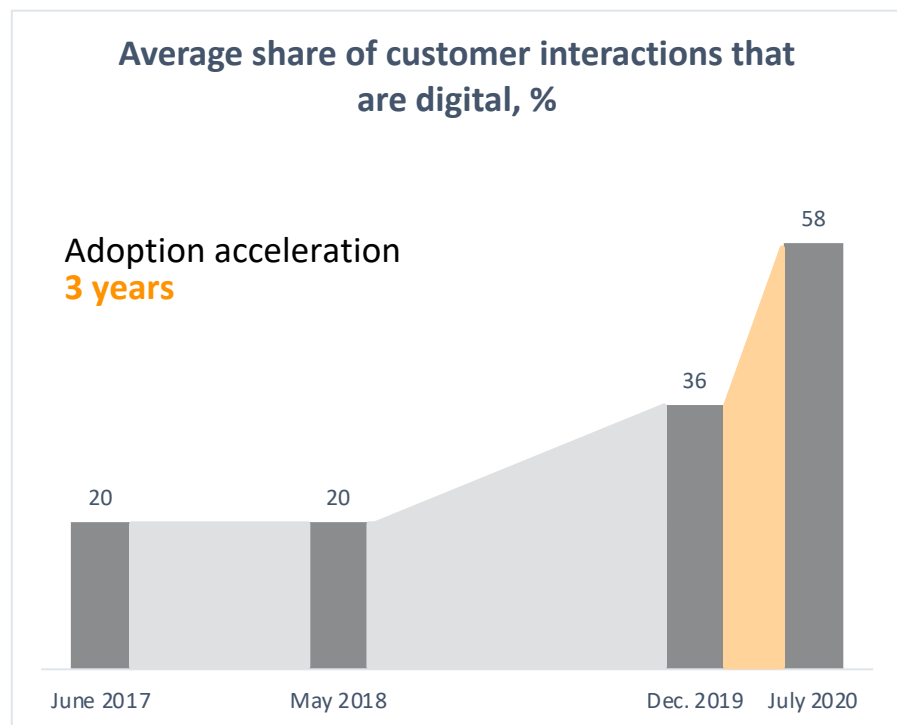
3 Demo – *The Hybrid Rep in the Commercial Cloud*

4 Q&A



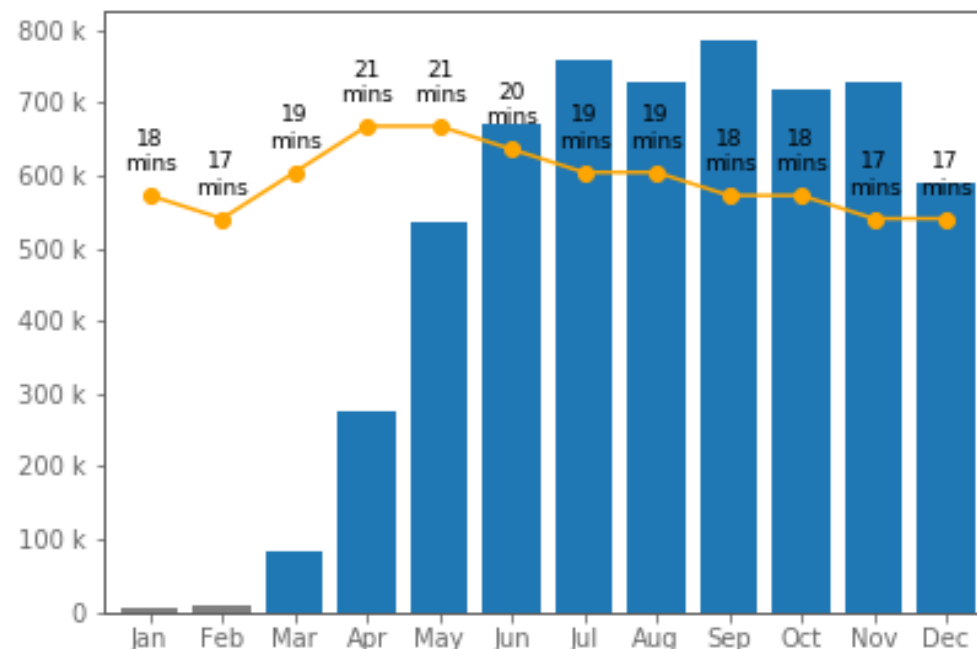
The World Has Moved To Digital

ALL INDUSTRIES



Source: McKinsey 2020 How COVID-19 has pushed companies over the technology tipping point – and transformed business forever

LIFE SCIENCES



Source: Veeva Pulse data

Continued rise

New trends

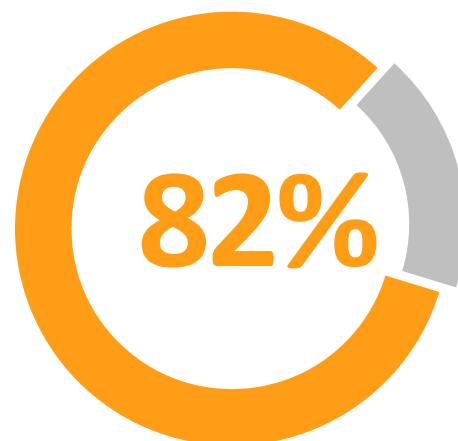
Back to pre-CV19



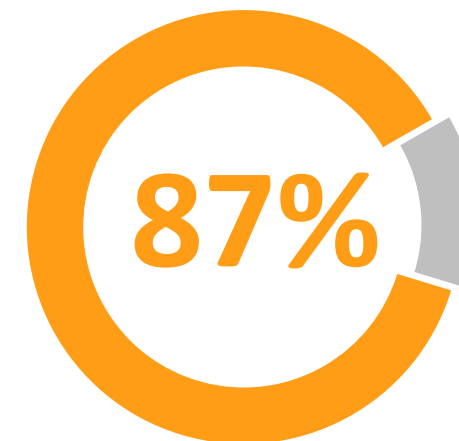
New Digital Trends Are Here To Stay



of patients want to use technology more with HCPs¹



of HCPs have seen pharma companies change their communication²



of HCPs want either all virtual or a mix of virtual and in-person meeting³

1: Accenture Survey of 2700 patients July 2020
<https://www.accenture.com/lu-en/insights/life-sciences/coronavirus-patient-behavior-research>

2, 3: Accenture Survey of 720 HCPs August 2020
<https://www.accenture.com/lu-en/insights/life-sciences/coronavirus-changing-pharma-hcp-engagement>



New Digital Trends Are Here To Stay

200,000+



Approved Emails per day

900,000+



Engage Meetings
downloads by HCPs

20,000+



Engage Meetings per day

Source: Pulse data as of January 5, 2021

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Global Digital Evolution

- The **Global Digital Evolution Index (DEI)**
- A data-driven holistic evaluation of the progress of the digital economy across **90 countries**, combining more than **100 different indicators**
- Not pharma specific



Digital Evolution Helps Anticipating Efforts On Adoption





Build Champions With Break Out Countries

Break out

China, Russia, Poland, Bulgaria,
Indonesia, Ukraine

“Happy to try and become champions”

Stall out

Sweden, Netherlands, UK,
France, Germany

“Hesitant but will follow”

Stand out

Hongkong, Singapore, South
Korea, Malaysia

“Too fast too digital”

Watch Out

Hungary, Peru, Nigeria, Brazil,
Egypt, Croatia

“Check country readiness”



Collaborative Governance Colored By Digital Evolution

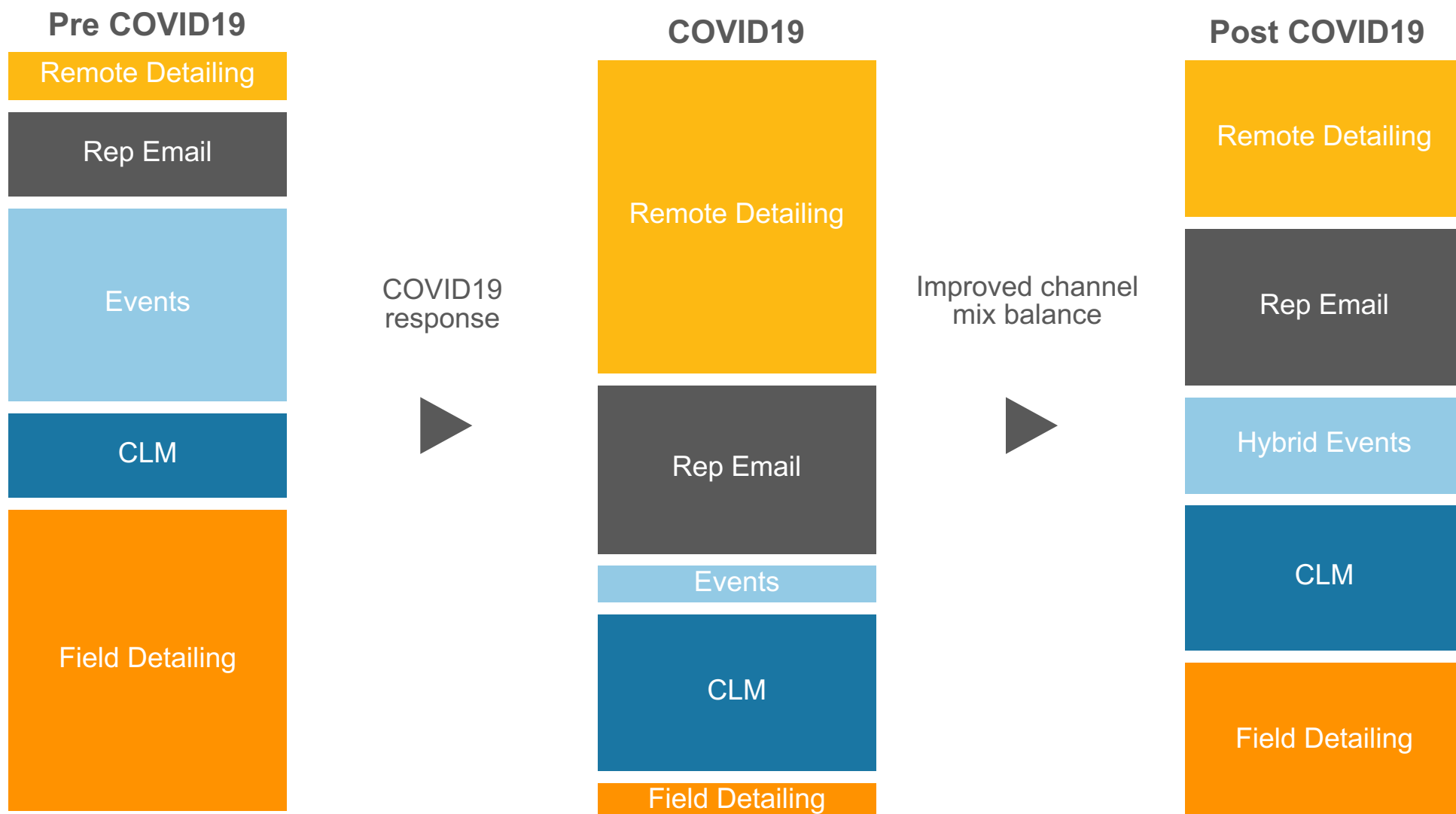


“ The greatest danger in times of turbulence is not the turbulence, it is to act with yesterday’s logic. ”

Peter Drucker

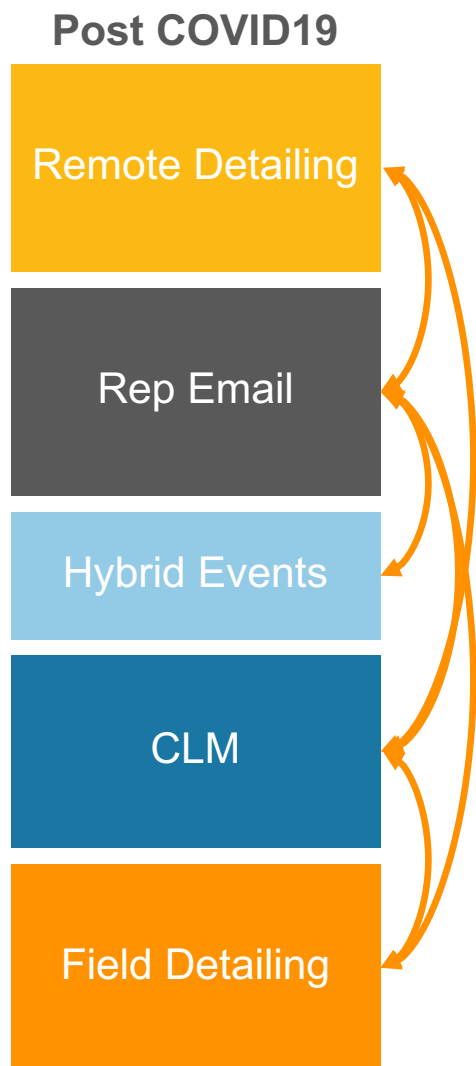


Channel Evolution



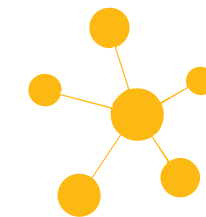


Key Learnings During COVID-19

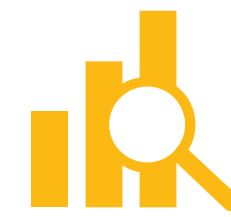


Maturing Digital Engagement

By **connecting** and pulling through the engagements across channels



By delivering **insights** to the Field Force to understand what is happening within and across channels

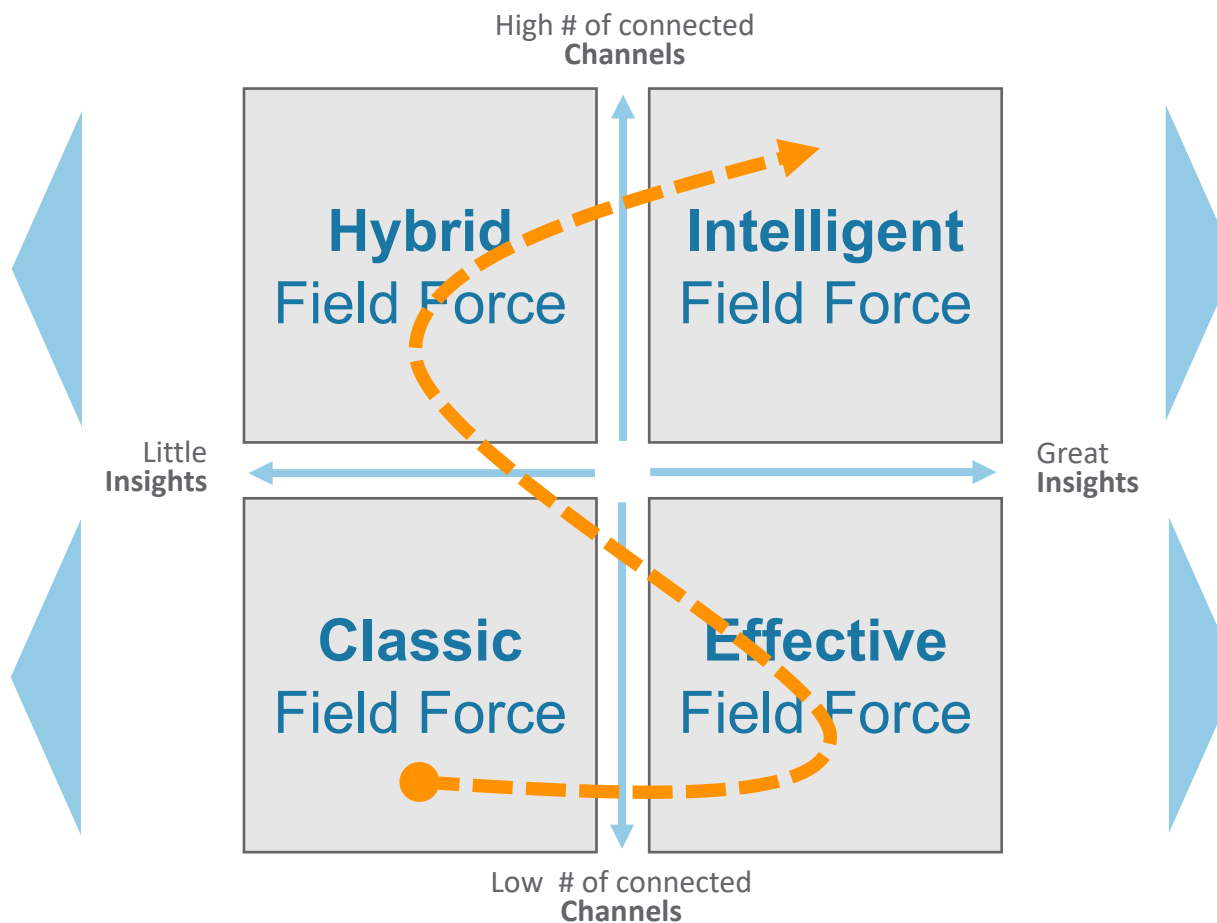




The Future Field Force

The S-move

- Providing HCP services across many channels
 - Agile to switch between Digital and F2F interactions
 - Building basic insights across all channels
-
- Mainly doing F2F interactions
 - Know the HCP by heart but not well documented
 - Using the CRM basics



- Using many & well integrated channels
 - Customer Insights on behaviour & interest with actionable insights
 - Customer journeys across teams and channel
-
- Using 1 or 2 channels
 - Having HCP Targets
 - Measuring Reach & Frequency



Field Force Archetypes

Connecting Channels and Improving Insights

Classic Field Force

Low channel, Low Insights

- Driven by F2F
- Basic CRM usage

Rep Skills & Competencies

- Strong personal relationships
- Strong presence

Why organizations don't move

- No digital maturity
- Not aware of the urgency

Effective Field Force

Low channel, High Insights

- Focused on F2F reach & freq.
- Augmented with Email

Extra Rep Skills & Competencies

- Structured & disciplined
- Service oriented

Why organizations don't move

- Act with yesterday's logic
- Too focused on traditional KPIs
- Content (speed) not sufficient
- Legacy Incentive Compensation

Hybrid Field Force

High channel, Low Insights

- Ability to use more channels
- Build HCP activity awareness across new channels

Extra Rep Skills & Competencies

- Digital technical & soft skills
- Internal networker/collaborator

Why organizations don't move

- Missing new Value Propositions
- Lacking scalable infrastructure
- Siloed departments

Intelligent Field Force

High channel, High Insights

- Connected channels
- Behavioural HCP Insights in combination with customer journeys lead to Suggestions

Extra Rep Skills & Competencies

- Digital savvy
- Analytical
- Experimental



Key Focus Areas 2021

1 Expand Value Proposition



Deliver differentiated and **tailored HCP value propositions** based on observed behaviors and broader needs

2 Enable & Connect More Channels



Deploy **multiple digital channels** that help the field force to serve HCPs and assure the possibility to **follow up across channels**

3 Develop High Impact Content



Ensure **robust measurement of content** effectiveness is fed into a leading content supply chain to fuel impactful omnichannel engagement

4 Deliver Insights to the Field Force



Capture data across all channels and **develop customer insights** for Sales and Marketing, to deliver a seamless customer experience

5 Respond Faster



Serve customers quicker by using **automated customer journeys** and system integrations to bring insights and actions faster to the field – suggestion

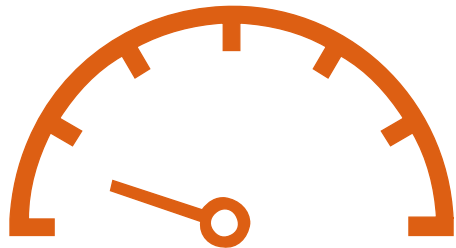


Why This All Is Very Important

Market response speed will be key for competing with competition & serve your customers

Digital Maturity

Low



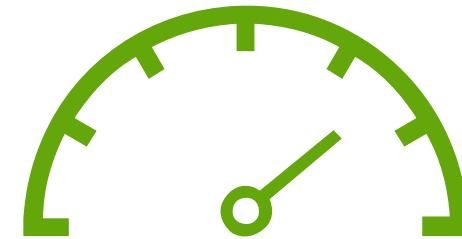
Slow and Rigid

Medium



Slow but Moving

High



Quick and Agile



Commercial Cloud

Digital excellence

Data & Analytics

Data Cloud
Crossix DIFA
OpenData
Nitro

Engagement

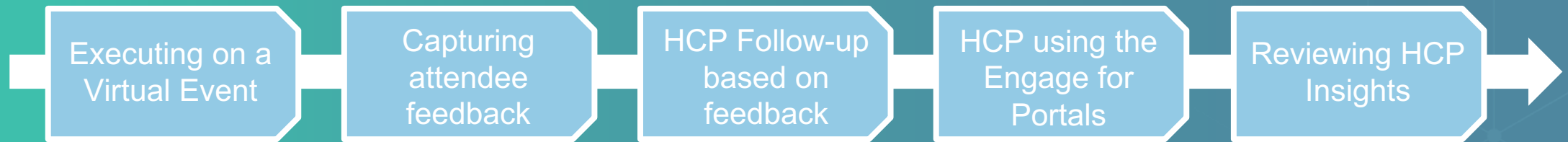
Multichannel CRM
Link
MyVeeva for Doctors

Content

PromoMats
MedComms

Business Consulting and Pulse Data

Connecting Channels & Generate Insights



Demo

A Hybrid Rep managing customer engagement using Veeva CRM

Remote Engagement

A Customer Journey

The Veeva logo consists of a white inverted triangle followed by the word "veeva" in a lowercase, sans-serif font.

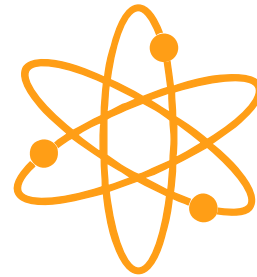


Key Takeaways

Veeva CRM and related Channels drives business outcomes



Enable digital channels
in Veeva CRM



Define a digital
customer journey &
link digital channels



Generate & use
customer insights for
Field Force

Veeva & U

Thank you

On behalf of
Francesca, Sebastien and Jeroen