

# 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

Profiling

Segmentation and Targeting

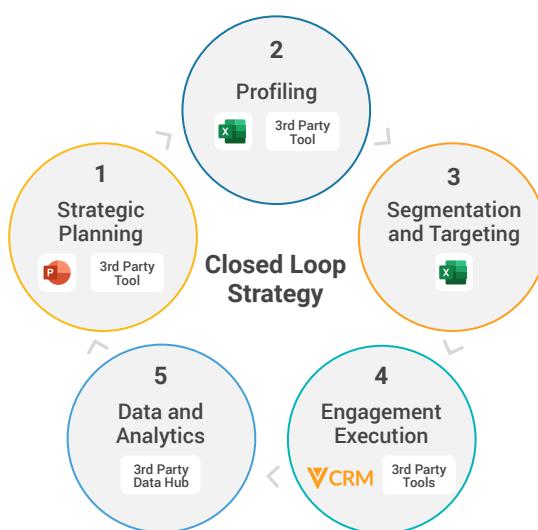
Engagement Execution

Data and Analytics

Strategic Planning

## STEP 2

### BEFORE



### AFTER



## 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

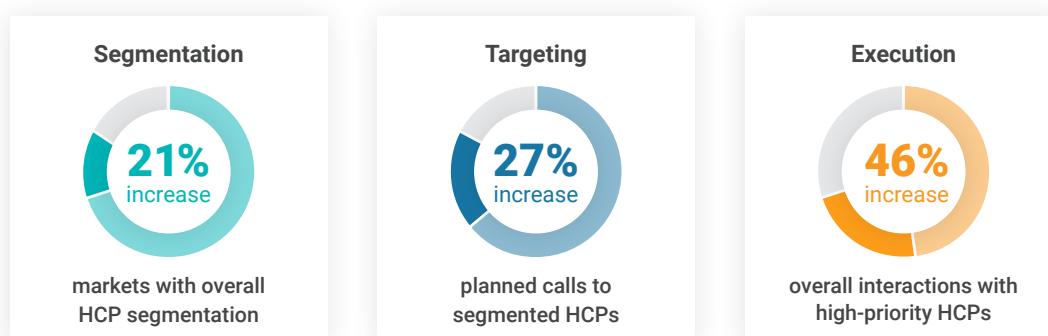


## Adoption Best Practices

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



*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.](#)