How to Maximize Omnichannel Capabilities to Accelerate Modern Customer Engagement for Biopharmaceutical Organizations

Rishi Manchanda, VP, Omnichannel Strategy

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AGENDA

1. **Introductions**

2. **Barriers in adopting an omnichannel strategy**

3. **Advanced targeting & analytics**

4. **Dashboard & KPIs**

5. **Q&A**

Rishi Manchanda
VP, Omnichannel
Strategy

Rishi has over 10 years of experience in the life sciences domain, focusing on *helping clients understand the customer and consumer journey.* He has spent most of his professional life in the *digital analytics space, understanding and providing his clients with a unified view of consumer and customer digital presence and activity*.

In his last role at W2O / Real Chemistry, he led analytics engagements for two of W2O's priority clients, helping them connect insights and recommendations with their brand marketing and communication plans. Rishi also has extensive experience in the qualitative social listening space both at Real Chemistry and IQVIA.

His educational qualifications include a Bachelor of Engineering degree and an MBA degree from India. Rishi lives with his husband in Pennington, New Jersey, and loves to travel whenever he gets an opportunity.

Stacy Hartung
VP, Omnichannel Strategy

Stacy's 20 year's experience in healthcare has been driven by her passion of turning challenges into opportunities for life sciences companies that are committed to making the world a healthier place.
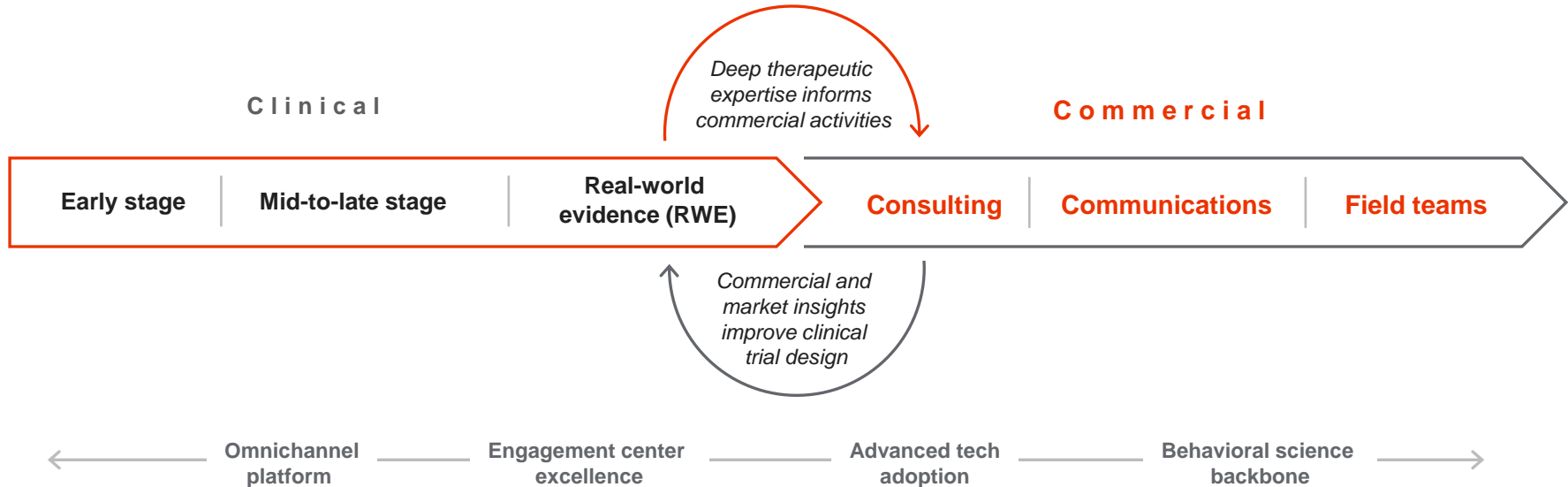
She has worked in all major medical specialties across the entire brand lifecycle to help pharmaceutical, surgical, biotech, health technology, and medical device leaders connect more meaningfully and engage more effectively with their customers.

Stacy brings her depth of healthcare experience and breadth of commercial expertise to ensure each Kinetic program exceeds expectations. Most notably, she

- Led various **multi-market and multi-method digital intelligence** projects for clients primarily in oncology, respiratory health, and rare disease at **Real Chemistry (formerly W2O)**

- At **Verilogue**, **created and led the expansion of qualitative market research offerings** to gather actionable insights across the entire healthcare network of influencers and decision-makers using **sophisticated moderation and analytical techniques** centered on the reality of customers' experiences and **applied linguistics.**

- As the Director of **Product Marketing** at **Elsevier,** Stacy was the **head of brand and communications strategy** for multiple US and global content portfolios and led a team of product and digital marketers to ensure our products were market-driven, discoverable, and competitive while driving measurable campaigns to **grow new sales and sustain customer loyalty.**

Syneos
Health

SYNEOS HEALTH

The only single source strategic end-to-end biopharma partner worldwide with access to expertise and capabilities across the network's ecosystem

Clinical

Commercial

Deep therapeutic expertise informs commercial activities

| Early stage | Mid-to-late stage | Real-world evidence (RWE) | Consulting | Communications | Field teams |

Commercial and market insights improve clinical trial design

Omnichannel platform — Engagement center excellence — Advanced tech adoption — Behavioral science backbone

Meet our enabling modern customer-engagement capability

Kinetic was built to enhance commercial growth by consistently delivering the right content to the right person at the right moment

MORE THAN DATA-DRIVEN, KINETIC IS ACTION-FOCUSED

Powered by a **team** of data scientists, behavioral experts and channel strategists
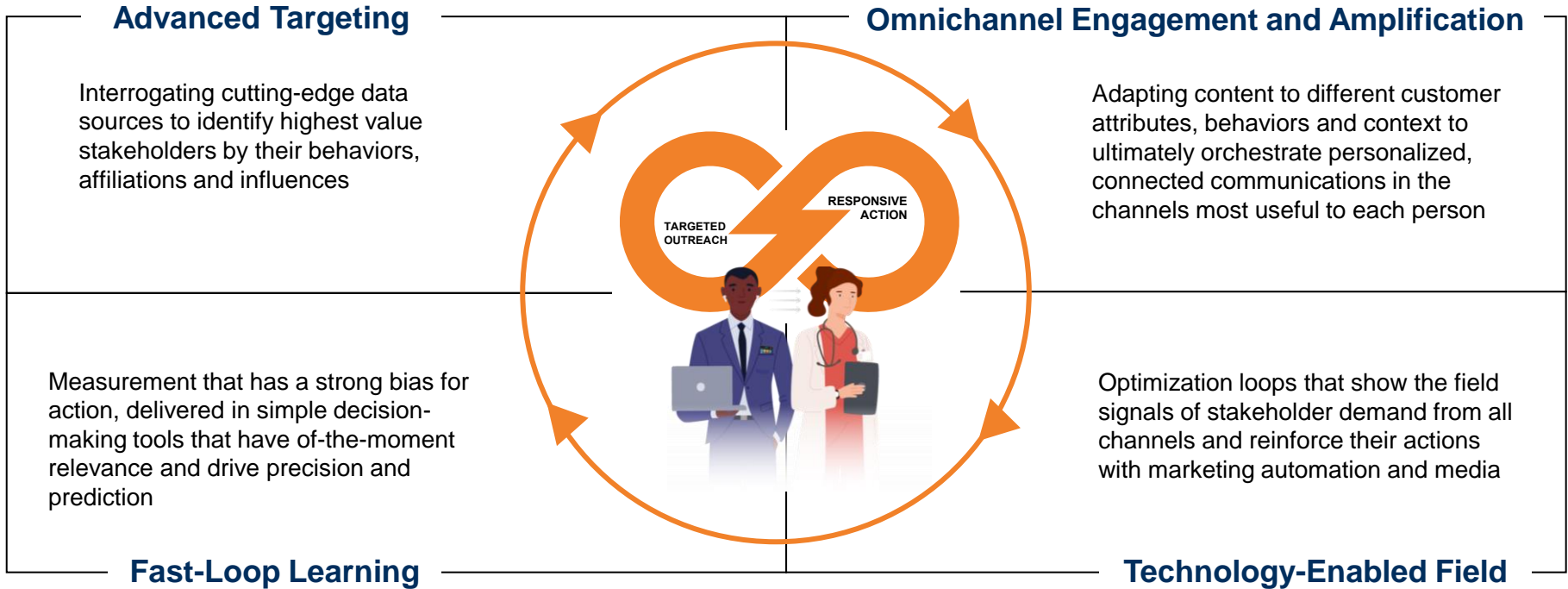
Kinetic modernizes customer engagement to address business **critical challenges** more effectively

Makes **omnichannel solutions** fully accessible to healthcare organizations

The only fully integrated clinical and commercial biopharmaceutical development company, Syneos Health was purpose-built to deliver on the promise of utilizing the full breadth of data to create stronger customer engagement through advanced technology and analytics.
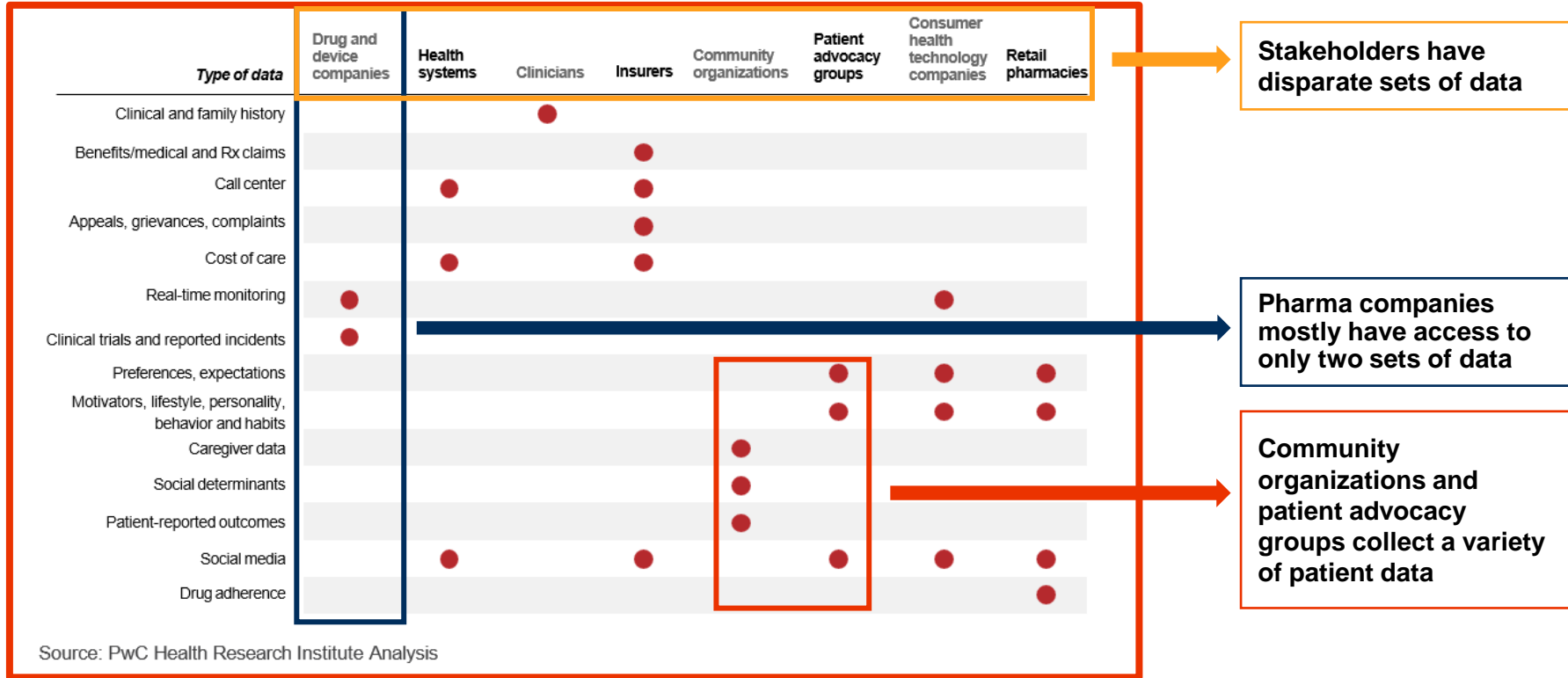
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Kinetic solutions support field operations and engagement, and drive customer responsive action

Advanced Targeting

Interrogating cutting-edge data sources to identify highest value stakeholders by their behaviors, affiliations and influences

Omnichannel Engagement and Amplification

Adapting content to different customer attributes, behaviors and context to ultimately orchestrate personalized, connected communications in the channels most useful to each person

TARGETED OUTREACH

RESPONSIVE ACTION

Fast-Loop Learning

Measurement that has a strong bias for action, delivered in simple decision-making tools that have of-the-moment relevance and drive precision and prediction

Technology-Enabled Field

Optimization loops that show the field signals of stakeholder demand from all channels and reinforce their actions with marketing automation and media

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As per research, no single stakeholder across the ecosystem has the complete picture

Type of data	Drug and device companies	Health systems	Clinicians	Insurers	Community organizations	Patient advocacy groups	Consumer health technology companies	Retail pharmacies
Clinical and family history			●					
Benefits/medical and Rx claims				●				
Call center		●		●				
Appeals, grievances, complaints				●				
Cost of care		●		●				
Real-time monitoring	●						●	
Clinical trials and reported incidents	●							
Preferences, expectations						●	●	●
Motivators, lifestyle, personality, behavior and habits						●	●	●
Caregiver data					●			
Social determinants					●			
Patient-reported outcomes					●			
Social media		●		●		●	●	●
Drug adherence								●

Source: PwC Health Research Institute Analysis

Stakeholders have disparate sets of data

Pharma companies mostly have access to only two sets of data

Community organizations and patient advocacy groups collect a variety of patient data

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Limited data creates barriers in understanding the "true" customer picture and ultimately providing them with a customized experience

1 | Offering unique experience is thought of as an added burden rather than a core focus

2 | The data to revamp customer experiences are scattered or hiding

3 | Industry stakeholders offer different data capabilities

Source: PWC Health Research Institute Analysis

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5 emerging best practices and investment areas across life sciences

AUDIENCE INTELLIGENCE	SYNCHRONIZED EXPERIENCE			PERFORMANCE INTELLIGENCE
ADVANCED TARGETING	**UNIFIED VIEW**	**TRIGGERED 1:1 AUTOMATION**	**MATRIXED CONTENT**	**PERFORMANCE ANALYTICS**
Ability to identify highest value-driving stakeholders at the individual, influencer and focused cohort levels	Mastery in automatically collecting and connecting an individual's behavior across channels	Sequencing the right messages in the right (personal / NPP) channels across delivery platforms	Fluency in how to develop, approve, library, and activate motivating, personal content at speed and scale	Consistency in decoding causal effects between activities / investments and outcomes

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Great is to deliver better value that moves beyond transactional insights while staying balanced with what is relevant to the business

Rich territory for CX innovation that is also likely to be competitive differentiation.

BEYOND THE PRODUCT
Moving beyond cost-of-entry and industry typical effort

TRANSACTIONAL INSIGHTS
Aligned to business objectives, Sis, and CSFs

Great

CREDIBLE
Will be credibly received by the customer as a solution offered by the brand
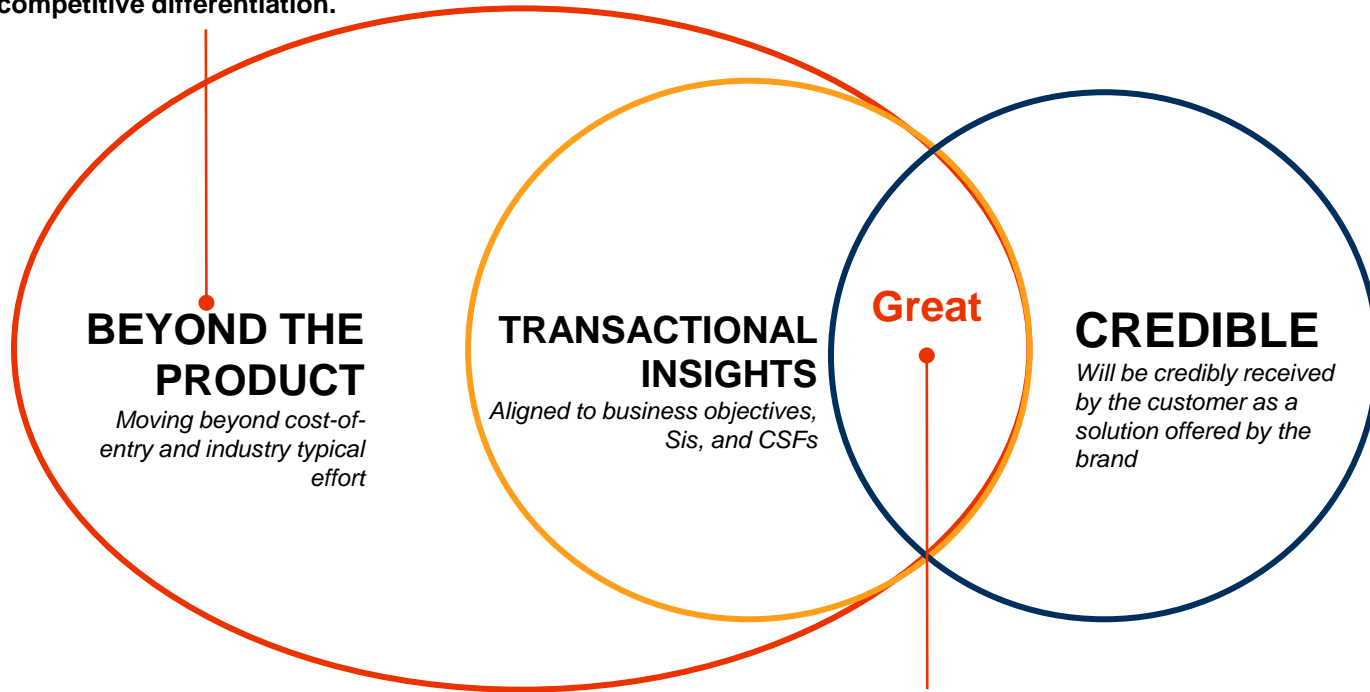
Customer experience research and design efforts that identify the micromoment opportunities for customer-centric innovation

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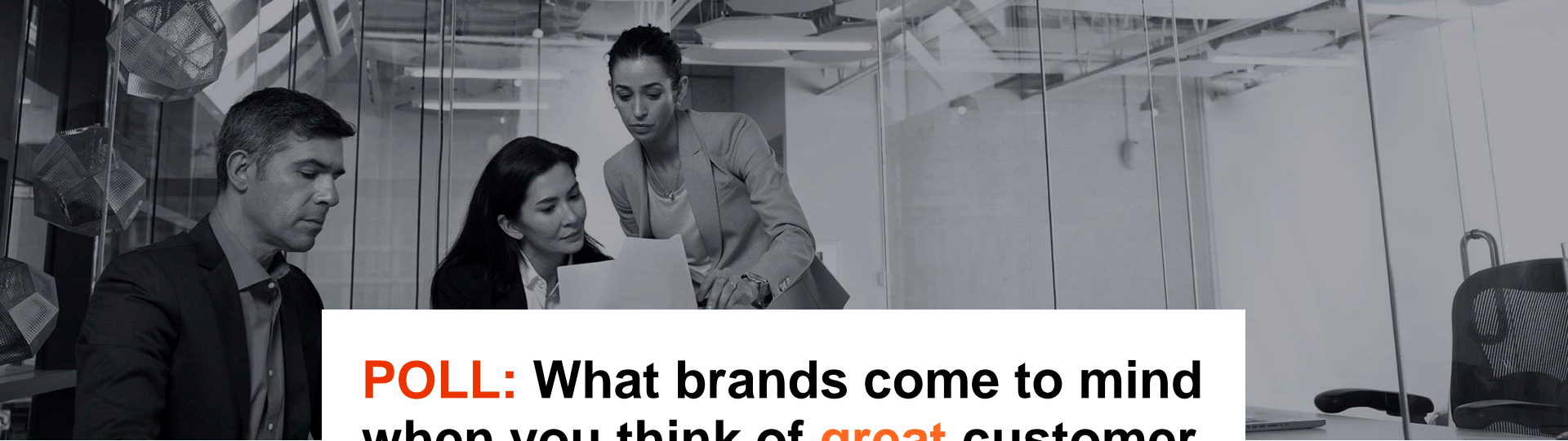
POLL: What brands come to mind when you think of great customer experience?

Some health companies are leading the way to break those barriers and offer customized experiences

Company	Tactic	Impact
Humana.	• **Analytics predict fall risks for seniors** living at home and target interventions • Also, alerts someone immediately if a member does fall	**1** Focused on journeys and not transactions
Genentech *A Member of the Roche Group*	• **Built a big-data platform** capable of **analyzing volumes of patient data in seconds** • Analyzed data of patients previously diagnosed with cancer to understand the outcomes of different patient subtypes and treatment regimens	**2** Collects data to revamp customer experience
oscar	• **Launched clinician dashboard that collects scattered data** and provides a comprehensive look at a patient's health journey • The tool generates alerts and integrates claims data to allow the clinician to see what a treatment procedure would cost	**3** Leverages data to fill data gaps

Source: PWC Health Research Institute Analysis

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Data-driven targeting: the most critical audiences

1

Targeting Brief

2

Data + Drivers

3

Targets

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Targeting Brief

Audiences that are critical to brand growth

1

Who are we talking about? _____

What is their *goal* or desire? _____

Where might we find
or engage them? _____

What is the *context* shaping
their behavior (e.g., social,
cultural, other)? _____

What current *behavior*
do we want to *interrupt*? _____

DATA

Today, there's no shortage of data. But it doesn't matter unless you make the right connections.

2

Claims + Analytics + Real world

DRIVERS

Data is more meaningful and actionable when we add human context.

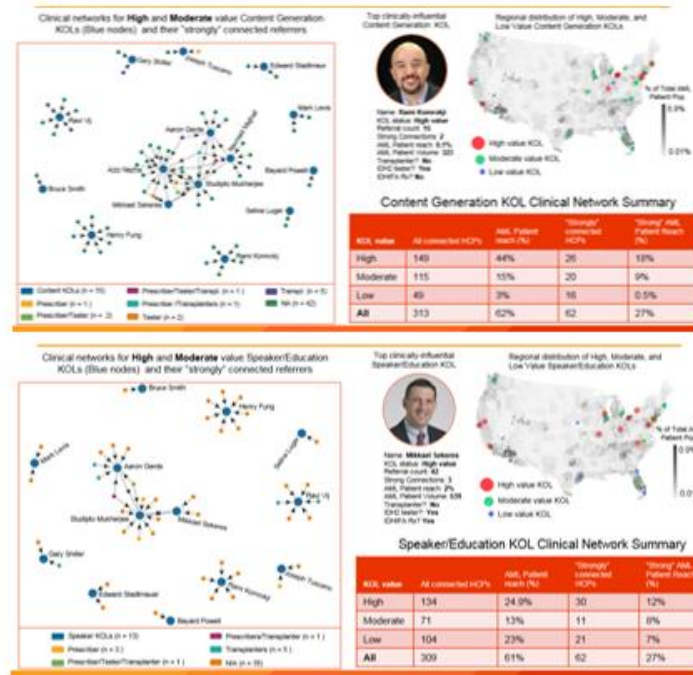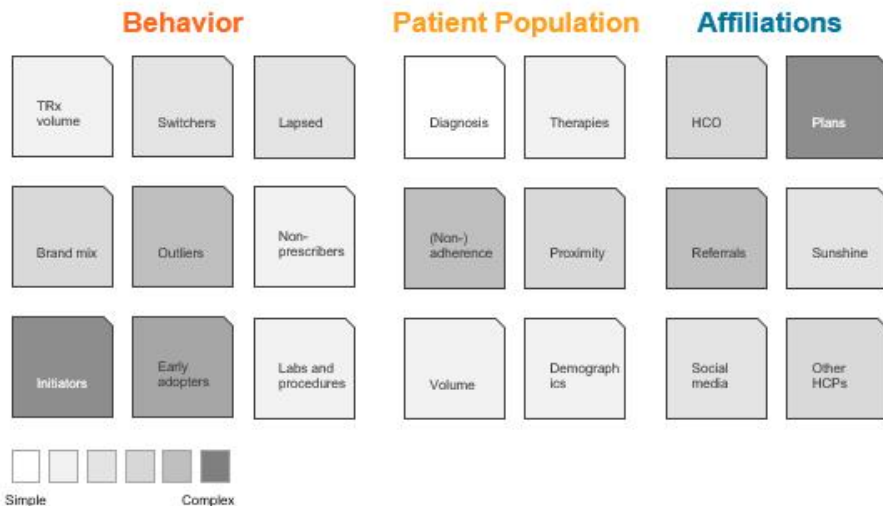**Behavioral science** + **Mindsets** + **Preferences & expectations**

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Data + Drivers
Intel on activating audiences to drive growth

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Myths about dashboards

1

Dashboards are relevant forever

2

You can never have too many dashboards

3

All stakeholders have similar takeaways from dashboards

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The reality about dashboards

1

Dashboards are a tool that serve their function for a time

2

You can have a lot of wrong dashboards that don't serve a purpose

3

Different teams view dashboards differently; customizing is key

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Best practices to build the right dashboard with the right KPIs

1   **Strong understanding of the use cases:** this may involve brainstorming sessions to narrow down to the KPIs that really drive decisions

2   **Different dashboards for different stakeholders:** people need different levels of zoom to make decisions; executives need only the key drivers for monthly meetings

3   **Combination of user experience + analysts:** it's not just showing the right data, but also about ensuring people know how to access data *(no one likes to click multiple times)*

Real-world example of creating effective dashboards

Situation

- Design a measurement program across all client partners

Solution

- Create a unified, mastered data environment from which all efforts flow using 60 variables
- Develop a suite of executive dashboards
- Connect promotional inputs to business outputs

Result

- A single source of truth and a unified view of all

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