



**U.S. SURVEY**

# **The Future of Customer Engagement in Pharma**

## How should pharma engage with its customers?

In recent years, patient centricity has become the buzzword-most-likely for the pharma industry – and it's true that pharma is right to realize the immense power that the patient wields in the new digitally-charged, interactive playing field. There are still those marketers, however, who look to HCPs and payers as their primary audience – and they're no less right for it.

In truth, payers, patients and providers are all the same. They're customers, and pharma is nothing if it doesn't engage with them.

Before patient centricity, there was another buzzword – multichannel. Moving on from years of reliance on sales reps, pharma realized it could engage with customers in a dozen different ways, at a dozen different times and using a dozen different messages. Multichannel became the only way forward for pharma marketing execs eager to take advantage of the myriad new digital channels out there.

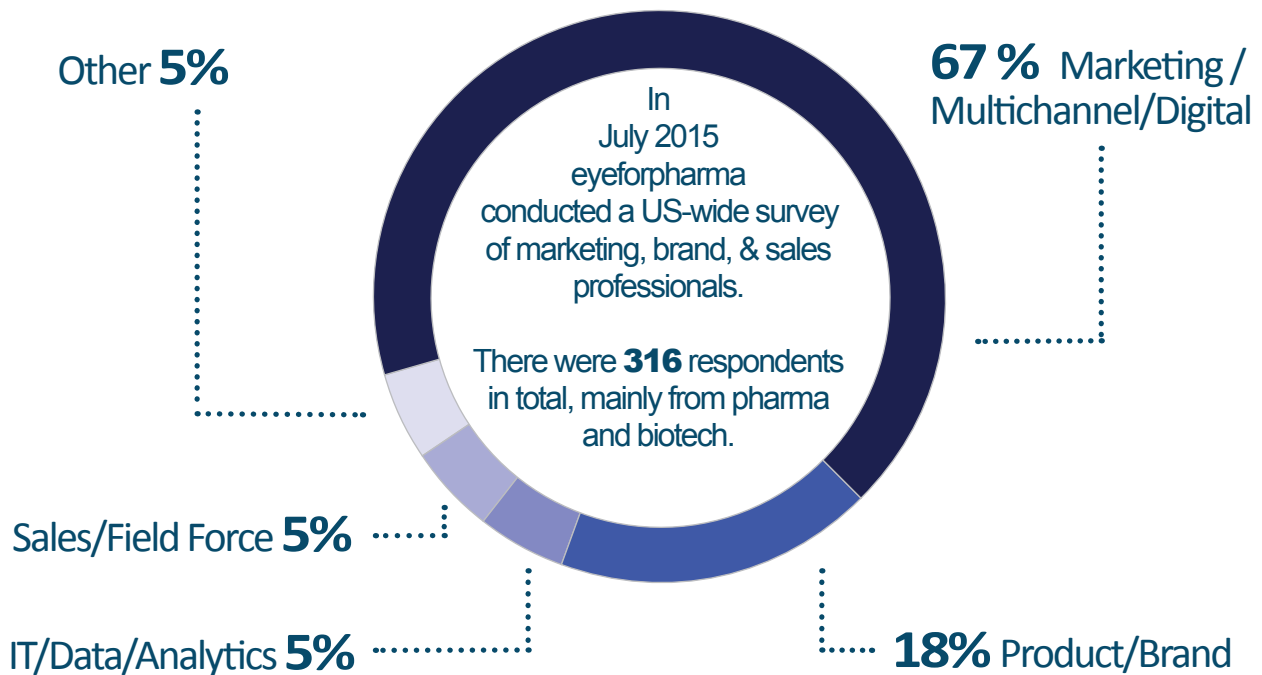
What the industry now needs to decide is – where to start, and where to end? Channels are important. But as we've established, the customer is even more so – particularly after the Affordable Care Act turned the tables. It's time to put old models of multichannel marketing to bed – nobody can afford to start with the channel and the brand when thinking about their customers. Here at eyeforpharma, we believe the industry needs to think about our customers before we even conceive of an engagement strategy.

But – we wanted to make sure. So, ahead of our first ever Customer Engagement USA Summit this fall in Philadelphia (itself a rebranding of the Multichannel Engagement Summit, which has always focused on the channel as king) – we decided to ask the industry.

Are channels, products and brands still relevant – or is the industry moving towards a different method of engagement? Read on for the results.

Aidan Brain  
VP Customer Engagement, eyeforpharma  
abrain@eyeforpharma.com

## Who took part in the survey?



### This survey was produced in conjunction with:

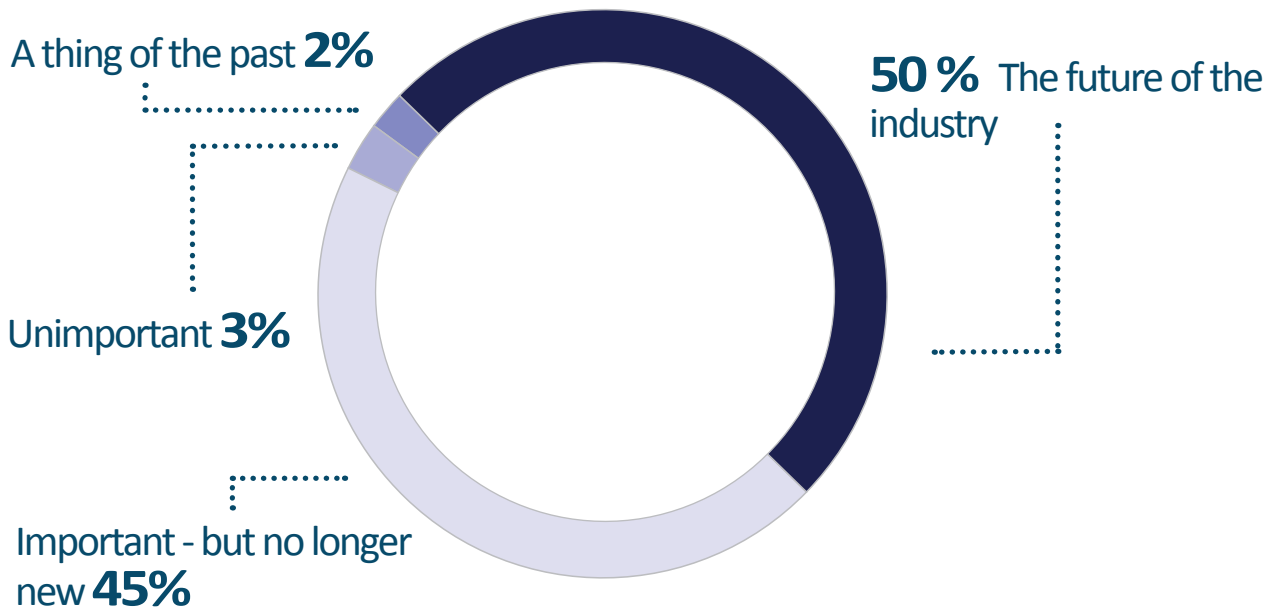
#### Customer Engagement USA 2015

Beyond multichannel – marketing strategies that start and end with your customer

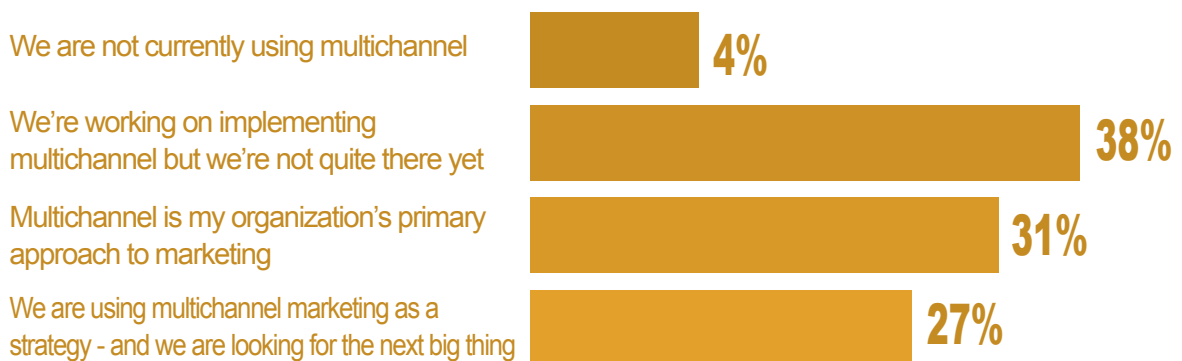
*November 19-20, 2015, Philadelphia*

[www.eyeforpharma.com/customer-engagement](http://www.eyeforpharma.com/customer-engagement)

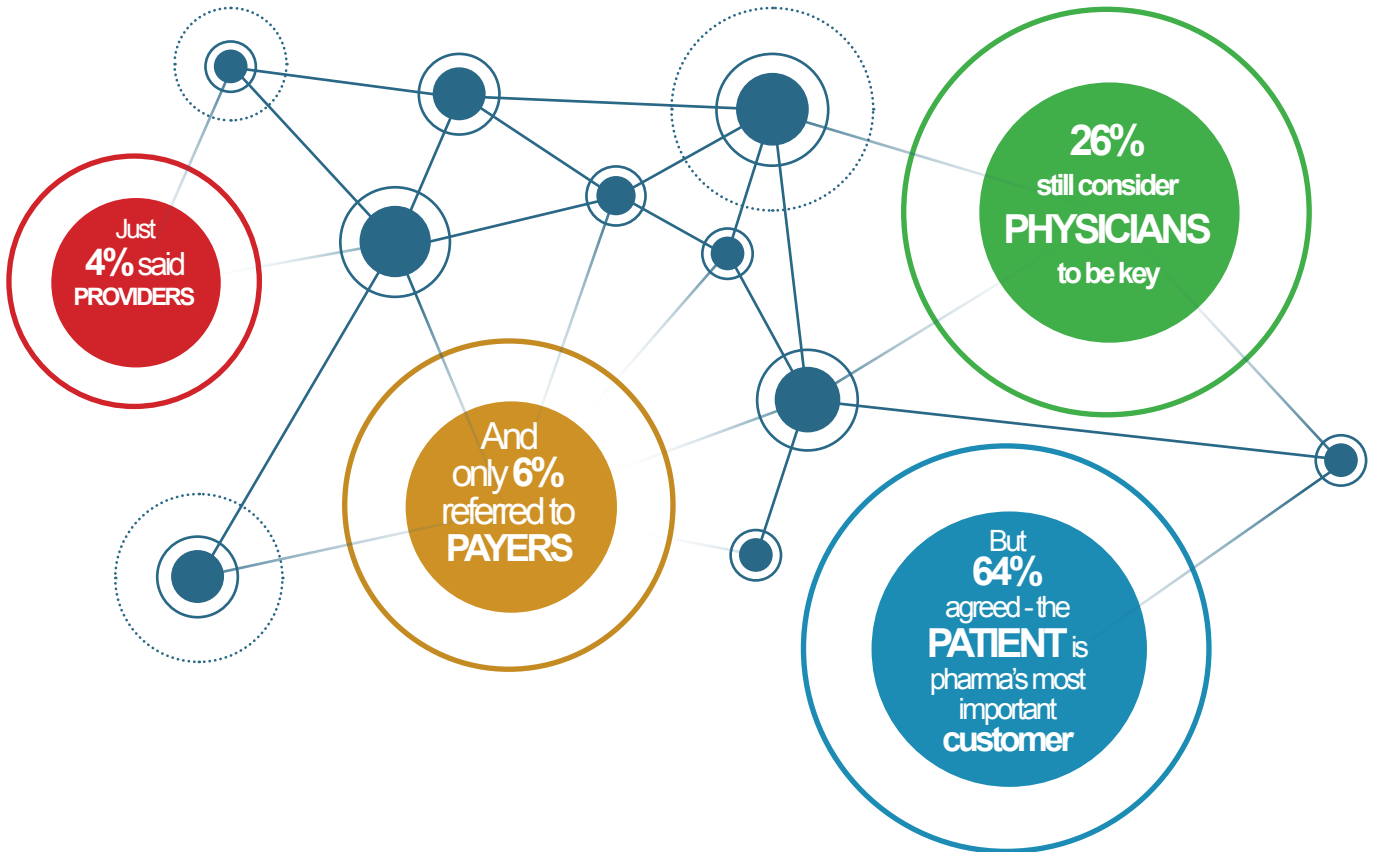
We asked respondents to finish the statement, “Multichannel marketing in pharma is...”



Then we asked how multichannel marketing fit into the current and future strategy of their organization



Then we asked respondents to look into the future and predict..who will pharma's most important customer be in 5 years?



Then we asked respondents to identify the job functions within their organization that had the most influence over customer engagement



Given that the once-mighty sales rep finished last, we then asked respondents to agree or disagree with the following statement – “The role of the sales rep is no longer to actually sell to the customer”



**84%**  
**agreed**



**16%**  
**disagreed**

There was less unanimity when respondents were asked to pinpoint the biggest benefit of big data to pharma.

“Determining traditional and digital conversion rates and metrics”



“Using sales data to measure the efficacy of customer interaction”



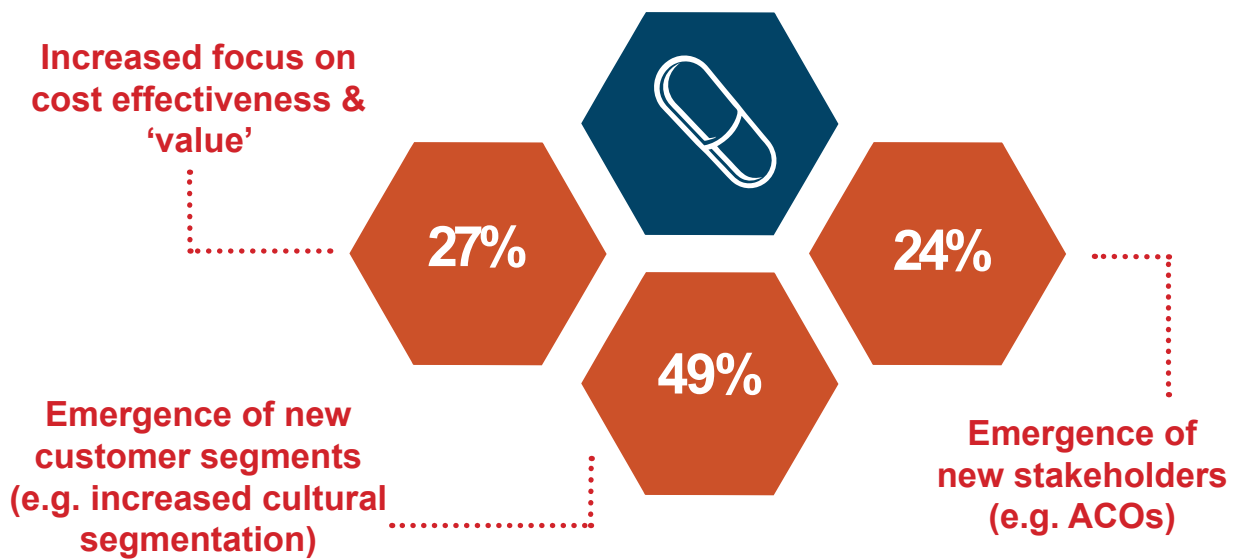
“Access to prescribing data & other indicators of physician behaviour”



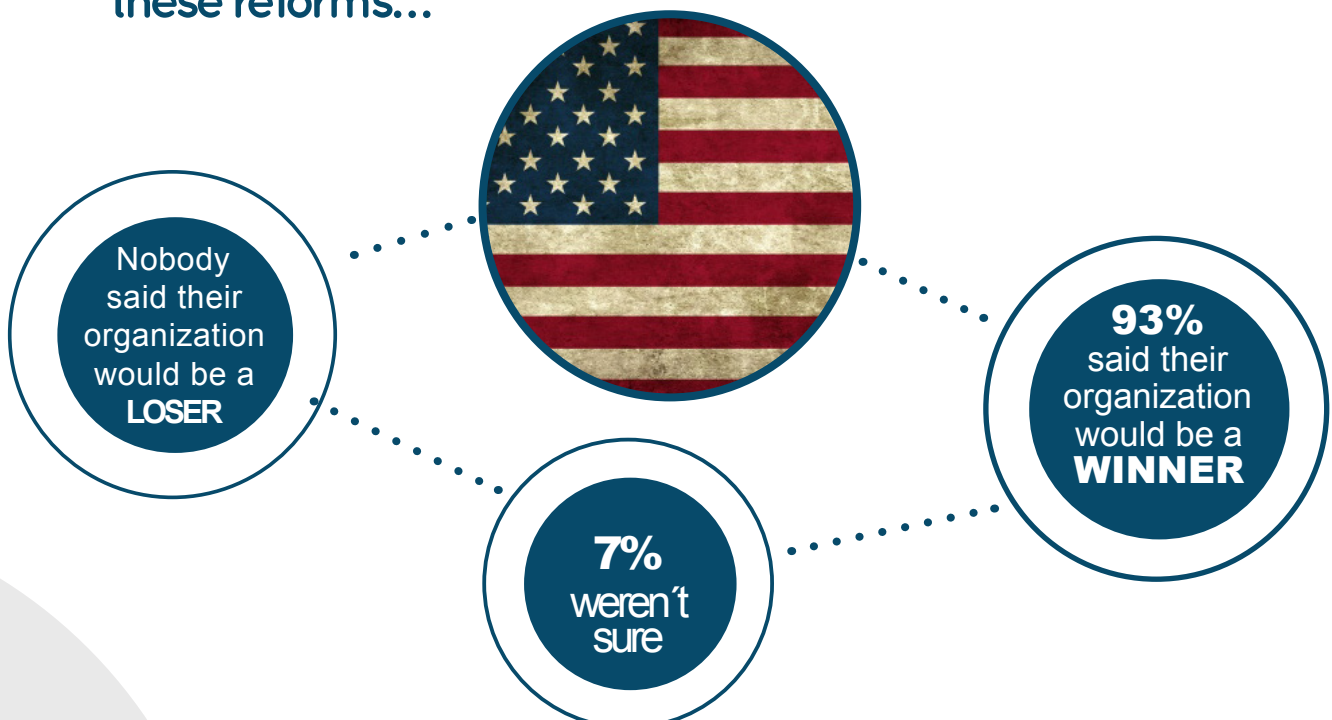
“The ability to understand patient journeys & outcomes”



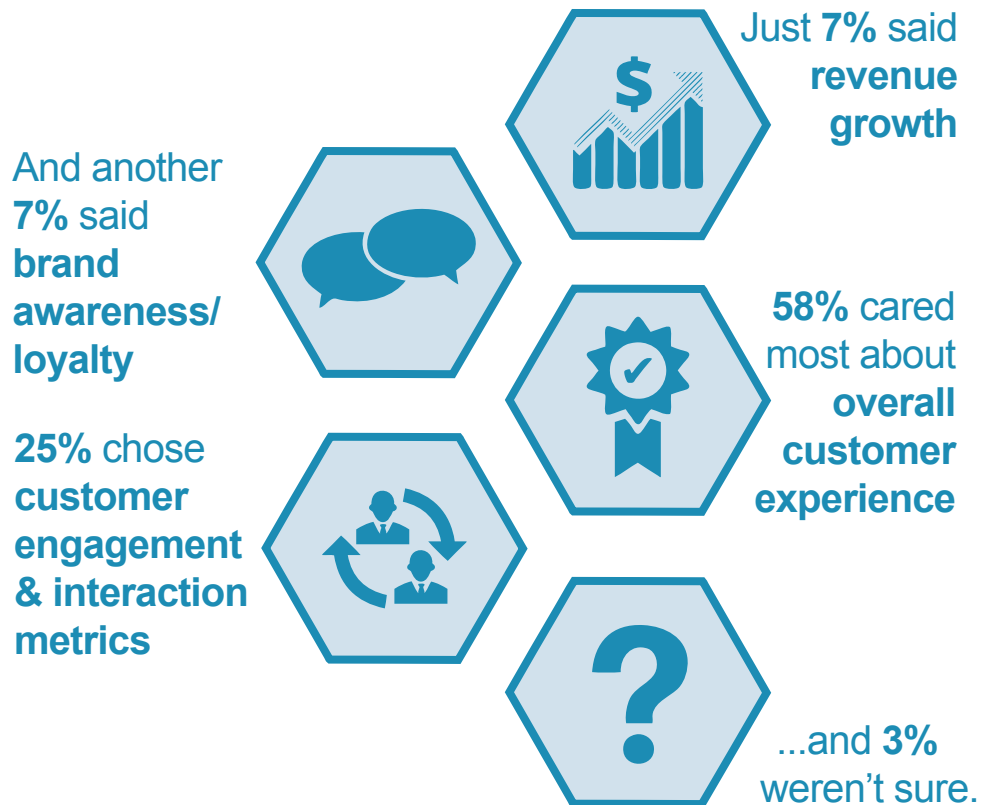
“The biggest effects of the ACA on the way pharma engages with its customers have been...”



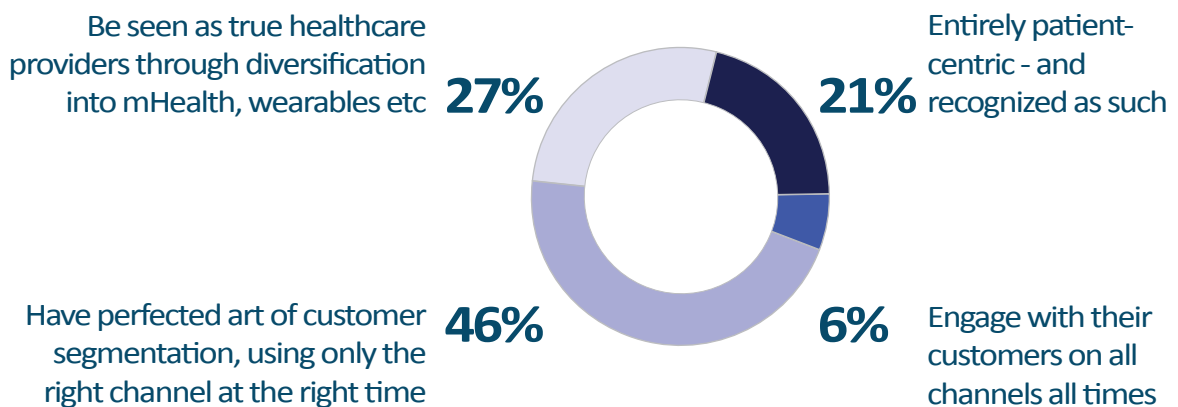
We then asked whether respondents felt their organization would be a winner or loser in the wake of these reforms...



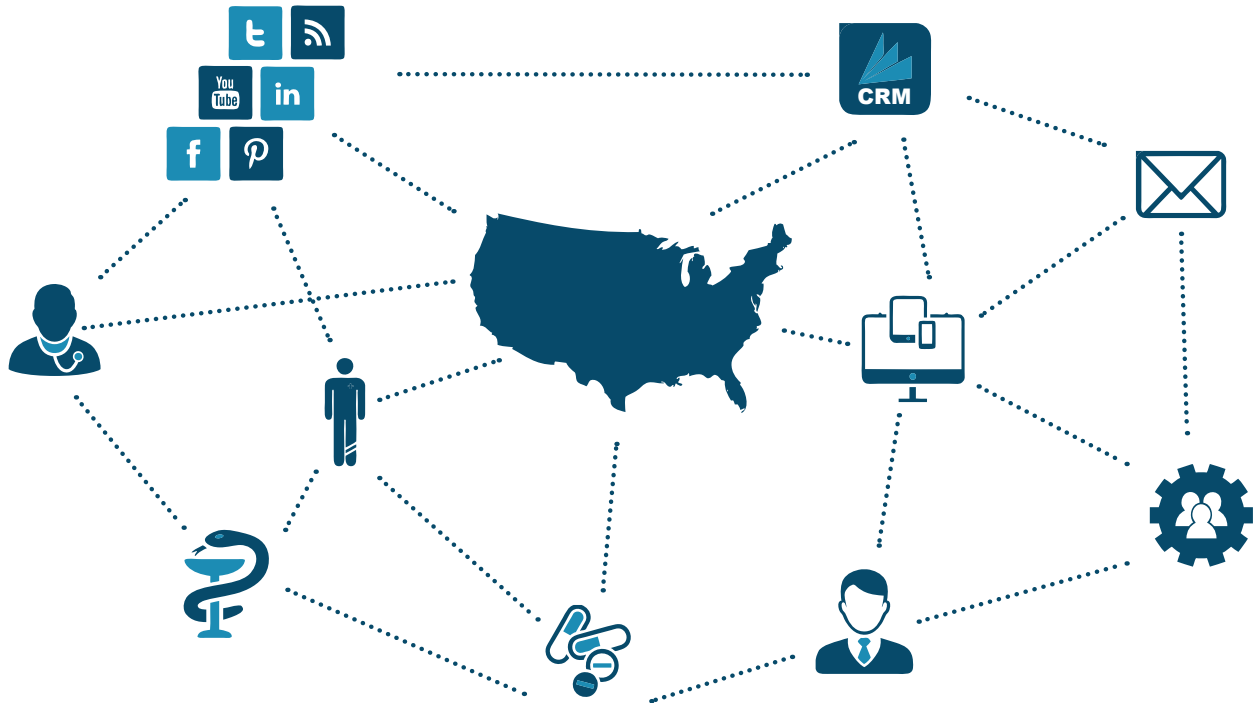
Time to get personal - we asked respondents to choose which of the following mattered most to them as a measure of marketing success:



Lastly, we asked respondents to look into the future once more and complete the following statement - "In 2020, successful pharma organizations will ..."







This survey was produced in conjunction with:

# Customer Engagement USA 2015

Beyond multichannel – marketing strategies that start and end with your customer

November 19-20, 2015, Philadelphia

[www.eyeforpharma.com/customer-engagement](http://www.eyeforpharma.com/customer-engagement)

Agenda at a Glance eye forpharma

**Opening keynote sessions:**

- Hear from the 50th-anniversaries in the industry on patient-centric value propositions:
  - The real patient value are you really in it for the long haul?
- A revolution in regulation and public policy to enable transformation of your business
- Service with a Smile: derive value to your stakeholders yet meet your business goals
- The latest HSE techniques: innovative ways to improve efficiency and performance

TRACK ONE	TRACK TWO	TRACK THREE
<p><b>Value Partnerships</b> Successful business collaborations</p> <p><b>The customer-centric models</b></p> <ul style="list-style-type: none"> <li>How to build a truly service-oriented culture to deliver value to your stakeholders that is the right fit for your business</li> </ul> <p><b>Patient engagement focus build partnerships for enhanced healthcare outcomes</b></p> <ul style="list-style-type: none"> <li>Focus on strong, valuable partnerships which provide relevance to your end user and result in improved health outcomes</li> </ul> <p><b>Improve your value proposition for payers and increase market access</b></p> <ul style="list-style-type: none"> <li>Payor collaboration insights understand the issues that arise across different locations and how you can design to overcome these barriers</li> </ul> <p><b>The importance of innovative partnerships to maximize your product potential</b></p> <ul style="list-style-type: none"> <li>How to identify with non-traditional stakeholders to increase your exposure; leverage digital networks to enhance communication</li> </ul>	<p><b>Sales Excellence</b> Get closer to your customers with an adapted sales model</p> <p><b>Adapt your model for future success</b></p> <ul style="list-style-type: none"> <li>Understand new best sales and ensure cross collaboration for a holistic customer relationship</li> </ul> <p><b>The changing sales representative: develop the new behaviour, skills and mindset</b></p> <ul style="list-style-type: none"> <li>Get one step ahead by adjusting your understanding of customers and building in dynamic skill improvements</li> </ul> <p><b>Leverage sales analytics and tools</b></p> <ul style="list-style-type: none"> <li>Incorporate analytical data to measure performance and drive informed business decisions</li> </ul> <p><b>Meet the needs of your customers with an integrated KAM model</b></p> <ul style="list-style-type: none"> <li>Implement KAM in a new and complex environment whilst ensuring a focus on customer needs, objectives and account plan</li> </ul>	<p><b>Multichannel Marketing</b> Leverage digital to enhance the multichannel</p> <p><b>How your CRM &amp; analytics can drive your digital marketing strategy</b></p> <ul style="list-style-type: none"> <li>Restructure your CRM response to maximize gains from interactive detailing, manage platforms and existing sources</li> </ul> <p><b>Learn to execute digital channels to their full capabilities – social media lead</b></p> <ul style="list-style-type: none"> <li>How to move from campaigns to real engagement with mobile technology, better social media dialogue and sensible cover management</li> </ul> <p><b>Ensure marketing excellence in your multichannel strategy</b></p> <ul style="list-style-type: none"> <li>Customise and digitalise your marketing approach to add to the existing stakeholder relationship</li> </ul>

[www.eyeforpharma.com/barcelona](http://www.eyeforpharma.com/barcelona)