Cloud-based Multichannel Marketing:

Riding the Information Technology Wave

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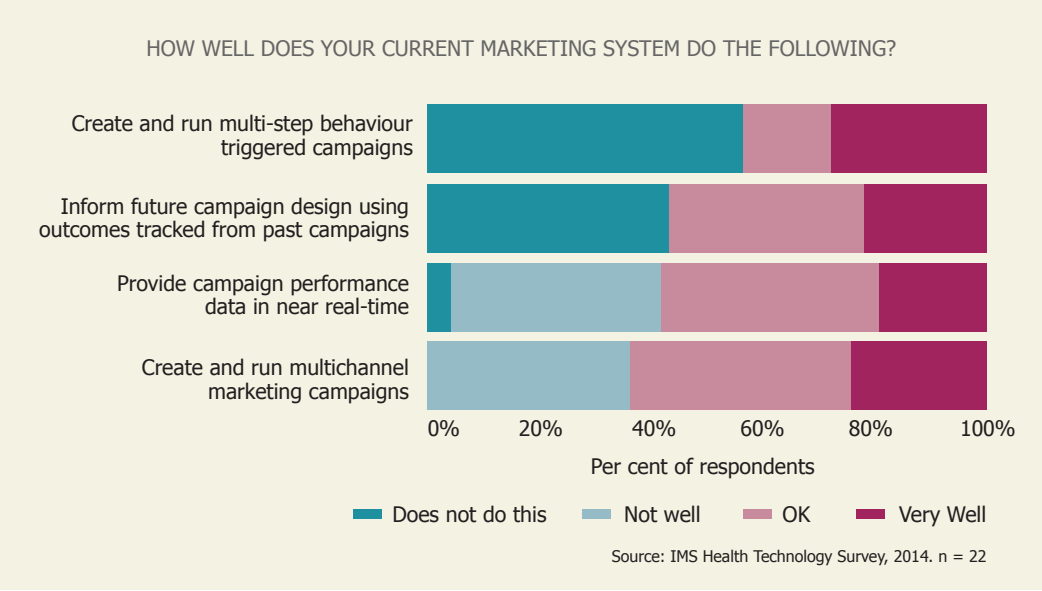
Life sciences companies now have more information than ever to understand the needs of prescribers of medicines, patients, and payers. However, their information systems are frequently not in a position to use this data to deliver additional value to these customers. This might include efforts to tailor communication to prescribers with specific patient profiles, provide reimbursement services to ensure patients receive available financial support (to which they are entitled), or deliver education materials tailored to prescribers' interests. In commercial terms, they typically fail to optimize marketing tactics due to a lack of advanced functionality in their multichannel marketing (MCM) system, namely the ability to run MCM campaigns or multi-step behaviour-triggered campaigns, provide campaign performance data in near real-time, or inform future campaign design using results tracked from past campaigns.[1]

According to IMS Institute research, companies recognize the need to improve their customer engagement, with 71% (n = 69) of respondents saying investments in their MCM system are "extremely or very important" and nearly 90% of those from large companies saying the same. Cloud-based multichannel marketing applications can deliver the following and align commercial activity to customer needs:

1. **Multichannel Marketing Campaigns:** Finding ways to capture doctors' attention and discovering how they learn about medicines is critical, as is the delivery of effective messages across channels. Systems should be able to deliver coordinated customer contacts across channels to ensure messages are received, but deliver them only to the specific subgroups of customers who benefit from hearing this message.



CAPABILITIES OF CURRENT CAMPAIGN MANAGEMENT SYSTEMS

2. **Multi-step Behaviour-triggered Campaigns:** In the past, customers were grouped into segments and marketed to based on those static classifications. Event and decision tree models of marketing are now built into cloud-based MCM systems that allow refinement of marketing activities based on a customer's earlier action — for instance, delivering written clinical trial data to a provider who attended a lecture discussing a new study.

3. **Campaign Performance Data in Near Real-time:** To ensure launches are successful, companies require campaign performance data in near real-time to be able to correct course rapidly. In order not to squander resources, it is critical to understand what is working. Advanced analytic tools combined with streaming data allow companies to rapidly microtarget campaigns only to where they are effective.

4. **Informing Future Campaign Design Using Outcomes Tracked from Past Campaigns:** Closed loop systems can improve insights and support marketing decisions by recording customer preferences and by measuring the success of the overall campaign. Intelligent MCM applications can learn from past customer responses and allow companies to deliver more relevant messages over time. This can ensure that physicians are equipped with the information they need to help them deliver better patient care. It can also help ensure health care provider time and company resources are not wasted.

Applications used by life sciences companies to optimize commercial action and engage externally with customers — patients, physicians, payers — provide innovative new ways to deliver value to the health care sector. Moreover, the delivery formats for applications are changing, with users now being able to access them on mobile devices and cloud-based systems. This means that additional channels are now available through which to communicate with customers, and new commercial capabilities will be available to life sciences companies without building new infrastructure or bringing large data sources in-house.

Ultimately, the key value of new, intelligent cloud-based MCM systems is that they give greater control to the end user. Rather than past systems where users relied on third party vendors for campaign planning, execution, and measurement and often had significant lag-times to deploy campaigns, cloud-based applications put greater control in the hands of brand managers, giving them the ability to execute directly through a cloud-based interface. They can design their own campaigns or refine dashboards and analytics to measure performance.

Experts in life sciences commercialization activities indicate that, with such cloud-based and user-directed MCM system technology, cost reductions of 25 to 35% are achievable, with additional benefits from lower campaign administration and management costs, improved customer response rates and, campaign revenue gains.

As these technologies become more widespread, accessible through cloud-based systems, and proven, they will also provide small- and mid-sized companies with a greater opportunity to compete on a level playing field with the traditionally better-funded commercial operations of large companies. Successfully riding this technology wave will prove transformational for the industry and be beneficial to all.

CPM

1 Estimates derived from discussion with IMS Health technology and commercialization experts, February 2014.

Excerpted from an IMS Institute Report: Riding the Information Technology Wave in Life Sciences: Priorities, Pitfalls and Promise, published in March 2014. The IMS Institute for Healthcare Informatics leverages collaborative relationships in the public and private sectors to strengthen the vital role of information in advancing healthcare globally. Its mission is to provide key policy setters and decision makers in the global health sector with unique and transformational insights into healthcare dynamics derived from granular analysis of information.

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