Omnichannel capabilities

The pandemic has shed light on the urgency of our industry to redefine its commercial ways to become more digital. At PharmaRelations we have designed 5 pillars with the aim of supporting your organization navigating the ever-changing omnichannel universe.

Strategic omnichannel

We aim to support our clients to achieve organizational goals by developing and maintaining a sustainable competitive omnichannel strategy.

Patient Centricity

Let's go deeply into understanding the holistic patient pathway and identify the characteristics of the key personas involved.

Co-creation

Embrace value creation by taking advantage of crowd wisdom.

Skill development

We want to become a strategic partner in building a patient centered omnichannel organization.

Data Driven

Expanding the use of data-based platforms and media, and generate information to support decision making .

Contact us to find out more about our omnichannel solutions:
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Strategic omnichannel

Goal: To support our clients to achieve organizational goals by developing and maintaining a sustainable competitive omnichannel strategy

Key outcomes	Services
Own definition of omnichannel	Brand planning workshop
Goal setting	Brand plan toolkit including templates
Channel optimization and channel needs	Design thinking workshop
	S.M.A.R.T workshops
	Omnichannel audit
	PharmaRelations academy

Audience

Product managers

KAMs/MSLs/Pharma representatives

Business Unit Managers

Our rational

Omnichannel is widely used as a synonym for digital[1] while it should be the use of multiple channels to create a consistent customer experience.

Customers expect value with every interaction with your brand[2] , therefore, strategies should have customer-value as premise.

Technology and trends are rapidly changing[2], which enhance the need of "new blood" to keep up with the competence.

1. Mckinsey (2021) https://www.mckinsey.com/industries/retail/our-insights/omnichannel-its-time-for-the-online-tail-to-wag-the-retail-dog
2. PWC (2016) A new era for pharmaceuticals: New Commercial Models https://www.youtube.com/watch?v=PEP6oShatGQ
3. Harvard Business Review (2021) The year 2020 unleashed customer superpowers of discovery and choice. https://hbr.org/sponsored/2021/07/why-going-digital-isnt-enough-to-meet-the-new-customer-experience-cx-imperative

Patient Centricity

Goal: To support our clients to achieve organizational goals by developing and maintaining a sustainable competitive omnichannel strategy

Key outcomes	Services
New patient journey paradigms "Beyond-the-pill" initiatives	Persona creation workshop "Beyond-the-pill" initiatives: patient journey / patient-based journey Identifying possible partnerships such as media owners, developers… Facilitation of collaborative projects among different players within the patient journey User stories – Problem solving digital strategies

Audience

Product managers

KAMs/MSLs/Pharma representatives

Business Unit Managers

Our rational

Patient journey is key to improve GTM strategies[1]

Promotional actions should be interconnected[2,3] to genuinely be omnichannel.

People are more aware of their health making treatments more holistic[4] hence, commercial campaigns should support the same idea.

Entry of non-pharma players[1,5] forces the pharma industry to be faster and think outside its comfort zone.

1.-PWC (2020) No going back: Pharma companies' route to a digitized go-to-market model
https://www.strategyand.pwc.com/de/en/industries/health/pharmas-route-to-digitization/pharmas-route-to-digitization.pdf
2.-Capgemini (2021) Omnichannel marketing myth or reality https://www.capgemini.com/2021/04/omnichannel-marketing-myth-or-reality/
3.-Indegene (2021) https://www.indegene.com/insights/article/healthcare-customer-experience-playbook
4.-Wharton (2021) https://knowledge.wharton.upenn.edu/article/one-person-many-needs-customer-centricity-changed/ - What about the concept that there isn't just one me?
5. Veeva (2022) https://www.veeva.com/blog/2022-life-sciences-predictions/?utm_source=linkedin&utm_medium=social#8

Co-creation

Goal: To embrace value creation by taking advantage of crowd wisdom.

Key outcomes	Services
Partnerships	HCP focus group
Knowledge sharing	Value creation workshops
HCP centricity	HCP persona creation workshop

Audience

Product managers

KAMs/MSLs/Pharma representatives

Business Unit Managers

Our rational

HCPs expect tools and value to ease their everyday work[1,4]

Pharma should become a partner to improve the healthcare system in Sweden[2]

Information owners hold the key to provide value for pull strategies[1]

Crowd wisdom for collaborative healthcare[2,3] has been proven to be of great benefit[4].

1.-PWC (2020) https://www.strategyand.pwc.com/de/en/industries/health/pharmas-route-to-digitization/pharmas-route-to-digitization.pdf
2.-PWC (2020) https://www.strategyand.pwc.com/uk/en/reports/strategy-where-next-for-healthcare.pdf
3.-Harvard Business Review (2021) https://digital.hbs.edu/platform-digit/submission/ikea-crowdsourcing-ideas-to-co-create-a-better-everyday-life/
4- Jaaheda Et.Al. (2021) A Standard Set of Value-Based Patient-Centered Outcomes and Measures of Overall Health in Adults.

Skill development

Goal: To buid a patient centered omnichannel organization

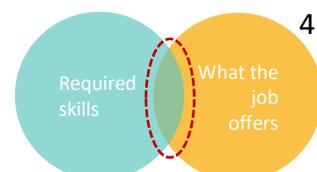| Key outcomes	Services
To evolve to meet omnichannel goals "Learning from the experts" Training	Omnichannel campaigns factory Digital audit Organizational role map Digital 101 – training catalogue and certification Digital positions focus group – Thriving omnichannel

Audience

Brand managers

Marketing coordinators

Digital/Omnichannel positions

Our rational

Relevant positions such as brand managers, Sales managers and especially Sales reps are changing[1,2]

A common phrase among marketeers"…we're looking for a single answer and a silver bullet that comes readily off the shelf and is well-tested by science"[3] but reality is that particularities in the organizations, organizational goals, and audience characteristics makes a "one-fits-all" an impossible goal.

The are disparities between what the position offers, the expectation of the users, and what the candidate can offer, which can lead to unmet results and frustration[4].

1. PWC (2016) A new era for pharmaceuticals: New Commercial Models https://www.youtube.com/watch?v=PEP6oShatGQ
2. PWC (2020) https://www.strategyand.pwc.com/de/en/industries/health/pharmas-route-to-digitization/pharmas-route-to-digitization.pdf
3. Wharton (2021) https://knowledge.wharton.upenn.edu/article/one-person-many-needs-customer-centricity-changed/
4. SCRUM Alliance (2021) https://resources.scrumalliance.org/Webinar/imposter-syndrome-product-owner

Data driven

Goal: To expand the use of data-based platforms and media, and generate information to support decision making .

Key outcomes	Services
Discovery, interpretation, and communication of meaningful patterns in data.	Promotion of the use of CRM tools in collaboration with other trackable channels Building an omnichannel system Analytics dashboards service – key questions answer in a single place

Audience

Brand managers

BUMs

People currently holding omnichannel/digital/positions

CRM teams

Our rational

Channels are chosen without defining S.M.A.R.T. goals [1] creating challenges when rectification and simplification is needed.

Business analytics has taken on a new role as a prospective decision-making function[2,3]

Gaps in technology systems that fail to connect data into a single customer view[2] are everyday challenges that hinder the use of data.

Simplification and consolidation is 2022 trend[4,5] when it comes to data. The building of simplified dashboards that easily answer common questions is an example of such.

1. PWC (2016) A new era for pharmaceuticals: New Commercial Models https://www.youtube.com/watch?v=PEP6oShatGQ
2.- SalesForce (2021) https://www.salesforce.com/content/dam/web/en_us/www/documents/research/CRE1851-HBR-RR-Salesforce-CX-May-2021.pdf
3. Teradata (2022) https://www.teradata.com/Trends/Data-Analytics/Business-Analytics-at-the-Forefront-of-Digital-Transformation
4. Teradata (2022) https://www.teradata.com/Trends/Data-Analytics/The-Changing-Role-of-Data-Driven-Marketers
5. Veeva (2022) https://www.veeva.com/blog/2022-life-sciences-predictions/?utm_source=linkedin&utm_medium=social#8