

**11 May 2023**

# HOW TO BECOME AN OMNICHANNEL STRATEGIST

THE WHY BEFORE THE HOW IN  
OMNICHANNEL CUSTOMER ENGAGEMENT

3.5 hours in-person training +  
1-hour personalized consultation

*Should organizations empower both the medical and the commercial functions to increase their familiarity and comfort with value creation, technology and data governance? **We think so.***

***This is why** we have created a training specifically for the life sciences industry where colleagues from the medical function and commercial can upskill and further develop their capabilities in order to become true omnichannel strategists.*

# HOW TO BECOME AN OMNICHANNEL STRATEGIST

## THE WHY BEFORE THE HOW IN OMNICHANNEL CUSTOMER ENGAGEMENT

HCPs, Patients and caregivers expect answers and value whenever they interact with the Life Science industry, yet we are constantly trying to hire the best digital specialist, find the best time to send emails or the “magic” channel that will improve our relationship with our stakeholders...

Omnichannel goes beyond the platforms, or the channels used to communicate a message, It is about having the right mindset and organizational capabilities to be able to deliver value across multiple media.

This is the training you need to take as a starting point to justify any other digital marketing course because... how would you know what skills, tools, or channels you need if you don't know WHY you need them?

### What you will learn:

#### During the 3.5-hour in-person training you will:

- Learn how to connect patient journeys to your customer engagement strategies
- Explore tools that facilitate collaboration across business units
- Innovate by using your internal resources in the most efficient and value-driven way

#### The 1-hour personalized consultation objective is to:

Build a plan that works for your organization on how to implement the learnings you obtained during the sessions.

### Why you want to learn it?

This training will help you recontextualize your current Customer engagement strategy to align your resources and **become more effective and efficient** even when considering “beyond-the-pill” tactics. This training will shed new light on the definition of omnichannel, it will recontextualize the patient journey to **serve as a guide for any omnichannel strategy**.



*We do not aim to teach you how to execute a tactic. We want to provide tools to become an omnichannel strategist.*

### Target group:

For experienced and novice decision-makers working with Omnichannel Customer Engagement, management within commercial (sales, digital, marketing) and medical affairs personnel.

Patient journey knowledge is preferred but not mandatory. You will have access to pre-reads regarding the topic

### Key concepts:


Agile, patient journey, strategic omnichannel, data-based decisions, user stories, marketing strategy, ROI

### Course set up:

**Preparation before the session:** You will be provided with pre-read material on two central concepts when creating value to the customer engagement strategies. The pre-read material will be communicated 14 days prior to the on-site training day. Make sure to set aside time for preparation. Estimate two hours, depending on your previous knowledge.

**During the session:** We are using a dynamic approach in our training, where we mix Agile methodology, UX design, and customer engagement theory alongside two practical exercises, and discussions to give you the knowledge and skills to apply your learnings in your organization. You will also receive a booklet including the pre-reads, presentation material and templates.

**After the session:** Our commercial team will join you digitally or physically to build a plan that works for your organization on how to implement the learnings you obtained during the sessions.



**Agile** is a methodology that forces us to rethink our actions to base our decisions on the creation of value for people, which as result translates into an organization that is considered a partner and not a supplier. The main characteristics of this methodology are linked to the fact that processes are broken down into small increments, gather continuous feedback, is flexible to adapt to changes and most of all, value-creation is the key driver.

**UX design or User experience design** is the process of defining the experience a user has when interacting with a website or digital product. UX design takes us back to a decision-making process driven by research, data, and tests rather than preferences and opinions. It is a way to set up expectations, but also a tool to analyze current assets, look and understand data and make improvements.

### Standard fee:

5.000 SEK (exc. VAT)

### Early adopters offer\*:

2.900 SEK (exc. VAT)

\*Condition of the offer: PharmaRelations is a learning organization that is now introducing a new service. That is why we invite you to contribute your insights regarding the training in a dialogue with us directly after the training, over a 45-minute Sandwich-lunch.

The fee includes a booklet with pre-reads and templates, and coffee/refreshments.

Groups of 4 or more people and organizations with frame agreements with PharmaRelations can obtain a special price.

### Date:

Thursday May 11, 2023

### Time:

08:30-12.00 hrs + 1 hour consultation that you schedule with us in May

### Language:

English

### Location:

Frösundaviks Allé  
1, Stockholm, Sweden

Scan the QR to  
register and read  
the course  
outlay or at:



[pharmarelations.com/academy/strategist](https://pharmarelations.com/academy/strategist)



## Meet the speakers

**Marie Palacios** is a SCRUM master and UX designer with more than 10 years of experience in commercial and medical positions for the life science industry in over 10 countries.



**Anders Tjerngren** has been heading the Commercial department at Pharmarelations for the past 4 years. Previously he has worked in the life science industry for over 25 years in different marketing, sales and medical roles in the Nordics.

\*\* Find the terms and conditions at [pharmarelations.com/academy/strategist](https://pharmarelations.com/academy/strategist)  
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