



Elevate and Innovate:
Mastering Omnichannel
Excellence in Pharma with
Vertical Commercial
Optimization Platforms



Introduction



In the dynamic landscape of the pharmaceutical industry, where competition is fierce and customer engagement is paramount, companies must leverage innovative strategies to stay ahead. The emergence of omnichannel marketing has proven to be a game-changer, offering an effective approach to optimize customer interactions. However, the intricacies of the pharmaceutical sector introduce unique challenges, from complex decision-making processes to regulatory hurdles and data limitations.

Challenges in Pharma Marketing

Pharmaceutical companies face a distinctive buyer decision-making process involving three key stakeholders: the patient, the prescribing physician, and the insurance provider. Each stakeholder's influence in the decision-making journey creates a complex web, compounded by the extended timeframe of the process. Furthermore, specialty and rare disease treatments often target small populations with high customer value, presenting challenges in data inference and analysis.

Stringent industry regulations add another layer of complexity, making content creation for promotion and awareness a time-consuming and expensive endeavor. Compounded by a convoluted data supply chain with discrepancies, delays, and partial coverage, pharma companies grapple with unique data challenges that hinder effective omnichannel marketing.

Cloud Platform Limitations

While some pharmaceutical giants turn to cloud platforms to address these challenges, they often face shortcomings. Generic cloud solutions, although equipped with a wide array of data processing tools and AI algorithms, lack the industry-specific focus required by pharma companies. The complexities of ingesting diverse data sources, curating data, integrating information, and maintaining a robust data foundation pose significant hurdles. The result is a staggering total cost of ownership and, in many cases, suboptimal omnichannel results.

A Better Approach: Vertical Commercial Optimization Platforms

Rather than reinventing the wheel, a process which often results in wasted resources and prolonged development cycles, a more efficient strategy for pharma companies involves leveraging capabilities from vertical commercial optimization platforms exclusively tailored to the pharmaceutical industry. These platforms specialize in commercial optimization, with a specific focus on pharma, encompassing data sources like CRM, claims data, special pharmacy, and supply chain data. They feature prebuilt business logic for data transformation, an optimized data foundation, and a streamlined set of AI practices tailored to relevant use cases.

Key Features of Vertical Platforms



Industry Focus:

Devoted exclusively to pharma commercial optimization, these platforms align with the unique needs of the industry.



Specialized Data Capabilities:

Offer capabilities around pharma-specific data sources, ensuring accuracy and relevance.



Prebuilt Business Logic:

Streamlines data transformation processes, reducing the complexity of omnichannel marketing.



Optimized Data Foundations:

Ensures a robust and efficient data infrastructure for enhanced decision-making.



Targeted AI Practices:

Incorporates a focused set of AI practices suitable for specific use cases, improving overall performance.



Workflow Efficiency:

Provides workflows for maintaining data foundations, creating lists, generating messages, and channel recommendations.

Benefits Of Vertical Platforms

- **Cost-Effective:** Lower total cost of ownership compared to generic cloud solutions.
- **Better Performance:** Industry-specific focus leads to improved omnichannel results.
- **Industry Best Practices:** Enables pharma companies to focus on their clinical uniqueness while leveraging proven industry best practices.
- **Multiple Business Processes:** Covers various business processes beyond omnichannel, including sales optimization, IC goal setting, dynamic targeting, and patient finding.

Conclusion

Embrace the power of vertical commercial optimization platforms to revolutionize your pharma marketing strategy. By focusing on industry-specific solutions, you can unlock better omnichannel performance, reduce costs, and elevate your brand in a competitive market. It's time to shift from the complexities of generic solutions to a tailored approach that puts the spotlight on your clinical uniqueness and maximizes your marketing impact.

