

# ***UNDERSTANDING MEDICAL MULTICHANNEL ENGAGEMENT***

Presented by the MAPS Medical Communications FAWG

# Disclaimer

The views expressed in this Webinar are those of the presenters, and are not an official position statement by MAPS, nor do they necessarily represent the views of the MAPS organization or its members.

This presentation is for informational purposes only and is not intended as legal or regulatory advice.

# Presenters



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# Educational Objectives

This session will provide a learning opportunity for our audience to understand:

- **What is multichannel vs. omnichannel engagement**
- **The opportunities multi /omnichannel engagement presents for Medical Affairs teams**
- **Where this new reality may take a home office, an MSL and MI or other MA personnel in coming years**

# What is Medical Multichannel

*Stacey Gorski*

# Omnichannel Best Practices?

**Zoom**



**Text message**



**F2F**



**Social Media**



**Congresses**



**Podcasts**



## TRADITIONAL

The good, old-fashioned bricks and mortar store



## E-COMMERCE

Online shopping has skyrocketed in recent years



## MULTICHANNEL

Various, disconnected channels for customers to use independently



## OMNICHANNEL

An integrated, seamless experience across multiple devices and touchpoints



# What is Omnichannel Engagement?

**81% of physicians are dissatisfied with their interactions with biopharmaceutical companies**

**mostly due to a perceived lack of personalized, relevant content<sup>1</sup>**







# It's all about the KOL/HCP





# Medical

*Doing Omnichannel*

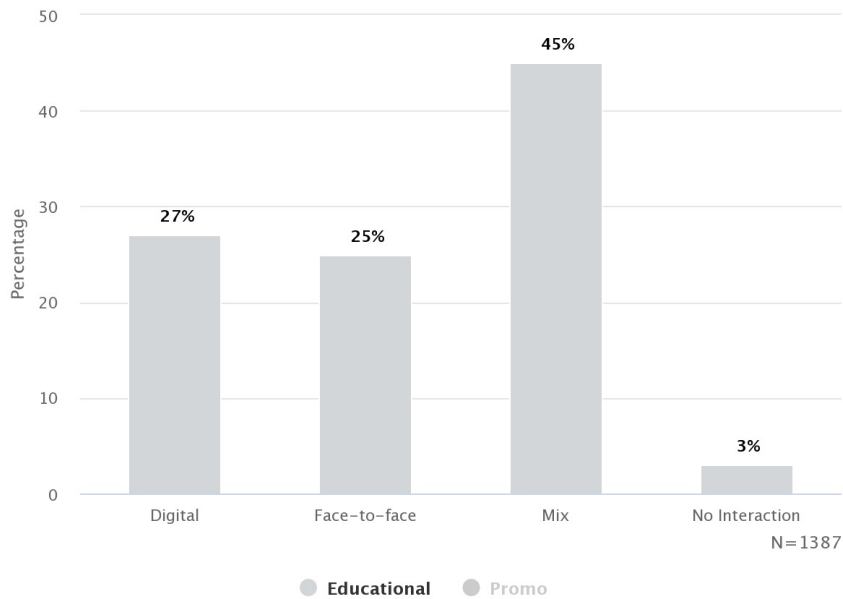


# Trends in Medical Multichannel

*Ruud Kooi*

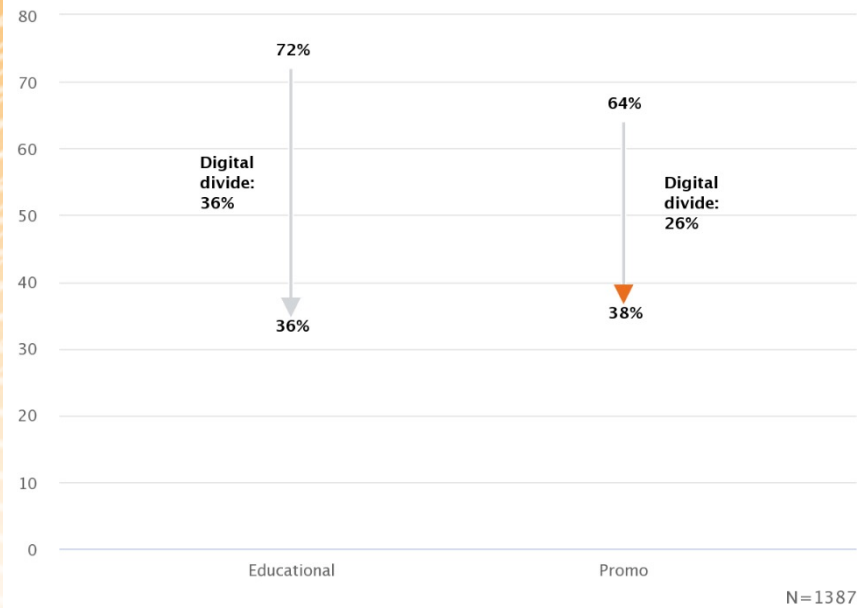
### Communication preferences

Oncologist | Australia,Belgium,Brazil,Canada,China,France,Germany,Italy,Japan,Spain,United Kingdom,United States | n=1387



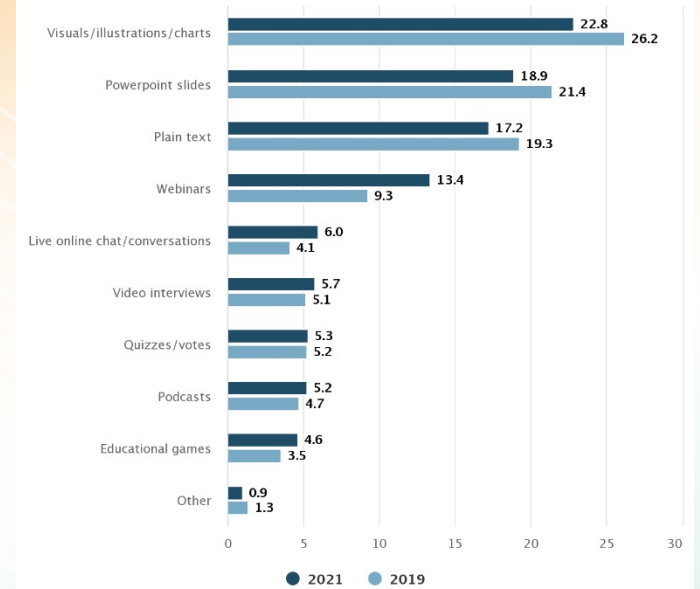
### Digital divide

Oncologist | Australia,Belgium,Brazil,Canada,China,France,Germany,Italy,Japan,Spain,United Kingdom,United States | n=1387



### Preferred digital format

Oncologist -  
Australia,Belgium,Brazil,Canada,China,France,Germany,Italy,Japan,Spain,United Kingdom,United States  
2021 (n=1387) | 2019 (n=1076)



**Navigator365 research for Oncology,  
Globally aggregated data with a sample size on n = 1387, executed in Q2-Q3 2021**



Omnichannel increases **medical reach beyond face-to-face** audience



**Content is tailored** to medical topics, defined per attitudinal segmentation

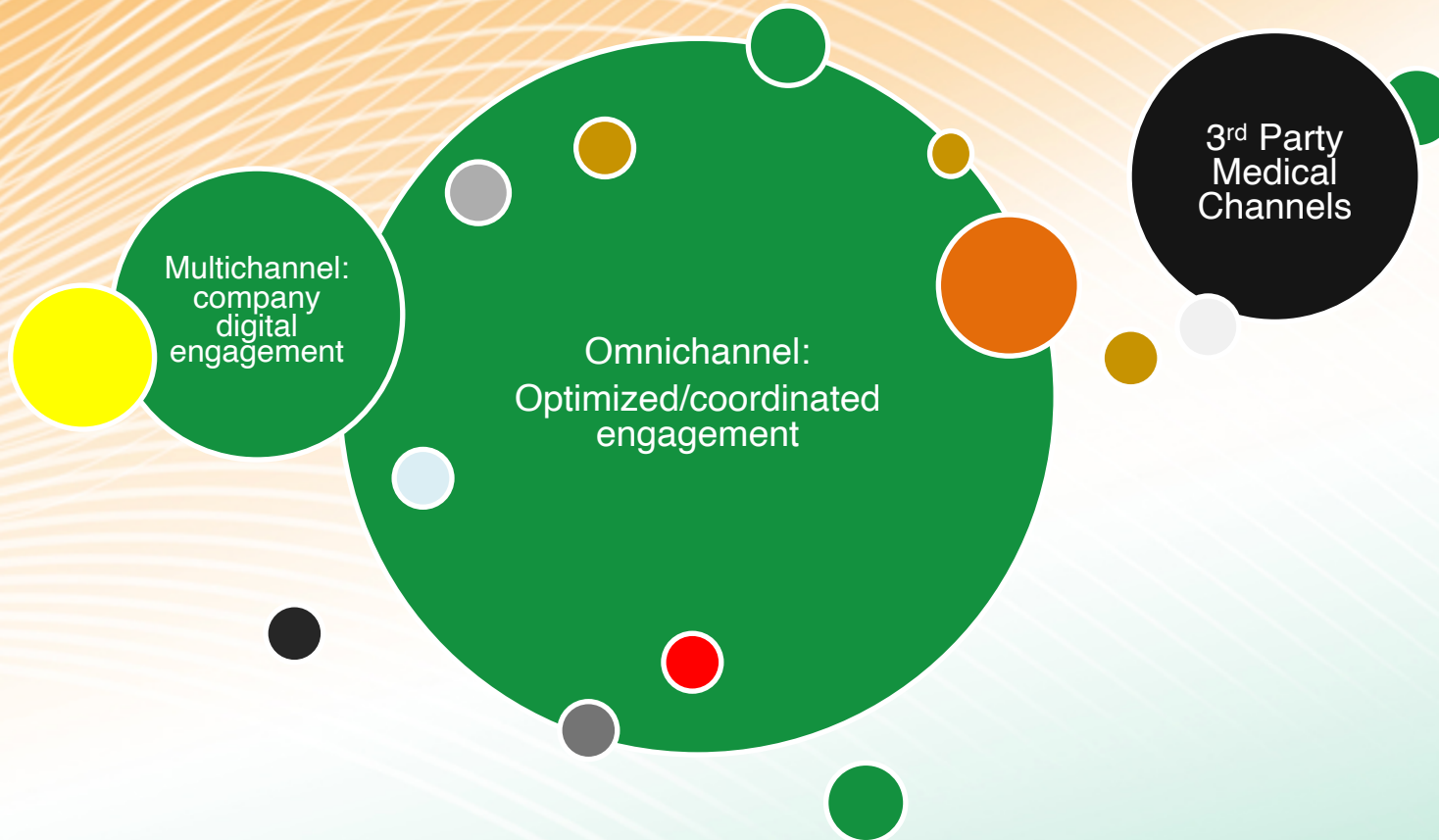


The # digital **channels & formats are increased** to offer more possibilities



Event content is digitized creating **pre/during/post touchpoint journeys**

# PANEL DISCUSSION



**THANK YOU**