

Redefining Customer Experience for Medical Affairs

Today's moderator and presenters



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Objectives for today's session

1

Understand why customer experience is important for Medical Affairs

2

Discuss the current state of the union—where Medical Affairs organizations stand with respect to designing and deploying customer experience strategies

3

Look toward the future and determine a vision for enhancing Medical Affairs customer experiences and addressing current challenges

4

Develop a roadmap to assess customer experience and ensure continual success

New Slide: Poll Question

- Do you have a Customer Experience Strategy in place today? Please select the option which best describes your perspective:
 - What do you mean by “Customer Experience Strategy?”
 - We **do not** currently have a strategy in place
 - We **have a strategy** in place but **have not begun implementation**
 - We **have a strategy** in place and **implementing this strategy**

Why is customer experience important for Medical Affairs?

1

Medical Affairs is a strategic arm for pharma companies today.

2

Organizations need to start looking beyond traditional (static) KOL tiers.

3

The rapidly evolving landscape leads to changes in engagements.

In order to be the **scientific partner of choice** for pharma organizations, Medical Affairs needs to accelerate the development, design and deployment of customer experience strategies to ensure long-term success.

Current state of the union

- Today, Medical Affairs at every organization has its own unique perception or definition of customer experience.
- A one-size-fits-all approach that can be ported across multiple organizations will not work.
- There are multiple experience drivers that need to be assessed—such as the therapy area, portfolio, brand reputation, channel or source of interaction and relationship depth with the field personnel.

How are Medical Affairs organizations approaching customer experience today?

Voice of customer

Porting ideas from commercial

Basic KPI-based tracking

What is missing in these approaches?

Inability to use the right digital techniques

Lack of understanding of the true experience drivers

Not accounting for continual evolution in preferences

What are the challenges in gauging customer experience for Medical Affairs?

How do we measure impact?

ROI

Do we have the right systems?

Systems

Is the right data available?

Data

How do we prioritize?

Digital

Clear indications that organizations have started thinking about customer experience

86%

Medical Affairs personnel who stated field medical has undergone the most change as a result of the pandemic, with a focus on refining its engagement model

68%

Medical Affairs personnel who stated their companies have started ideating and implementing a centralized data and analytics insights hub for Medical Affairs

59%

Medical Affairs personnel who stated their companies have started ideation to develop or are developing systems for virtual channel data capture and analysis

70%

Medical Affairs personnel stated upskilling for virtual – technical trainings on use of virtual platforms, zoom, etc. has been a key area of focus from a training perspective

Building a roadmap to drive long-term success in customer experience for Medical Affairs

- **Today, the industry is at crossroads to make the right choices to ensure enhanced customer experience.**
- **We can see a spectrum in terms of organizations' readiness to drive customer experience for Medical Affairs.**

**~40%
organizations**

Minimum capabilities to assess customer experience

**~50%
organizations**

Moderate data and analytical capabilities, ideating omnichannel customer experience capabilities

**~10%
organizations**

Robust centralization of data and analytical capabilities with ideation around the right KPIs

The journey to achieve customer centricity and positive customer experience has multiple intermediate milestones.

360° Customer view

Source and channel

Experience drivers

Segmentation and archotyping

Personalization

- ✓ Feedback metrics (e.g., NPS, CSAT) should be based on the right foundational experience drivers.
- ✓ The objective should be to create a pure, customer-oriented experience where the right data is provided via the right channel to the right customer at the right time.

Questions for the panel

Key questions



- In terms of customer experience for Medical Affairs, what are the changes in the industry that you are seeing?
- What's working well?
- What can be improved from an overall Medical Affairs perspective?
- What is a wish list or vision that you have for the future?

{The section delineation slides are an option: you may choose to format it differently, such as including the speaker info}