

# Redefining Customer Experience for Medical Affairs

Medical Affairs Professional Society (MAPS) | 2022

## Today's moderator and presenters



#### **Sunil John**

Principal, Head of Medical

ZS



#### Robin L. Winter-Sperry, MD

Head, Global Field Medical Ipsen



Katy Curran

Global Field Medical Excellence

UCB



#### Joanna Gonsalves, PhD

Global Field Medical Excellence

Amgen



#### Andy Higgins

Medical Affairs Strategy Lead

ZS

# Objectives for today's session

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Understand why customer experience is important for Medical Affairs

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

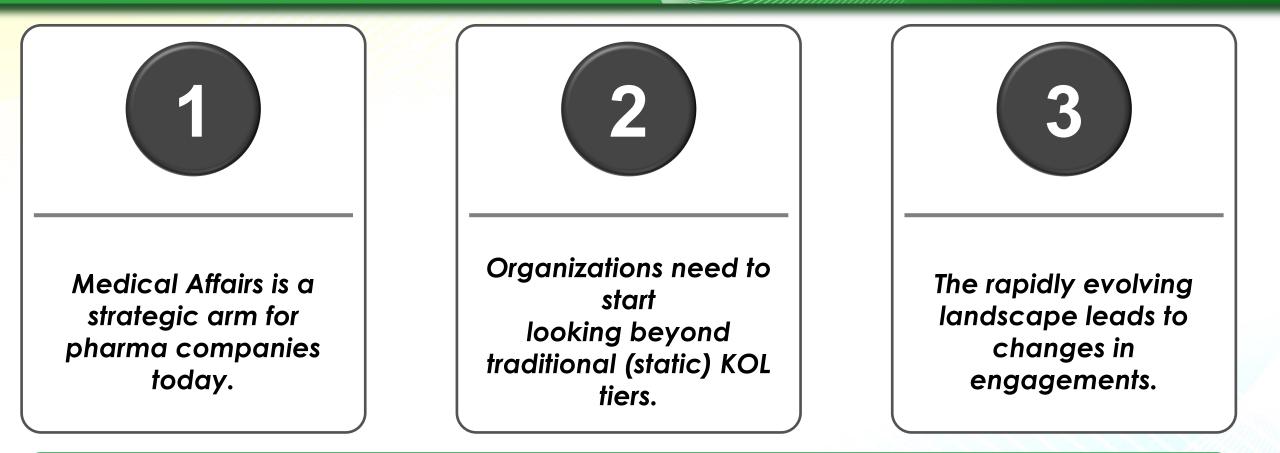
Look toward the future and determine a vision for enhancing Medical Affairs customer experiences and addressing current challenges

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 <u>do not</u> 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?



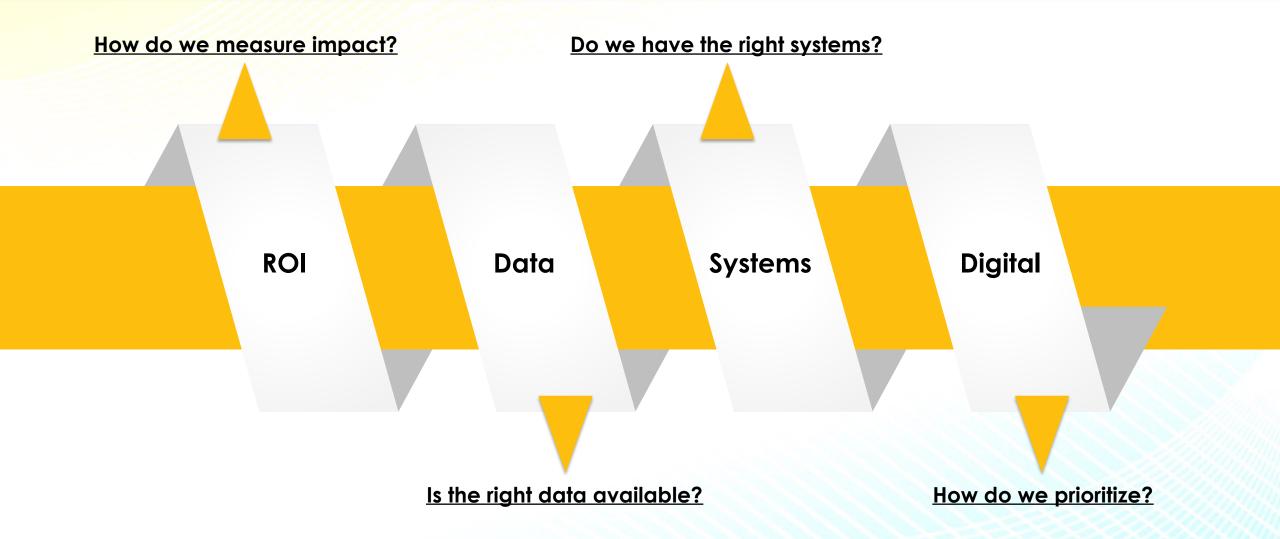
In order to be the **scientific partner of choice** for pharma organizations, Medical Affairs needs to accelerate the development, design and deployment of customer experience strategies to ensure long-term success.

# 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?



# Clear indications that organizations have started thinking about customer experience

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

86%

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

68%



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

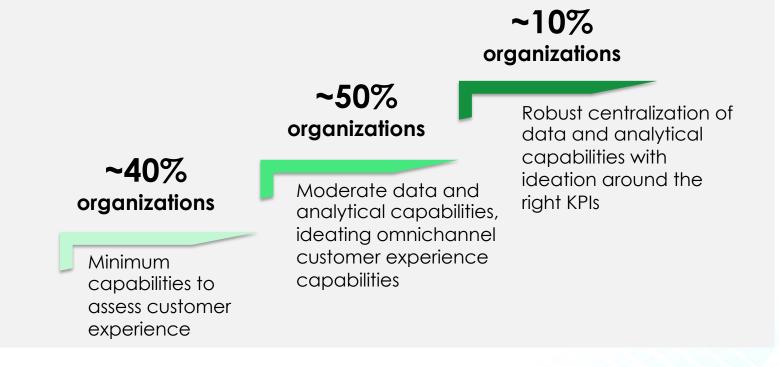
70%

Source: https://www.zs.com/insights/zs-medical-affairs-outlook-report-2021

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## 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.



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



- ✓ 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.

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# 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}