

Welcome!

**Medical Affairs contribution to an
integrated omnichannel strategy:**

Let's get started

Presenters



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- The following faculty and planning members do disclose financial relationships:
 - John McKenna

Educational objectives

This session will provide a learning opportunity for our audience by:



Sharing an overview of the omnichannel journey in Medical Affairs



Describing the critical components to achieving excellence in an omnichannel approach



Providing a practical guide with insights and examples

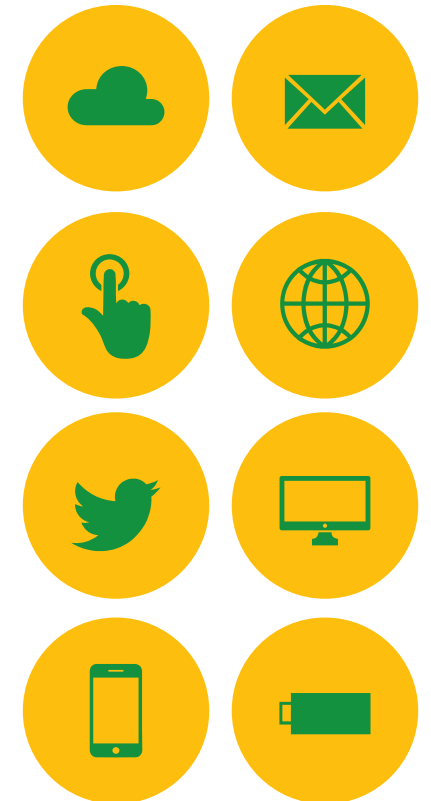
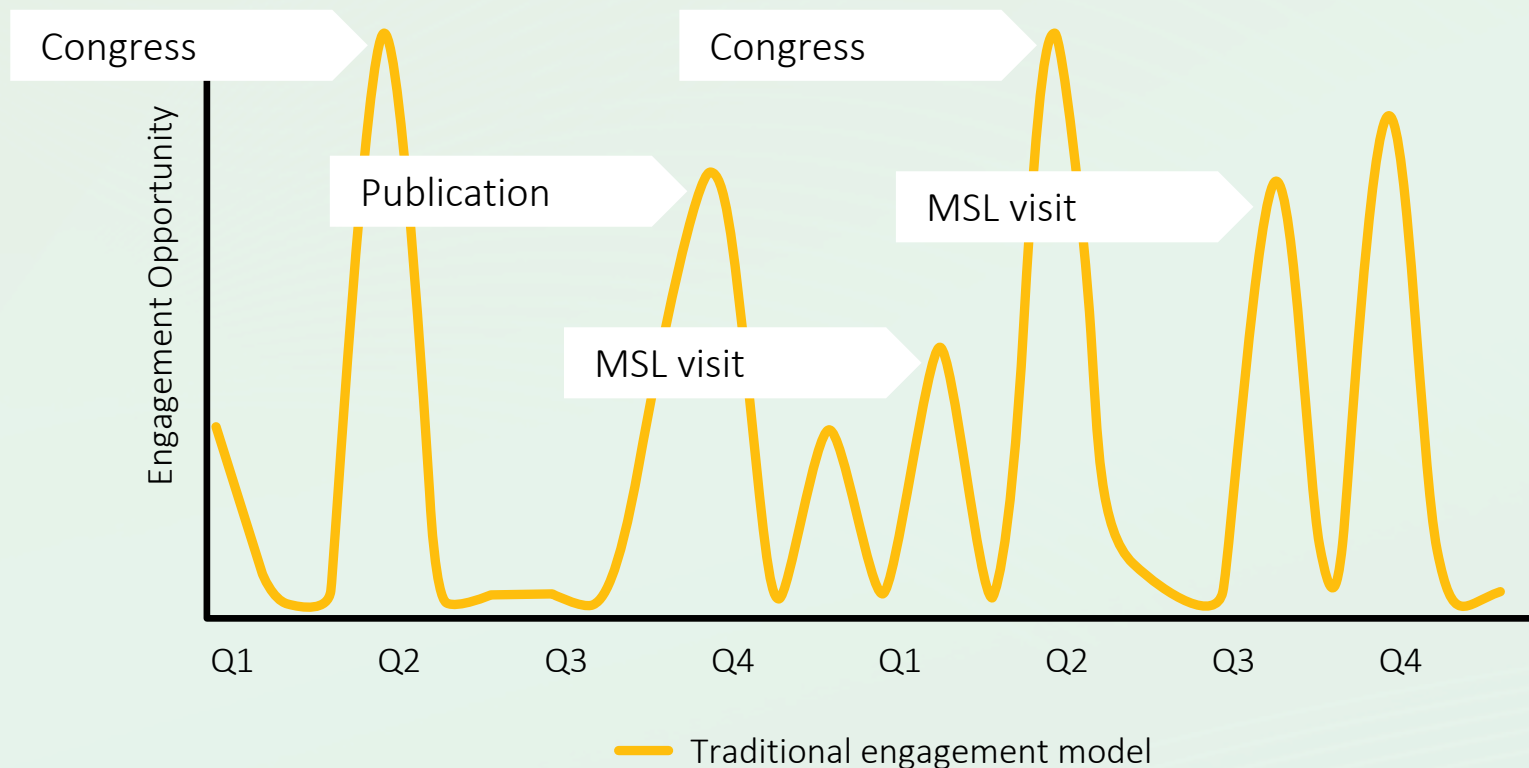
Introductory polling questions

Questions

- 1 How would you rate your current understanding of omnichannel?
- 2 What level of maturity is your company in implementing an omnichannel approach?
- 3 What level of involvement does Medical Affairs have in developing and implementing your company's omnichannel strategy?

The traditional engagement model is episodic and centered on company-driven activities

Develop **innovative engagement methods** to complement **existing touch points**



Environmental drivers are transforming scientific communications



COVID-19



**Information
overload**









**Digital
natives**



**Consumer
approach**

Today's audiences expect a digital approach, contributing to change

HCP preferences

-  Downloadable
-  Interactive
-  On-demand
-  Visual
-  Summarized
-  Bite-sized

~70%

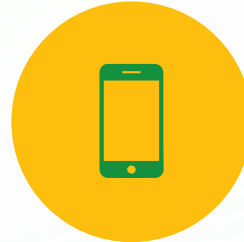
As of 2021, nearly 70% of healthcare providers are **digital natives**

~87%

HCPs want **virtual engagements** or a **mix of virtual and in-person**



HCPs prefer a **mix of channels** depending on the topic and stage of product life cycle



Congresses returned to in-person, but virtual options and on demand content are **still valued by HCPs**

Now more than ever, successful communication planning needs to consider ...



Right person

WHO is the audience that is looking for our information?



Right content

WHAT educational needs does my audience have?



Right channel

WHICH channels are my audience using and expecting to find information on?



Right time

WHEN does my audience prefer to access information and how frequently?



Right outcomes

WHAT engagement data needs to be collected so more personalized information can be curated?

... **and HOW** can we bring this all together?

What's different about omnichannel?

Multichannel



Omnichannel



All omnichannel campaigns use multiple channels, but not all multichannel campaigns are omnichannel

What's different about omnichannel?



What's different about omnichannel?



What's different about omnichannel?



Please use the Q&A function in Zoom to respond.

Share your experience/challenges/learnings

Questions

4

What benefits will omnichannel bring to the company and stakeholder?

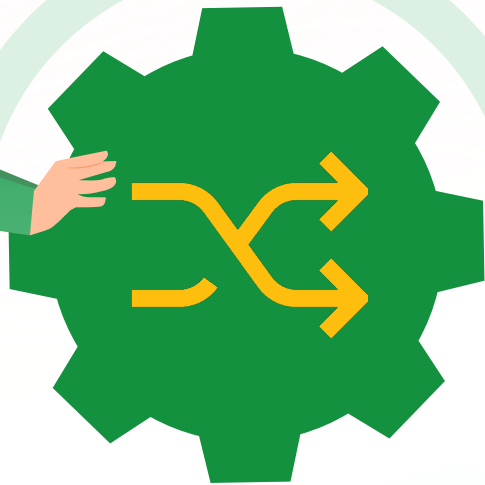
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What barriers do you anticipate in implementing an omnichannel strategy?

GET STARTED:

The omni-guide

Process



**Cross-functional
team readiness**



**Map and
execute campaign**



**Assess metrics:
refine and iterate**

GET STARTED: The omni-guide



Cross-functional team readiness

Identify cross-functional stakeholders

Educate on value of omnichannel

Develop capabilities



Map and execute campaign

Identify audience, prioritize persona

Identify channels, optimize HCP-centered content

Launch orchestrated campaign



Assess metrics: Refine and iterate

Aggregate and assess data

Leverage insights

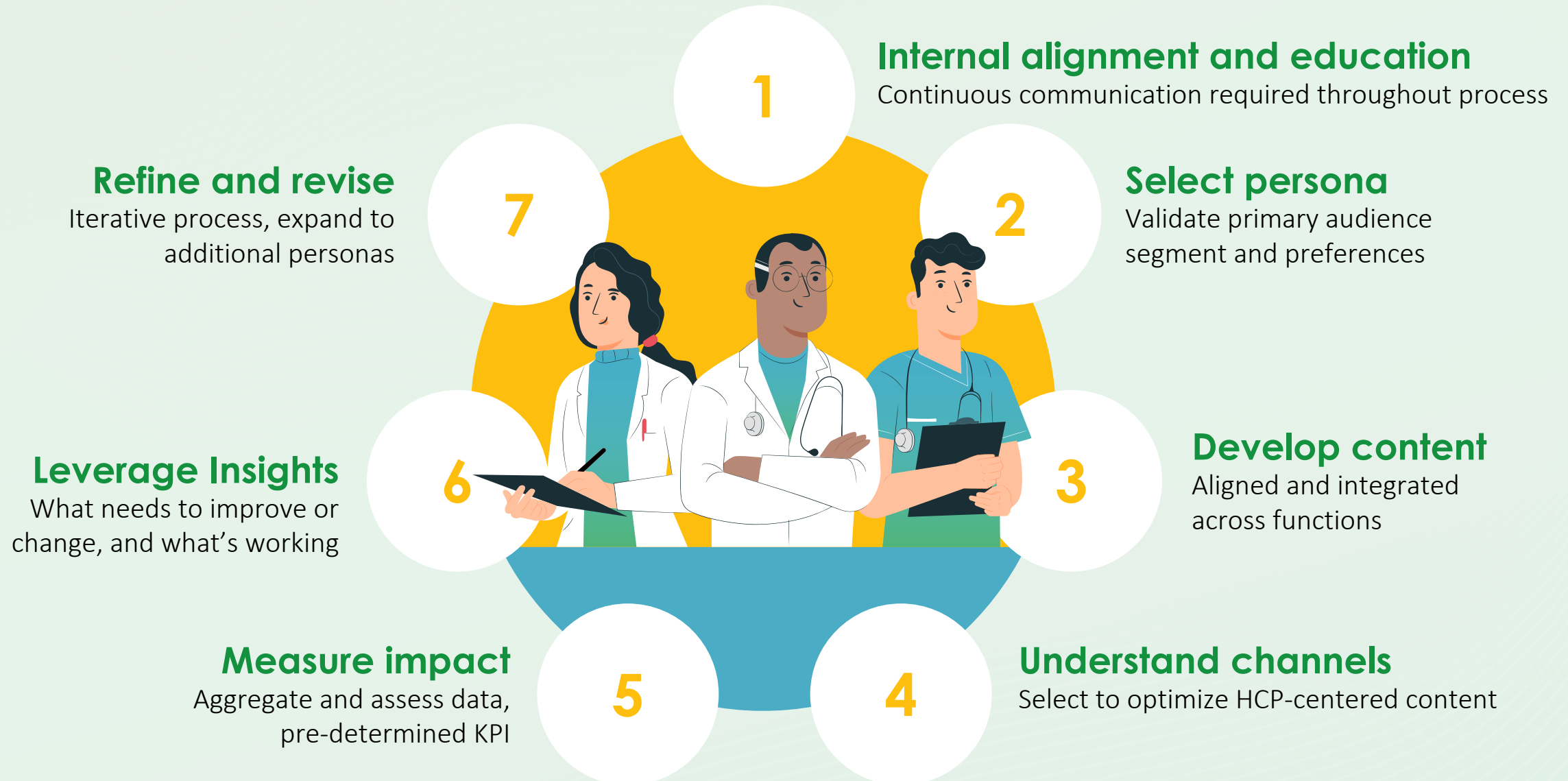
Refine, iterate



Communications and Capabilities



Getting started guide



End poll

Q&A

Share your experience/challenges/learnings

Questions

6

What is your current understanding of omnichannel?

7

How prepared do you feel to undertake the first steps of an omnichannel strategy?

Medical Affairs Contribution to an Integrated Omnichannel Strategy:

Let's Get Started

When starting an omnichannel plan, focus on what's most important. Who are your critical internal stakeholders? Who is your priority audience? What is your most important communication objective? Is there a specific event that you can focus your initial campaign on? What content do you have that can be tailored for your audience in specific channels? Do you have a plan to gather metrics and analyze data to generate insights? How can you translate insights to adapt your plan moving forward?

Thinking about these 7 steps from the start will help ensure success in your omnichannel strategy.



Let's Get Started PDF Download

Q&A