



USING DATA HOLISTICALLY TO DRIVE THE OPTIMAL CUSTOMER EXPERIENCE

eyeforpharma

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William Tunno and Michael Kalfus

"If you don't know where you're going, any road will take you there."

Lewis Carroll

Alice in Wonderland



- Defining the Optimal Customer Experience
- What Data sources are available
- How to Build a Scalable Database Capability
- Launching a Campaign into the marketplace
- Insuring Alignment Throughout the Customer Experience Campaign

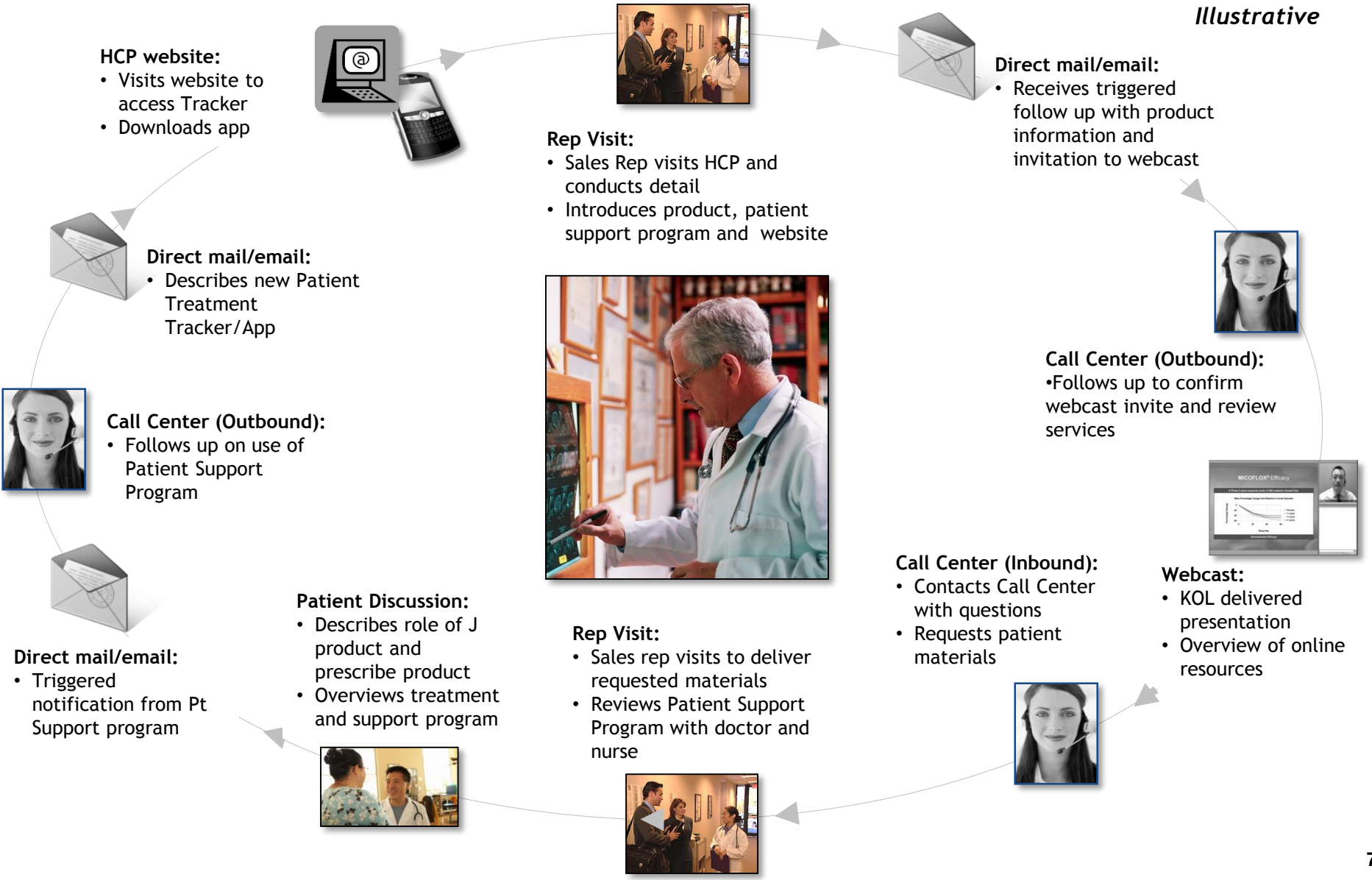
- How many People are currently using a multi channel strategy...defined as at least 3 different channels
 - Reps, Digital, Tele-Detailng??
- How many People are actively using and reviewing data to change their marketing and channel Mix strategies?

6 Laws Of Customer Experience

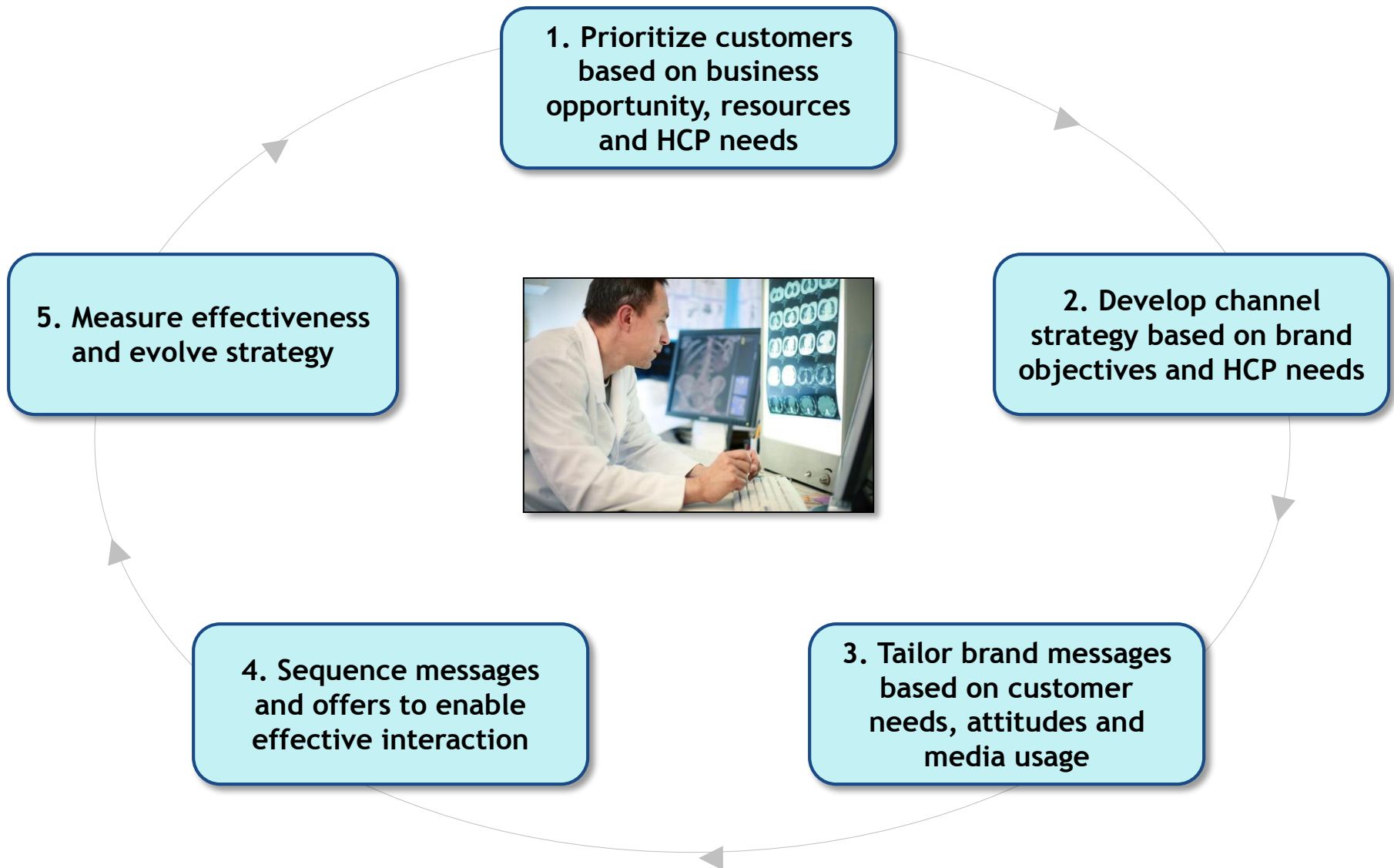
- ✓ **Every interaction creates a personal reaction** →
 - Design for individuals
 - Prioritize customer segments
 - Feedback is essential
- ✓ **People are instinctively self-centered** →
 - You know more than your customers - that is a two-edged sword.
 - Don't let company organization drive experience
- ✓ **Customer familiarity breeds alignment** →
 - Broadly share customer insight - across the team and across brands
 - Talk about customer needs, not brand benefits or personal preferences
- ✓ **Unengaged employees don't create engaged customers** →
 - Don't under-spend on training!!
 - Communicate, communicate, communicate
- ✓ **You can't fake it** →
 - Practice what you preach
 - Advertise to reinforce, not create positioning

Model Customer Experience - Priority HCP

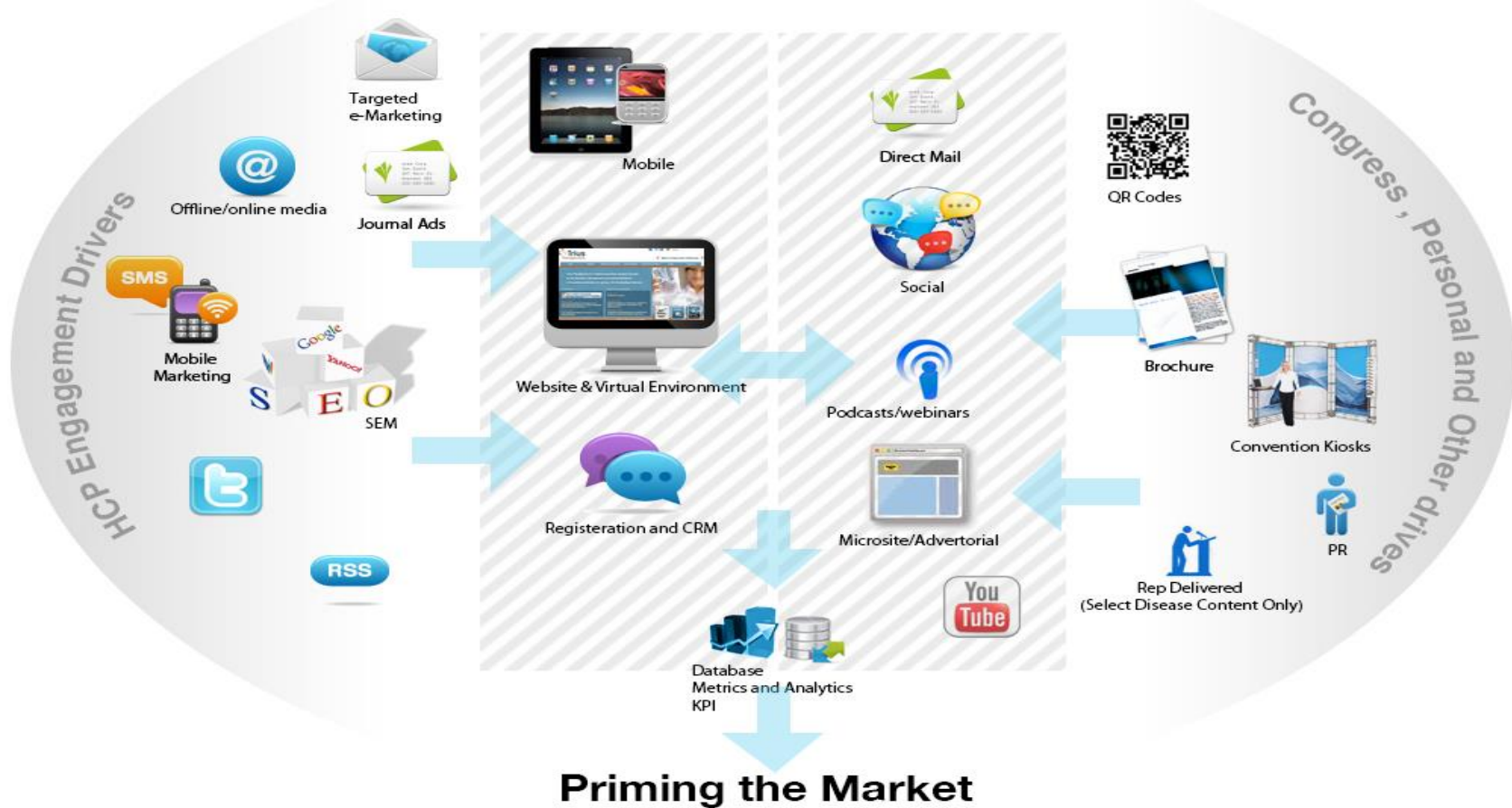
Illustrative



An Effective Customer Experience Can Maximize Engagement



Engage HCPs through multichannel media approach



Focus on engagement with content, not traffic to .com

Integrated Multichannel Approach



Field Reps

Role: Represent brand in person to appropriate HCPs with product, program and details; Can also provide follow up and materials requested via non-personal channels



Product Specialists

Role: Provide 1:1 live engagement, via remote details and “on-demand” Concierge support; Outbound calls can also be used tactically to promote specific messages, programs and events



HCP Website

Role: Anchors all digital aspects of the program, providing a one-stop gateway for information and resources; Can host self-directed presentations, webcasts and videos; Search and media can drive additional engagement



KOLs/Peer to Peer

Role: Deliver clinical information, case studies and education from an expert perspective; Can be used as live speakers, webcasts and on video, integrated into other multichannel tactics



Conferences

Role: Deliver clinical information and product education in a high-involvement setting; Can engage HCPs in-person, offer opportunity to opt-in for more information and capture/update profile info



CRM

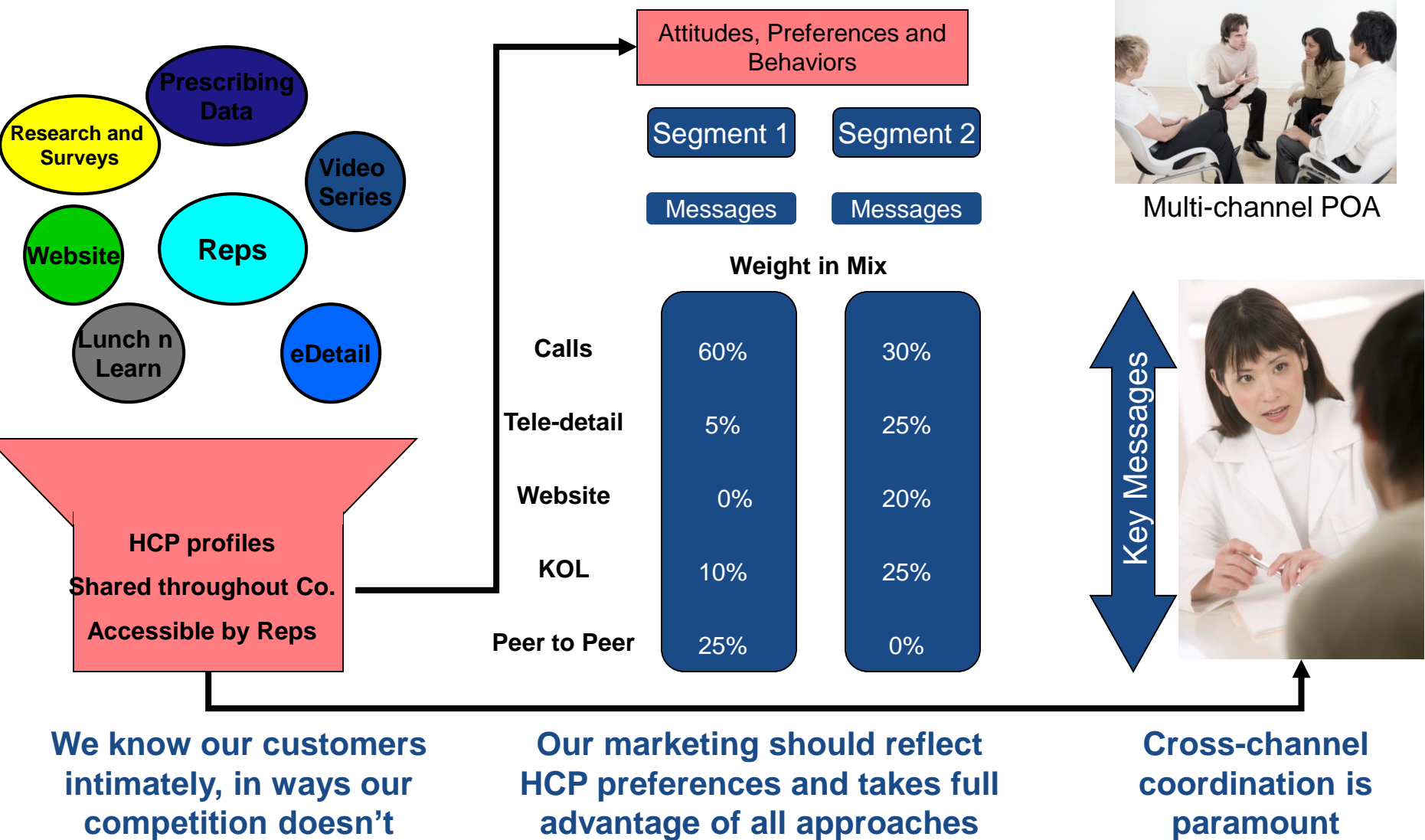
Role: Provide foundation of reach and frequency, promoting product messages, patient support programs and driving to web or phone for information and access to resources



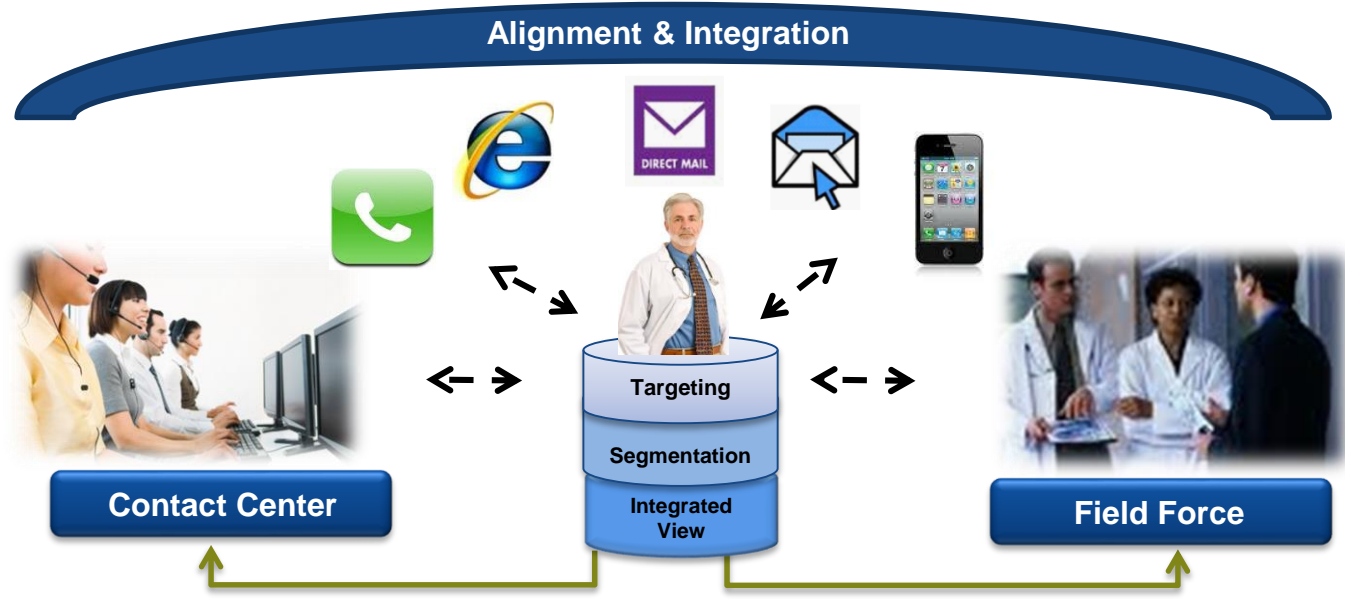
Qualified Digital Engagement

Role: Provide engaging, interactive content to overview key product messages and programs; Call to action drives to web or directly to programs; Can be designed to allow user to self-select information of greatest interest to them

Characteristics Of the New Professional Marketing Mix



Building a Database Supports and Enables Long Term Brand Strategy



- ✓ Flexible and scalable service model will help the brand customize programs, messaging and services)
- ✓ Database and Reporting platform can evolve to support all Brand strategies and initiatives

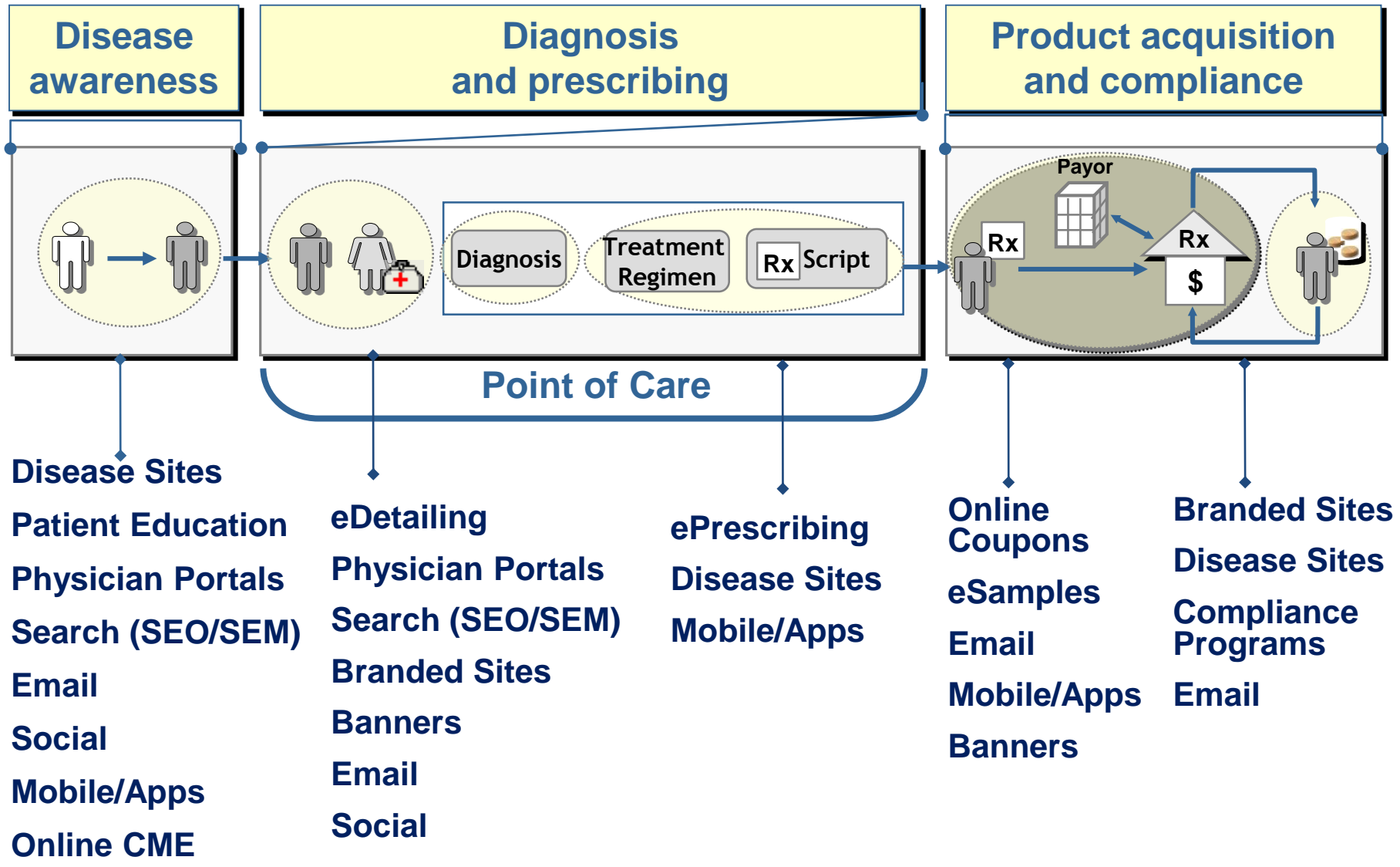
HCP Prioritization and Engagement Strategy

Marketing Objectives: <ul style="list-style-type: none"> • Educate on MOA • Educate on when, how and in whom to use Product • Make it easy to start and maintain patients on Product 	
Segment	Strategy
Priority HCPs N = 6,200	Frequency and engagement: <ul style="list-style-type: none"> •Supplement field messages •Provide support for MD and staff •Drive engagement with brand programs
Whitespace (400) and No-see Priority HCPs (1,240) N = 1,640	Reach, frequency and engagement: <ul style="list-style-type: none"> •Deliver disease, product education and brand messages •Provide support for MD and staff •Drive engagement with brand programs
Non-Priority HCPs N = 6,000	Reach, frequency and awareness: <ul style="list-style-type: none"> •Deliver disease, product education and brand messages •Drive awareness of brand programs •Support MD and staff as needed
Oncology Nurses N=?	Reach, frequency and awareness: <ul style="list-style-type: none"> •Target directly with disease, product education and brand messages •Drive awareness, usage of brand programs

- Using multiple channels will address differences in preference for receiving and responding to information while maximizing reach and frequency

	Examples	Role
Field Reps	<ul style="list-style-type: none">• Presentations• Vis Aids• Invitations/announcements	<ul style="list-style-type: none">• Meetings, presentations to priority HCPs• Offer core resources as additional ways to engage
Core Resources and Support	<ul style="list-style-type: none">• Websites• Product Specialists• Patient Support Program• Conferences	<ul style="list-style-type: none">• Home for brand information, education, materials and resources• Service and support resources• Destination for all outbound MCM promotion
Engagement Drivers	<ul style="list-style-type: none">• Journal ads• Email/Direct Mail• WebMD• News Channel/Dr. Channel	<ul style="list-style-type: none">• Outbound tactics• Multiple channels to maximize reach, frequency and engagement• Specific targeted messages plus call to action

Many communication channels to drive physician behavior



Disease Sites

- Patient Education**
- Physician Portals**
- Search (SEO/SEM)**
- Email**
- Social**
- Mobile/Apps**
- Online CME**

- eDetailing**
- Physician Portals**
- Search (SEO/SEM)**
- Branded Sites**
- Banners**
- Email**
- Social**

- ePrescribing**
- Disease Sites**
- Mobile/Apps**

- Online Coupons**
- eSamples**
- Email**
- Mobile/Apps**
- Banners**

- Branded Sites**
- Disease Sites**
- Compliance Programs**
- Email**

Developing Insights to Understand and Describe the Segments

Data

Information

Insight

Collection and aggregation of statistics about the segment

Analysis, simplification and reporting to provide a basic facts about the segment

A more complete, actionable profile of the segment based on combinations or patterns of data

Typical sources:

- *Market research*
- *IMS*
- *Ad Boards*
- *Quantitative Models*
- *Rep Feedback*
- *Web Analytics*

Examples:

- *High prescribers*
- *Small patient base*
- *Heavy downloads of new patient tool*
- *Annual Value*

A deeper understanding of the motives and needs driving behavior:

- *Patient-focused*
- *Desire tools to help them work with patients*

Data Needs to Support Analysis and Refinement

Data Needed
Sales Data
Media spend / media schedule
TV GRP
Print
Paid Search / Display Impressions
Website traffic
Competitor Data
Call Data

Data Input Form

1. Enter Forecast Period Start Date

3. Generate Forecast

⊗ Show Distribution of Marketing Spend

Run Model

Reset Input Data

2(a). Enter Marketing Data

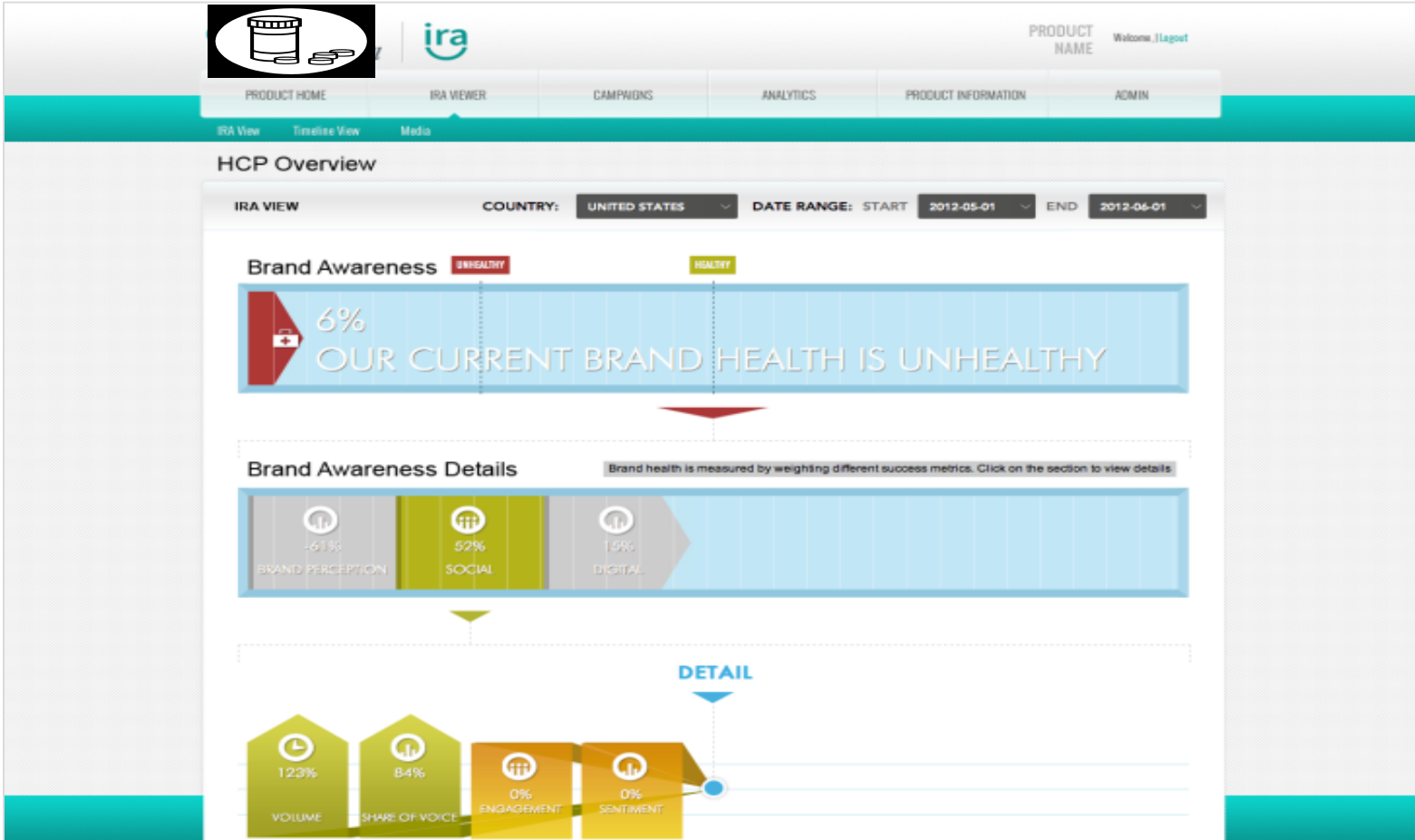
Week #	Week Ending	National Radio	National TV	Print	Paid Search	Online Display	Event Marketing	Emails	Sales Calls
1	29-Nov-10								
2	06-Dec-10								
3	13-Dec-10								
4	20-Dec-10								
5	27-Dec-10								
6	03-Jan-11								
7	10-Jan-11								
8	17-Jan-11								
9	24-Jan-11								
10	31-Jan-11								

Data needed for all channels to be evaluated as part of the mix
 Ideally up to 2 years of data, broken out weekly, is ideal for any analysis

Ask yourself the right questions

Channels	Which channels are most effective? What is the optimal use of email mail?
Sources	What sources (e.g. lists) generate the best response?
Targets	What targets/sub-groups respond best to which promotions?
Formats	What formats (e.g. video vs. slide deck) work best?
Messages	Which messaging and subject lines best engage and motivate?
Frequency	What is the optimal frequency for each subgroup?
Sequence	What is the optimal sequence of communications?

Integrated Reporting Dashboards



How to measure: Sample of a Metrics Report

DEPLOYS	SPEND	SENT	OPENS (IMPS)	CLICKS	COST PER DEPLOY	COST PER OPEN	COST PER CLICK	LEADS	COST PER LEAD
5	\$43,750	17,465	15,640	2,447	\$8,750	\$2.80	\$17.88	94	\$465.43
5	\$15,094	31,631	1,783	168	\$3,019	\$8.47	\$89.85	48	\$314.46
11	\$67,000	93,414	6,563	362	\$6,091	\$10.21	\$185.08	109	\$614.68
1	\$14,200	5,501	415	14	\$14,200	\$34.22	\$1,014.29	1	\$14,200
3	\$15,710	23,096	1,020	129	\$5,237	\$15.40	\$121.78	55	\$285.64
3	\$10,290	13,709	685	51	\$3,430	\$15.02	\$201.76	22	\$467.73
2	\$13,672	7,652	630	88	\$6,836	\$21.70	\$155.36	36	\$379.78

Key Success Factors

Engagement

A strategy for targeting and engaging each key target group based on coverage and HCP needs

Integration

Consistent messages and content across tactics; repurpose rich content as appropriate for synergy and engagement

Understanding

Data collection to develop and enhance the profile of target HCPs; identify key profiling variables, collection points and implementation

Implementation

Onboarding and ongoing oversight of partners to assure 'on strategy' delivery; set regular updates and review of results

Continuous Learning

Measurement, reporting and evaluation to optimize strategy and tactics; reallocate resources based on behavior and potential value of HCP groups

Infrastructure

Database and coordinated data flow to drive targeting, execution and evaluation of the program