

Multi-Channel Marketing for the Life Sciences

A proactive system designed for servicing all HCPs including those practicing in remote locations

August 2, 2020-- *Life science organizations know that yesterday's sales model doesn't work in today's HCP world. In-person visits to remotely-located, low-volume HCPs has become "exception-rather-than-rule". And now, corporate policies at higher-volume healthcare facilities are limiting in-person access to their HCPs for marketers of brand pharmaceuticals. That's why a properly constructed and managed multi-channel marketing system is more important now than ever. A system that incorporates all product ordering, shipping, and tracking methodologies. One that optimizes the ordering process and provides life science organizations the kind of tools they must have in today's environment. One that features more effective ways to market and deliver products to customers. One that highlights well thought out software development and personalized involvement in the fulfillment process, including personal phone contact and follow up to provide the best experience for their customers.*

Background

By definition, life science enterprises are diverse and do not operate under one umbrella as a single entity. Each brand is responsible for managing its own product marketing and distribution.

More often than not, these silos employ diverse methods of marketing, ordering, fulfillment and reporting. While this type of arrangement undoubtedly yields overall corporate benefits, the sheer number of silos that can exist usually doesn't allow much "cross fertilization" when it comes to idea sharing. And so, typically a tunneled view of their own programs often means each silo lacks a clear understanding of how their bottom-line results can benefit from employing other, more effective marketing processes.

In place of new marketing approaches, there is usually a heavy reliance on the sales staff to shoulder the burden.

A recent development has organizations utilizing online ordering for HCPs through the development of secure web sites. However, an objective analysis of all available options for multi-channel marketing is difficult at times due to (a) the amount

of data and (b) the absence of standardized data capture and various reporting processes used by each individual brand process or vendor utilized.

In short, the optimum system should be capable of aggregating all means of sample ordering and distribution and then use this data to optimize the channel and then develop the best alternatives for all products and markets.

Proactive Monitoring

A properly developed system must operate on a platform that allows immediate feedback and proactive monitoring of all programs for tracking effectiveness and ROI. This includes a deep understanding of which channel is the most appropriate for a particular geography, brand or customer demographic.

Optimization of the systems used to reach such a vast customer base is most critical for both large and small life science organizations in order to develop the proper blend of marketing and distribution channels.

Channel Options

- **In-Person Sales Professionals** -- Can be costly as it is quite often cost prohibitive to cover all customers within a vast area. In addition, many locations geographically do not warrant full coverage by sales professionals as it is not time efficient to call on customers personally in wide and remote areas.
- **Customer Service Centers** -- Generally used to add to the customer experience by making outbound calls or managing inbound requests for products and/or treatments. Although the call center 'personal touch' is preferred, it is costly and prohibitive to try to cover all prospects effectively.
- **Business Reply Cards (BRCs) and Fax Back Forms (FBFs)** -- Can be effective in large geographic areas that cannot be covered and in most cases the audience finds it easy to order simply by filling out a couple of questions and turning in the card for product. Tracking effectiveness of these programs is not always easy.

Channel Options (cont'd)

- **Web Portals** -- Providing a quick and secure way to order products, usually in a matter of minutes, web portals have become commonplace throughout the industry. Adding to their popularity is the very short learning curve for HCPs. Think of it, most everyone today is more than capable of ordering personal products from home shopping networks and web sites, So it is a very short leap to coming up to speed to operate a portal.

Problem Statement

The concept of managing the data from all order channels is sometimes a bit difficult to comprehend. First, the system must pinpoint and analyze the origins of the sample request, e.g., Web Portal, Business Reply Cards, Field Sales or Fax Back Forms).

The system must then be flexible so that adjustments can be made in any of the channels following analysis of a program. And the program must operate within federal regulatory guidelines and concurrently, it must guarantee that data security is assured.

That's it... You can then in an instant start evaluating customer behavior, gaining a better understanding of how and why they were make the decisions they made.

Accurate and timely reporting enables organizations to make informed decisions on optimum sampling methods for the program.

Multi-Channel Benefits

- Flexibility in a system in order to modify programs as required for each brand
- With a vendor who specializes in flexible and dynamic systems, you can alter quickly to respond to market needs
- With a vendor who provides reporting and notifications to field personnel to communicate the customer behavior and order history
- Use of a secure web portal that is seamless to the customer and integrates well with the clients existing web site architecture
- With a vendor who develops websites as well as the integration of Business Reply Cards as required all within 60 days
- Web portal tools that feature email or notifications to clients for new programs and order history
- The ability to close out an order by the customer using electronic Acknowledgement of Content (AOC) making it possible for re-order if sample supplies are limited
- A dedicated team of customer service representatives to manage the orders and report on any issues that the program manager feels are impeding the distribution of product and overall customer experience
- Tracking product shipments and deliveries to HCP customers through reports to the home office and sales professionals. This keeps them aware of customer activity from all order channels
- Ability to alter the mix of ordering/fulfillment channels to optimize ROI and customer exposure to all brands

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