HCP Multichannel Marketing:
What Does Great Look Like?

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Industry Perspectives

There are several critical elements for success with multichannel marketing campaigns. It's important from the beginning to have a clear understanding of target customers via market research and prescription data. Specific campaign objectives must be established up front, such as creating product awareness, shifting customer mindset or driving product utilization. There is significant value in personalizing campaigns so all targets are not treated identically. This makes it critical to understand customer segmentation, and then craft messages and campaign execution to meet the needs of customer segments with message content and cadence. Finally, it's extremely valuable to measure campaign effectiveness and optimize campaign approaches along the way.

At the same time, experience has shown us that some challenges can diminish the success of these campaigns. Poor data or poor campaign measurement can be very problematic. Sometimes, there is significant pressure around campaign timing and the focus is on launching the campaign quickly, even if there is insufficient time for appropriate planning. It's also a missed opportunity if mid-campaign metrics are not provided with sufficient time to leverage available data and adjust the campaign mid-stream to optimize results.

Jeff Persinger
President and CEO
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Multichannel Marketing Agency Perspectives

Through experience gained in implementing and tracking over 1,200 HCP multichannel marketing campaigns, BioPharm has identified six key success factors in developing and implementing these campaigns:

1. **Insight-driven planning** leveraging key data to identify commercially valuable targets, gain a deep understanding of them, and develop a highly effective campaign design
2. **Rules-based CRM platform** to create personalized journeys for HCPs with triggered messaging
3. **Proven promotional tools** that have positive recognition with HCPs and proven history of consistently changing HCP clinical behavior
4. **Dynamic deployment** to ensure digital, print and personal promotion channels are effectively integrated
5. **Comprehensive campaign reporting and insights** in real-time that are implemented during the campaign to optimize overall effectiveness
6. **Advanced analytics** to measure campaign success and identify key elements that drove success to optimize future investments in MCM campaigns

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Insights-Driven Planning

The first step in insights-driven planning is to create HCP segments based on the promotional value of target HCPs and their affinity scores for message and channel preference as measured by actual behavior. Once these HCP segments have been created, campaign business rules can be created so that unique, personalized journeys are planned for individual HCP microsegments. Each personalized journey can vary based on communications strategy, brand messaging, channels employed, and promotional assets delivered.

Rules-Based CRM

A sophisticated CRM platform supports personalized journeys and creates opportunities for trigger-based campaigns. An ideal CRM platform allows for flexible rules that advance the conversation through personalized journeys. These campaigns can then be trigger-based on several different layers. Basic journeys can be established that integrate message and channel preferences for each HCP segment. In addition, a rules-based, sophisticated CRM platform provides opportunities to act upon a variety of triggers such as market events, clinical or access data, or media engagement by HCPs. Personal selling triggers include vacant territories, low-see/no-see HCPs and sales rep input such as objection handling messages. In addition, continuous tracking of campaign delivery and engagement provides data to optimize these campaigns mid-stream.

Proven Promotional Tools

Basic awareness of brand messages can be effectively communicated via first-party vehicles, but trusted third-party media serves as a strong complement to provide deeper medical information and education.

Data has shown that HCPs are much more likely to open communications if they are familiar with that vehicle or brand. The addition of thought-leader experts significantly increases the credibility of the communication. Several industry surveys have indicated that thought-leader expert support is the single most influential factor in changing HCP behavior.

Dynamic Deployment

Personalized marketing is the goal for pharma and biotech marketers. Dynamic deployment allows this to happen at scale. Actionable insights from robust well-connected data is the first key ingredient in understanding what's important to personalize journeys for HCPs. This means selecting the right message and the right channels for that specific HCP. It's a complex process that requires insightful planning and a sophisticated backend to support on-demand deploy-ment and deliver the right messages through variable creative.

There are three key layers in a robust dynamic deployment plan. The first is an "always-on" layer that maintains consistent communication with the HCP, driven by next best action or message. The second layer is data-triggered in response to HCP behavior and marketplace events. The third layer is rep-triggered in response to sales force activities, and it's critical that the sales force be recognized as an important channel in the multichannel schematic. All three of these layers then need to be effectively integrated at the individual HCP level, and this process needs to be data-driven and completely automated.

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Reporting and Insights

The goal of real-time reporting is to gain actionable insights that can be used to make campaign adjustments in mid-stream and thereby optimize campaign effectiveness. Effective reporting provides information at the individual HCP level and ensures that results can be measured for HCP segments to identify trends and respond accordingly. This data should be shared with other applications or partners in the MCM campaign.

The next step in this process is to mine the data using advanced analytics to develop actionable insights to optimize campaign results. Analytics tools include data visualization, propensity scoring, predictive modeling, and the use of artificial intelligence. "Test and learn" approaches are effective in making these mid-term adjustments and should be used continuously. In addition, key learnings and best practices can be developed over time and applied to future campaigns.

Advanced Analytics

Following conclusion of multichannel marketing campaigns, advance analytics should be employed to drive effectiveness of future campaigns. ROI should certainly be calculated for the campaign, but it is extremely valuable to go deeper and determine ROI at the HCP segment, individual channel, and campaign tactic level. In addition, determination of marginal ROI provides an important evaluation of spend scalability.

Once this data has been analyzed, the initial segmentation can be reevaluated and updated for future campaigns. This includes evaluating the optimal spend per target segment through predictive modeling. An additional valuable step is to develop a model that provides an optimal mix of campaign tactics and channels to be used in future campaigns, and align specific tactics to HCP segments.

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Summary

In summary, we hope that this white paper has provided a valuable overview of the key elements that make HCP multichannel marketing campaigns great. It all begins with upfront data that forms the foundation of insight-driven planning. A sophisticated rules-based platform can then be used to create personalized journeys for HCPs, and include the use of triggered messaging. There is tremendous incremental value in using promotional tools to drive messaging that have strong HCP recognition and have historically been successful in changing HCP behavior. It's important to recognize that the sales force is a personal promotion channel that can be effectively integrated with non-personal channels through dynamic deployment. If campaign reporting and actionable insights are delivered in real-time, adjustments can be made mid-stream that will optimize overall campaign effectiveness. Finally, there is tremendous value in conducting post-campaign advanced analytics to determine how best to invest future promotional funds. These key elements are not easy to perform, but implemented effectively through an experienced multichannel marketing partner, they will pay huge dividends for pharma and biotech brands.