

# Delivering Powerful, Fully Integrated HCP CRM: From Inception to Results



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## A STRATEGIC APPROACH TO DEVELOPING FULLY INTEGRATED CRM

At BioPharm Communications, we have found, through the successful implantation of over 1200 multichannel marketing campaigns, that there are six key elements to developing campaigns that reach and engage HCPs to effectively drive interest, evaluation, and use of medical treatments. These key elements are *Connected Data*, *Data Driven Insights and Planning*, *Proven Promotional Tools*, *Advanced CRM Platform*, *Insightful Measurement*, and *Advanced Analytics*. These six elements work in concert to deliver impactful multichannel promotion.

## CONNECTED DATA

Data support an understanding of customers' behaviors and market opportunities, which is the foundation on which we have built effective CRM programs. Current prescribing data tell us about how HCPs use products relative to the total market and to competitive products. Historical and current prescribing trend data help us understand how quickly HCPs adopt products at different stages of the product's lifecycle, and which products are increasing or decreasing in market share. Prescriber-level data for reimbursement of products relative to its competitors help us determine whether there are barriers that need to be addressed, or advantages that can be promoted. Data on how HCPs respond to different media channels, subjects, or sources inform the design of CRM campaigns, including content, channel mix, and messaging cadence.

## DATA DRIVEN INSIGHTS AND PLANNING

BioPharm uses this data to develop a deeper understanding of HCP targets, their informational needs, and the market opportunity at the prescriber level. We then organize targets into microsegments with similar promotional value, recommended investment level, reimbursement access, informational needs, and message and channel preferences. These microsegments are used to craft plans to enable individualization of channel mix, content and message strategy, and communications cadence and timing.

## PROVEN PROMOTIONAL TOOLS

To reach and engage the broadest audience, it is most effective to employ a variety of communications vehicles and types. HCPs have different channel preferences, with some preferring digital content and others preferring printed materials. Although some HCPs will engage with promotional materials sent directly from the brand, others are much more likely to engage with materials from trusted third-party sources and are perceived as educational rather than promotional. In addition, data have shown that HCPs are much more likely to open communications from sources with which they are familiar. Use of thought-leader experts has been shown to increase engagement with campaigns, as well as significantly increase the credibility of the materials. Several industry surveys have indicated that support from thought-leader experts is highly influential in changing HCP behavior.



## ADVANCED CRM PLATFORM

Personalized marketing is the goal for pharma and biotech marketers. Dynamic deployment allows this to happen at scale. It's a complex process that requires insightful planning and an advanced CRM platform to support on-demand deployment and more sophisticated approaches, such as personalized journeys and trigger-based campaigns. These platforms allow for the construction of rules that use a combination of target attributes and in-campaign behavior to advance the conversation via personalized journeys. Basic journeys will use message and channel preferences to determine the messaging cadence (ie, order and timing) for each HCP segment.

External data can also be used to trigger aspects of the campaign. Typical triggers include 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.



## INSIGHTFUL MEASUREMENT

The goals of measurement go beyond determining whether campaigns achieved their objectives. Real-time reporting can be used to uncover actionable insights that inform in-campaign adjustments in order to optimize campaign effectiveness. Effective measurement and reporting provide information at multiple levels: total campaign, target segment, and individual HCP. This ensures that results can be analyzed across segments to identify trends and respond accordingly. This level of data may also be shared with other applications or partners in the MCM campaign to optimize effectiveness across all marketing and promotion. Finally, these learnings can be used to develop best practices that will be applied to future campaigns.



## ADVANCED ANALYTICS

Advanced analytics should be employed following the completion of multichannel marketing campaigns to determine whether the campaign has achieved the business and financial objectives. While overall campaign-level ROI should be calculated, it can be extremely valuable to dive deeper to determine ROI at the HCP segment, individual channel, and campaign tactic level if the data can support this level of analysis. In addition, determination of marginal ROI provides an important evaluation of spend scalability.



## SUMMARY

In summary, BioPharm Communications has identified six key elements to developing MCM campaigns that effectively reach and engage HCPs. The planning process begins with *Connected Data* for target HCPs that drives campaign design, including content, channel mix, and messaging cadence. *Data Driven Insights and Planning* are then used to create HCP microsegments that will receive individualized campaigns. BioPharm delivers content messaging through *Proven Promotional Tools*—trusted third-party sources with high HCP familiarity—and messaging that is preferably delivered by thought-leader experts. *Advanced CRM Platforms* are employed by BioPharm using advanced automation to provide HCPs with personalized journeys and trigger-based campaigns at scale. BioPharm utilizes *Insightful Measurement* to uncover actionable insights and make in-campaign adjustments to optimize campaign effectiveness. Finally, BioPharm employs *Advanced Analytics* at the overall campaign and campaign segment level to drive future decisions regarding appropriate spend levels. Through the design and implementation of over 1200 successful MCM campaigns, we have learned that these six elements work in concert to deliver highly impactful multichannel promotion.