The pharmaceutical industry is replicating the foundational layers used in retail, finance, and other industries on how best to reach customers across channels (Amazon, et al). The future state is an integrated marketing, sales, technology stack, and analytics environment that generates customer centric personalized Healthcare Practitioner (HCP) and Healthcare Consumer journeys. Advances in the approach to the Omnichannel Roadmap include channel sequencing and optimal day/time scoring in an automated environment that provides consistency, agility and efficiency. Using a bottom up optimization can have a larger impact on sales than the traditional top down approach.

Building upon the foundational layers (technology acquisition, data science capability, etc.) requires partnerships across historically siloed teams at pharmaceutical manufacturers includes Sales, Marketing, IT, Operations, and Analytics.

There are specific ‘levers’ that can be optimized and integrated in phases to realize a true, operational omnichannel engine. Analytical Wizards provides data science (AI/ML algorithm) capabilities that drive the omnichannel decisioning engine and matures as our client integration and technology stack mature. In the current climate of agility and high need for efficiencies, Analytical Wizards also focuses on achieving flexibility, agility and efficiency as we personalize journeys for Healthcare Practitioners and Consumers.

In this point of view, Analytical Wizards details the focus on levers, environment needs, and the data science approach to realize and operationalize omnichannel communication.

Gaps exist in today’s omnichannel execution. Physicians in the same segment or decile may have very different responses to promotional activity. The communication mix can be optimized using AI/ML, analytics, strategy and intelligent business rules.
To achieve maximum promotional effectiveness, we need to understand the “PUSH” levers as well as the “PULL” decision levers.

A phased approach to omnichannel maturity would include understanding of the execution capability across multiple channels, tactical decision-making, personalized strategies, and how the personalization can flex and adapt based on the customer.
The mature omnichannel technology and analytics environment requires multiple components.

- Promo responses, engagements
- Profile data
- Rx history
- Networks, affiliations
- Publications
- Content seeking and consumption patterns (Utilize CDP/DMP to purchase behavioral datapoints)

- Enables recommended actions via rep
- Prepopulated messaging/content for recommended next touch
- Capture promotion interaction activity, HCP survey responses, Rep inputs

A decision engine is established to drive the personalized HCP journeys.
Creating an effective Omnichannel Roadmap can be an effective approach to improve performance. Important considerations should include a look at the flexibility of any modeling exercise and how quick it can be implemented. Ensure the modeling uses best-in-class model forms to fit all promotional needs, is scalable and easily adopted with familiar analysis approaches and outputs. Resource allocation should be efficient and timesaving. Model development should be guided to ensure consistency and the best fit for your teams, including ability for project sharing, user review and sign-off, editable visualization and data export into PowerPoint and Excel.

For more information on how we can help, reach out to us at info@analyticalwizards.com