

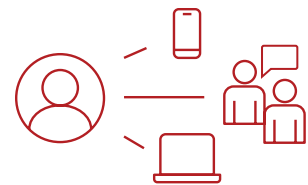


Deliver on Healthcare Professionals' Expectations for Seamless Digital and In-Person Relationships



It is not just healthcare consumers whose preferences and behaviors are changing, with a growing interest in digital channels of communication. Doctors are likewise shifting to a digital-first mindset, including as it pertains to their relationships with pharmaceutical sales reps and medical liaisons (MSLs). The longstanding tradition of in-person meetings is now but one of many interaction touchpoints.

- In a post-pandemic study from Boston Consulting Group analyzing changing MD expectations, 63% of US physicians prefer to “maintain or further increase” the amount of digital (vs. face-to-face) engagements with pharma reps that they’ve become accustomed to, finding virtual engagements with pharma companies efficient and effective.¹
- This trend was in place prior to the pandemic. In the Decision Resources Group 2019 ePharma study, just 54% of physicians surveyed saw pharma reps in person, down from 67% in 2018—the lowest rate since DRG (now Clarivate) started keeping track in 2014. The downward trend for in-person visits juxtaposed an increase in online sources of information. According to the survey, 37% of physicians found pharma websites influential, a 50% increase in three years.²



Digital channels have dramatically changed the face of engagement with medical professionals—and many are now viewing them not just as a short-term necessity, but as an opportunity to reimagine the customer experience and improve rep productivity well into the future.

- PHARMAEXEC.COM

Bring More to the Table: A Question of Value

A decline in face-to-face meetings has become a question of value. A digital-first mindset changes the calculation for what in-person visits with pharma reps bring to the table. While direct encounters remain an important part of an overall relationship with a healthcare professional (HCP), the trend is to view them as more of a complementary component.

A Personalized, Personal Visit—Just Digitally

The challenge for pharma reps adapting to a digital-first mindset is trying to approximate the personal approach of in-person visits. Good pharma reps understand that the professional relationship they build with an HCP involves more than the sale, or providing education. There is also a personal component; does the HCP like to read summaries, or watch a presentation? What time of day works best? What’s the optimal touch frequency?

Besides offering a great opportunity to develop a personal understanding of an HCP's specific needs and preferences, face-to-face visits have traditionally been used to leverage that personal understanding for cross-sell and upsell opportunities. With a first-hand account of which medications are being prescribed, the volume of patients an HCP is seeing and other day-to-day operational aspects specific to a practice, pharma reps can help fill gaps, often more easily than through digital channels.

The difficulty with approximating the personal level of a face-to-face meeting is exacerbated when multiple digital channels are not integrated. For instance, a pharma rep accustomed to storing and retrieving data from a CRM system is likely not coordinating in-person outreach with email campaigns. On-demand video training, webinars, and virtual speaking programs are popular educational tools, but pharma marketing strategies are commonly organized around a specific channel rather than viewing them holistically as furthering a HCPs journey with a pharma company.

Similarly, HCPs are very active on social media, particularly HCP-only networks. Pharma companies that leverage these social media platforms to gather insight rarely segment the data to activate it in a personalized way to manage the HCP experience.

Another challenge for pharma reps stems from having to manage complex business rules as well as compliance and regulatory mandates that differ by market and specialty, among other factors. Segmentation rules must account for these factors, optimally while still managing a personalized experience.

Start with a Single Point of Control

For face-to-face visits with pharma reps to remain a valuable, if complementary, component of an HCPs digital-first experience, reps must have a consolidated view of all the channels an HCP engages with, and know how each channel helps further an HCP along a path toward the desired result, whether prescribing a drug, recommending a certain treatment plan, or another course of action. Possessing a consolidated view also holds true for pharmacists who establish relationships directly with healthcare consumers. Knowing everything there is to know about a consumer during the engagement provides a superior customer experience, as well as builds trust and customer loyalty.

To provide a consolidated view, pharma marketing plans are looking to implement customer data platforms (CDPs) to help provide more personalized and impactful engagements, and enhance the value of face-to-face meetings as a part of a holistic, omnichannel approach.

Of course, just as no HCP is alike, neither is every CDP. With a basic understanding that a CDP is packaged software that creates a persistent, unified customer database that's accessible to other systems, that basic definition stops short at explaining how CDPs differ in terms of how they handle omnichannel orchestration, identity resolution, the creation of a Golden Record, segmentation, and privacy and compliance.

The Redpoint® CDP differentiates from other vendors by offering pharmaceuticals a single point of control from which to orchestrate next-best actions in the precise cadence of an HCP journey across all channels.

Golden Record:

HCPs and healthcare consumers expect personalized experiences across every channel and touchpoint. Delivering on that expectation requires a single customer view that meets and engages with HCPs as individuals, not just during one interaction whether in-person or digitally, but across the entirety of a journey.

Of the 75% of physicians who preferred in-person visits from medtech representatives prior to Covid-19,

47%

now prefer virtual exchanges or less-frequent visits.³

Across all age groups,

4 out of 5

doctors use social media in their practice—with 56% using HCP-only networks like SERMO and Doximity and 32% using open networks like LinkedIn and Facebook.⁴

The Redpoint Golden Record is a single customer view that constructs everything that is knowable about a customer from every available source. Combining a full identity graph with full contact history, all attributes and all aggregations, it provides pharma companies with an up-to-the-moment, perfectly precise and perfectly reliable information about an HCP or end consumer, without any lags or siloes.

The Redpoint Golden Record constantly updates every data source and makes it available and accessible in one universal place in real time. With advanced identity resolution, persistent keys, and tunable matching and merging, it renders your company's own first-party data more perfect.

Many CDP vendors that promise a single customer view or unified customer profile likely refer to simply integrating customer data from multiple sources, with data quality steps outsourced to third-party reference files, and lacking persistent keys. This approach is not conducive to delivering a personalized experience, however, because it does not provide an accurate, real-time view of a customer in the context of an individual customer journey. The Redpoint Golden Record is an uncompromised single source of truth of a customer profile that is a key requirement for providing a hyper-relevant experience throughout a customer journey, even with a continual influx of new data.

More than most, pharma is an industry in a constant state of flux. There are always new drugs, new treatments, new patients, new practices and networks, etc. With a Golden Record, pharma reps are continually in synch with an HCP journey. They know everything there is to know about an HCP's practice, and are primed to deliver a relevant, personalized experience on any channel, at any time.

Segmentation:

While not exclusive to pharma, the enormous complexity of business rules pertaining to HCP segmentation is perhaps unmatched by any other industry. Personalizing an experience for an HCP at scale—in the cadence of a specific HCP journey—requires segmentation rules beyond the capability of most CDP vendors.

Automated machine learning models embedded in the Redpoint CDP bring insight to a Golden Record, accounting for an infinite number of business rules or any per-mutation of a customer journey. While manual algorithms must resort to segmentation by cohort because they cannot account for every permutation, code-free, in-line operational models in the Redpoint CDP are continually optimized without human intervention. Changes to data or circumstances—any modification to a Golden Record—is automatically incorporated into subsequent production models.

Continual in-line testing and automated algorithmic optimization ensures that every real-time decision that is rendered is a next-best action for a specific HCP, not an HCP that behaves similarly such as downloading the same content from social media, or treats patients with the same condition, etc.

Omnichannel Orchestration:

Recognizing that the ultimate purpose of a Golden Record is to deliver personalized customer experiences at scale across entirety of a customer journey, a key capability for a CDP is to be able to orchestrate those experiences on every channel. A next-best action provided for an HCP or end customer in the context and cadence of a unique journey is a key differentiator of the Redpoint CDP.

“

Redpoint enables us to create complex communications through different channels, times, and triggers to enhance each other.”

- MIKE TASCHUK, Director,
Marketing Client Operations,
GuideWell Connect

“

Redpoint's experience managing complex data, machine learning and AI, and campaign management provide the essential technology and software building blocks that are required. But I'm mostly optimistic about our relationship with Redpoint because it's more than a tool. It's partners that want to make the customer successful.”

- CRAIG THOMAS, CEO,
Lucerna Health

Omnichannel orchestration capabilities in the Redpoint CDP enable pharma reps to design and coordinate individualized multitouch, multichannel journeys across all touchpoints—inbound and outbound, digital and physical, batch and real-time—and seamlessly deliver one or a series of next-best actions in the cadence of a unique customer journey as it evolves.

Whether through inbound channels (website or mobile app), outbound channels (email, SMS, direct mail) or a combination of both, omnichannel orchestration capabilities within the Redpoint CDP ensure consistent engagements with HCPs or end customers however they choose to interact with your brand.

And with hundreds of prebuilt native connectors, the Redpoint CDP provides the ability to access data and execute campaigns using your company's existing technologies. Once an integration is established, direct interactions with channel applications (email Prs, etc.) are not necessary, allowing you to focus time and resources on delivering the best possible message, offer or experience—regardless of a customer's point of interaction.

Privacy/Compliance:

The Redpoint CDP was architected with security, privacy, and compliance at the forefront of every decision, built for purpose for clients having specific, stringent industry requirements.

As those requirements relate to the healthcare space and the Health Insurance Portability and Accountability Act (HIPAA)-compliant communication touchpoints, for instance, the Redpoint CDP offers HIPAA certification for Redpoint's own software services. The platform's open garden architecture offers clients a choice of touchpoints that include being able to use HIPAA-compliant email providers and other end channels.

The Redpoint platform engenders a trusted relationship between a pharma rep and HCP by extending beyond base compliance to offer preference and consent management, meeting expectations for transparency in terms of data being collected and how it is used and governed. An HCP, for example, may have control over channels of communication, frequency, and opt-in/opt-out controls with the assurance that the Redpoint CDP is configured to handle every choice accurately.

Redpoint goes beyond compliance and consent to offer deeper protection of personal data, using encryption both at rest and in motion to protect sensitive data, and with a PII vault to hold all personally identifiable information, controlling how those high-value and high-risk details are used.

The Pharma Industry is Changing—Are You Ready?

In the post-pandemic Boston Consulting Group study that explored the changes in how doctors engage with the pharma industry, doctors were unambiguously in favor of new models of cooperation. They increasingly expect pharma to adapt with the changing times, which includes demonstrating an understanding of their particular needs and interests.

The Redpoint CDP provides pharma reps with all the tools they need in a single, integrated customer experience platform to recognize healthcare professionals, pharmacists and even office personnel as unique individuals.

For more on how Redpoint helps the pharma industry deliver on the exalted expectations for a personalized, omnichannel customer experience, visit the Redpoint for Healthcare website at www.linkedin.com/showcase/redpoint-for-healthcare.

To see how Redpoint can solve your company's unique business challenges, schedule a demo consultation at www.redpointglobal.com/request-demo.

¹[BCG, Doctors' Changing Expectations of Pharma Are Here to Stay](#), Sept. 2021

²[Decision Resources Group \(DRG\), ePharma Physician® U.S. 2019](#), Jan. 2020

³[Bain & Company, US Healthcare Trends 2020: Insights from the Front Line](#), Sept. 2020

⁴[Avant Healthcare, The medium is the message: the value of HCP social media](#), Sept. 2020



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