Helping Pharmaceutical Companies Grow

Through Digital Experience Management

There Is A Need To Go Beyond Conventional Face-To-Face Interactions.

Market trends and HCP needs are evolving.

Market Trends

Increasing Pace Of Digitisation
proliferation of technology and mobile connectivity are driving consumerization of healthcare

Growing Price Pressure
driving the need to lower cost to serve and find more efficient ways of serving HCPs

Increasing Use Of Digital Tools
Enhancement of existing HCP interactions and optimising customer experience with data

Restriction Of Rep Access To HCPs
due to time constraints requires engagement with HCPs through a mix of channels

HCP Needs

Desire To Access Information On Demand
anytime through appropriate channels.

Access To Unbiased Information
that is legitimate and peer reviewed.

Personalised Content
that is highly relevant to the audience

Agile And Real-Time Support
for product or patient case related queries

How Omnichannel Fits Into The Pharma Model

Pharma confidence in juggling traditional channels with digital means is increasing. Yet true omnichannel engagement — the integration, orchestration and tailoring of customer interactions across multiple channels to match HCPs' profile-specific needs — has been the Cinderella of marketing activities. While multichannel engagement — the use of two or more channels that run relatively independently of one another — is increasingly in use, the omnichannel engagement model is altogether more dynamic and complex. It is still not fully adopted by the pharmaceutical industry.

Benefits Of Omnichannel Engagement

Revenue Uplift

5% - 15%

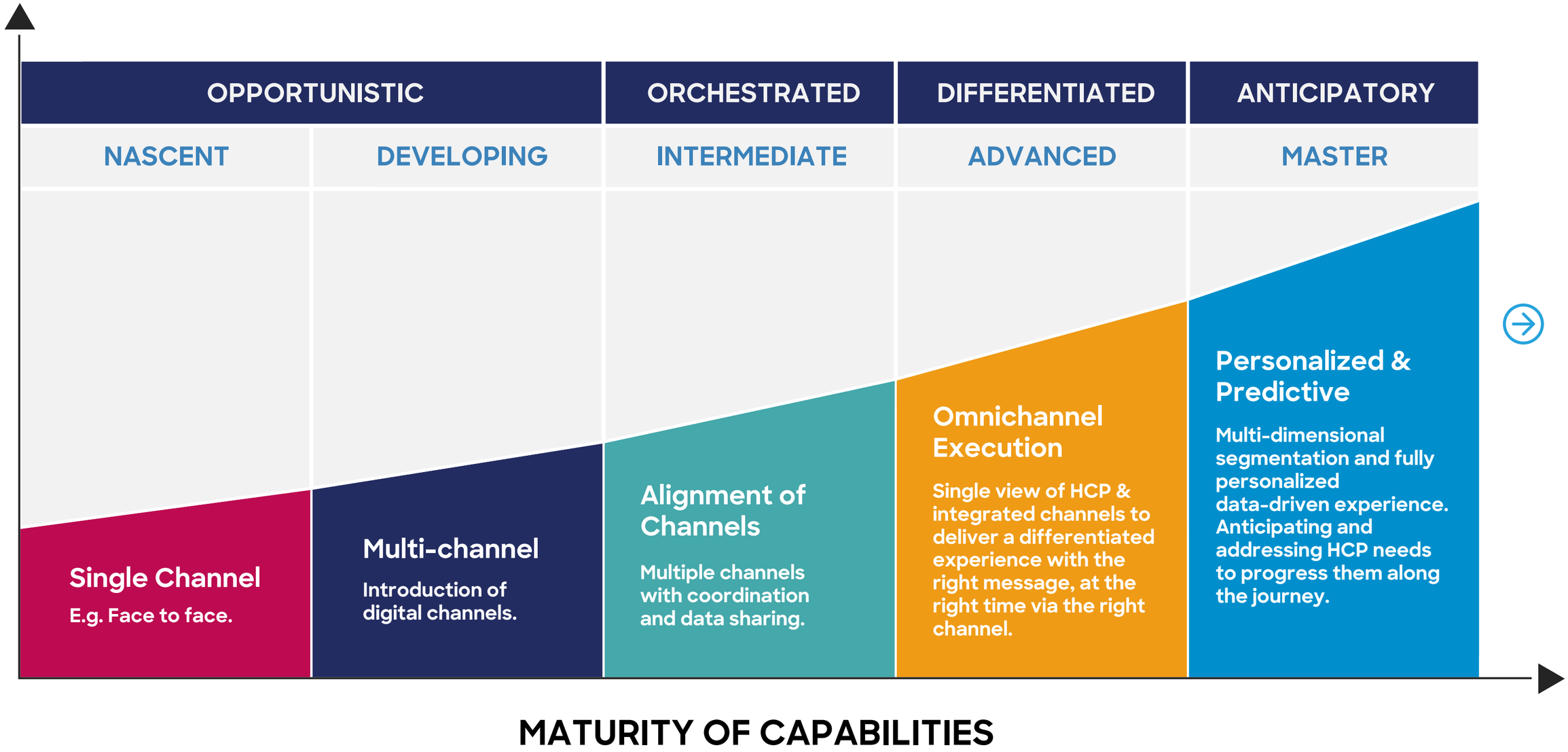
Driven by increases in prescribers and in TRx/NRx per prescriber.

Gains In Marketing Efficiencies

10% - 40%

Driven by faster time-to-market and greater cost savings.

Moving to True Omnichannel Engagement



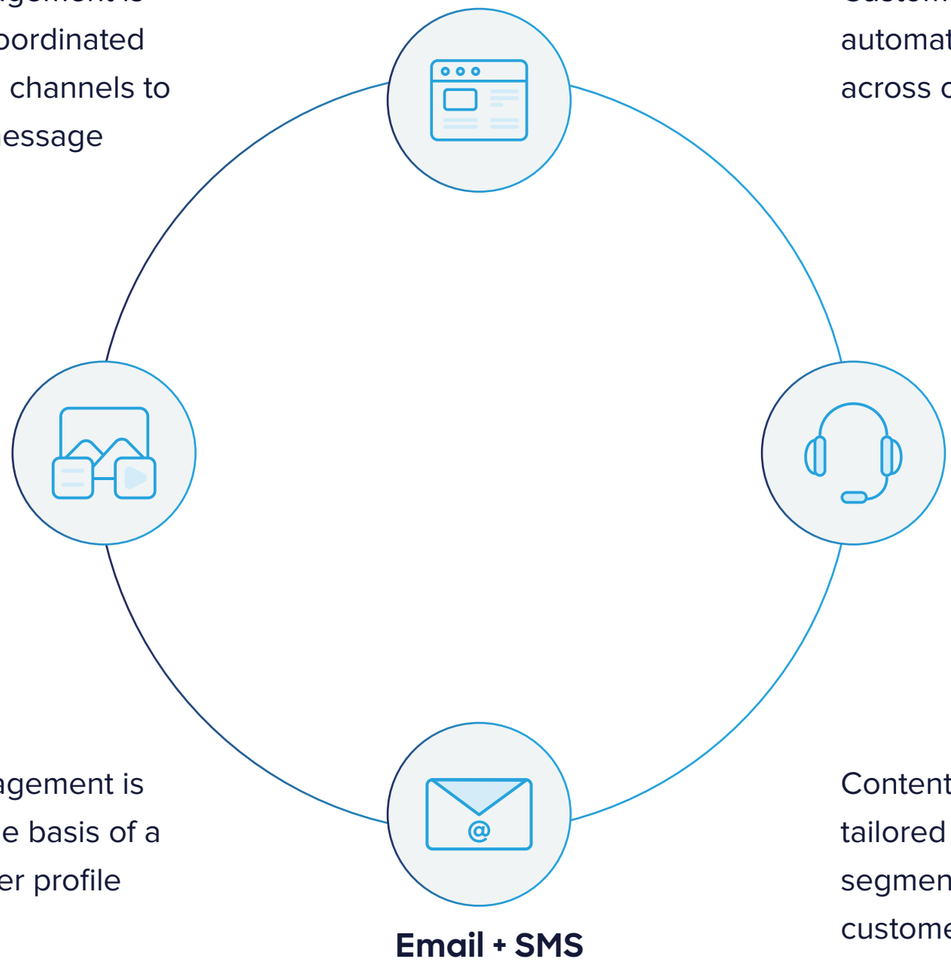
What Is Omnichannel Engagement

Omnichannel engagement strategy focuses on creating a near-seamless transition between channels by blending them and managing them from a single, unified platform.

- **Create consistency across channels**
- **Unify omnichannel customer data**
- **Facilitate effective communication**
- **Personalize customer experience**

Engage HCPs with relevant, timely and useful insights as they navigate effective options for their patients.

Customer engagement is orchestrated/coordinated across multiple channels to augment the message



Customer behavior triggers automated next best action across other channels

Customer engagement is delivered on the basis of a unified customer profile

Content delivery is dynamic, tailored and targeted to segments and individual customers

Roadmap To Start The Omnichannel Journey

INSIGHTS & ENGAGEMENT | CHANNEL OPERATIONS

Insights & Innovation Engine

Analytics to generate HCP insights
- Behavioral data
- Social listening
- Search scraping
- Sentiment analysis
- Lookalike modeling
- Demographic & psychographics
- Micro-segmentation and cohort analysis

Customer decision journey
A/B & multifactorial testing

User Engagement Management

Analytics to generate HCP insights
- Predictive analytics for personalization, helping move away from static engagement
- Engagement analytics

Content development & management

Brand engagement with online as a central component

Omnichannel Engagement

Analytics to generate HCP insights
- Channel attribution modelling
- Predictive customer journey mapping
- Omnichannel cohorts
- Behavior modeling and prediction
- Funnel conversion
- Personalized messaging (Segment of One)

Digital customer acquisition strategies
Next Best Action

Roadmap To Start The Omnichannel Journey

1

Insights & Innovation Engine

- Optimize the collection of first party data
- Search keyword analysis
- Behavioral data
- Initial segmentation of online customers
- Build initial customer decision journey
- A/B & multifactorial testing

User Engagement Management

- Identify content to engage with customers

2

Insights & Innovation Engine

- Operationalize customer decision journey

User Engagement Management

- Personalization of content, move away from static engagement

Omnichannel Engagement

- Personalized content

3

Insights & Innovation Engine

- Lookalike modelling
- Psychographics
- Micro-Segmentation

User Engagement Management

- Predictive analytics for personalization

Omnichannel Engagement

- Behavior modeling and prediction
- Predictive customer journey mapping

4

Insights & Innovation Engine

- Sentiment analysis
- Segmentation of One

User Engagement Management

- Brand engagement with on line as a central component

Omnichannel Engagement

- Omnichannel cohorts
- Automated personalization
- Next Best Action

Personalization Pathway

Define Personalization Goals(s) & Strategy

Examples
- Increase Cross-sell Revenue
- Improve Relationship Management

Personalization Strategies
- One-to-One
- One-to-Many

Collect Customer Data

Data Management Platform
- Account Data
- Transactions & Interactions

Platform Analytics
- Website
- Mobile App
- Social Media

Create Targeted Content

- Customer Data Platform (CDP)
- Translation/Localization Software
- Content Management Software (CMS)
- Predictive Analytics
- A/B Testing

1 → 2 → 3 → 4 → 5 → 6

Optimize
- AI/Machine Learning

Personalize Content
- Digital Experience Platform (DXP)
- Content Management Software (CMS)

Distribute Content
- Content Management Software (CMS)
- Engagement Analytics

Prioritize The Provider Experience With A Digital Experience

A digital experience platform, or DXP, can help an organization dynamically manage digital content and enable teams to deliver personalized messages that drive engagement, strengthen relationships, and ultimately create better loyalty and outcomes for healthcare providers (HCPs) and patients. When you combine automation and orchestration of a DXP with a modern customer experience (CX) strategy, any life sciences organization can stand out.

Acquia's Open DXP brings providers to the digital front door of a life sciences organization. Alongside Ci&T, Acquia is enabling pharmaceutical companies to engage with providers and physicians across digitalchannels. This is done using historical data and AI modeling to personalize to their specific needs. When you automate and orchestrate a journey with a fool-proof CX strategy, nothing is more powerful.

Marketers Shift Focus to First-Party Data Strategies for Enhanced CX and Custom Content amid Phasing Out Third-Party Cookies by Web Browsers

Source: 2023 Customer Experience Trends Report. Title:"Create More Engage Customer Experiences and Launch Faster"

88%

Say gathering first-party data is more important to their organization than it was two years ago.

41%

Say the ability to gather enough data about consumer preferences to create compelling digital experiences has been very important over the past 18 months.

35%

"Strongly agree" that their organization is "fully prepared for the cookieless future."

Build Loyalty And Transform With Trust

Maintain the trust and authority you've earned as a leading life sciences organization while achieving impactful digital innovation and brand loyalty at scale.

Healthcare and pharmaceutical industries are seeing the need to embrace digital transformation and reinforce the connection and experience with their end-customers. These solutions are expected to deliver personalized touchpoints with healthcare professionals (HCPs) and patients, while adhering to strict compliance and privacy concerns.

Larger organizations with multiple brands must unify their content and brand with business intelligence to power patient experiences. Like others in their industry, they'll also need to move quickly and nimbly to match their users' expectations and the changing technologies available to them.

Technologies like AI and machine learning improve personalized experiences. They do so in real-time, delivering multichannel insights, and reaching patients and providers effectively.

Learn how a digital experience platform (DXP) can reduce the time it takes to create these experiences while fostering more connected, meaningful relationships with their customers.

Transform With Trust

A DXP Drives Compliant Digital Innovation at Lower TCO

Unlock the Full Picture
A DXP enables life sciences companies to consolidate customer data from multiple sources, providing a unified view of their provider networks. This makes it easier to understand buyer behavior, preferences, and needs, and deliver personalized experiences across all relevant channels.

Overcome Complexity to Deliver True Personalization
A DXP allows life science companies to deliver personalized experiences to providers based on their preferences, behaviors, and needs. Personalization can improve engagement, increase provider loyalty, and drive revenue growth.

Stay Compliant, Collect Confidently
A DXP can help life sciences organizations comply with strict data privacy and protection regulations by providing tools to manage customer data securely and transparently. This includes features such as data governance, modeling and security controls.

Connect Seamlessly with Your Customers
A DXP provides a seamless and consistent experience across all channels, allowing life sciences organizations to distribute content and engage with providers on their preferred platforms. This improves engagement and buyer satisfaction.

Optimize Your Tech, Maximize the Results
A DXP provides analytics and optimization tools that allow life sciences organizations to track customer behavior and measure marketing campaigns' effectiveness. This refines marketing strategies and improves customer engagement over time.

The Acquia DXP Journey

1 2 3 4

Easy, Fast Content Creation

Acquia's Site Studio is easy to use for non-IT staff and employs a low-code approach, so you don't need to rely on developers. Instead, site designers, builders and authors can create complete websites using drag-and-drop functionality. In addition, Site Studio doesn't limit you to a theme with predefined layouts and styling options like other website builders do.

Management And Compliance At Scale

Acquia Cloud Site Factory offers a single view of all of your brands sites. Teams from all regions can deploy and reuse templates to update once, across your brand portfolio and regions, eliminating IT's backlog and support costs.

Great Experiences Start With Content & Data

Acquia's DAM (Digital Asset Management) solution can become your brand's best friend. Use DAM to centralize creative assets, integrate to distribution platforms, and deliver an improved an user experiences with the latest assets and creative.

In addition, Acquia's Customer Data Platform (CDP) empowers actionable insights with unified data. Pharma companies can tailor content and campaigns so it works across providers at the right time to give your customers an experience that makes them feel seen, and heard.

Orchestrated, Personalized offers

Acquia Personalization will increase your organizations onsite conversions and guide visitors to specific calls-to-action by analyzing browsing behavior, determining if the visitor is known or anonymous, and displaying relevant content.

7 out of 10 of the world's largest and most profitable pharmaceutical companies use Acquia and 40% of Fortune 100 companies use Acquia DXP,

which Gartner recently named a Leader in its Magic Quadrant for Digital Experience Platforms (DXP) for 2023.

Safeguard Your Platform

The modern pharmaceutical brand needs defensive foundations. Acquia’s platform security leaves no stone unturned — bugs can't hide.

Security Through Standards:
Acquia has a compliance portfolio that includes industry-specific audits and certifications performed by independent third parties to validate the security and effectiveness of its platform's controls.

Security through Innovation
Acquia offers additional layers of security for customers on its platform, including the Acquia Cloud Edge family of products (Protect and CDN) and Acquia Cloud Shield, an isolated section of Acquia Cloud.

Composable. Adaptable. Scalable.

Acquia’s DXP gives life sciences organizations the freedom to deliver excellent patient experiences on a platform that will scale and grow as their needs evolve and technologies change. By eliminating data and content silos, organizations can compose customers experiences at scale across any numbers of brands to engage, convert, and drive results with providers across every channel.

Acquia’s DXP solutions are built on a foundation of unified data allowing organizations to boost business agility and maximize the value of their marketing investments.

> “[Acquia's DXP] is designed to integrate seamlessly with a wide range of third-party applications and systems, allowing healthcare providers to streamline their operations and improve efficiency.”

CI&T And Acquia: A Powerful Partnership

Demonstrating Mastery And Commitment

Ci&T is recognized as an Acquia Practice Certified Partner having demonstrated a mastery of Acquia's Digital Experience Platform. CI&T has a proven set of technical achievements, and a commitment to driving transformative business engagements on the Acquia Platform having repeat victories as an Acquia Partner of the Year and Acquia Engage Award winner.

End-To-End Solution And Industry Expertise

CI&T and Acquia strategists, designers, and engineers will work with your technology team to implement Acquia platforms. We can help you identify gaps in customer experience, design solutions, and implement them. Partners for more than ten years, mutual clients of CI&T and Acquia include Johnson & Johnson, LifeScan, First Hawaiian Bank, and many more.

More Than 12 Years Of Acquia And Drupal Expertise

The Drupal community is large and vibrant, and CI&T is one of its most active global contributors, supporting over 100 existing projects. The company employs 400+ Drupal programmers, with 40+ certified Drupal Engineers, and two Triple Certified Drupal Developers.

How Else Can CI&T And Acquia Help?

A Platform To Scale Confidently

Meet growth, traffic, and performance demands with high availability hosting in seven global regions and a 99.99% SLA.Being fully managed by Acquia, you can relax and shift your focus from maintenance to innovation.

A Lower Cost Of Ownership

Acquia DXP’s total cost of ownership is also less than that of competitors due to lower upfront licensing costs and recurring fees, which grow as your site traffic grows. Some rivals also don’t offer cloud-based solutions.

One-To-One, Every Step Of The Way

When life sciences organizations need to unify their data or create unique experiences, they turn to Acquia & CI&T to help foster more meaningful connections and customer experiences. Regardless of the industry, these partners have the product and services expertise to meet your needs.

Helping Pharmaceutical Companies Grow

CI&T Acquia Case Study

Janssen Wanted An Updated Regional Portal In Latam Tailored To Healthcare Providers (HCPS).

As a result, CI&T focused on delivering to a vision of offering a customer-centric pharma HCP portal, featuring a personalized experience with the most trusted and respected source of information and resources about Janssen's products—enabling physicians to quickly access anything they might need for their clinical practice in one click.

CI&T launched the improved portal in 2022—fully updating the navigation, content, look, and feel. With simplified menus, dosage calculators, and Google-like search, we made it easier for HCPs to find what they need now

CI&T revamped the site's information architecture to put customer needs at the center of the experience. The site's overall customer experience improved by enhancing accessibility, implementing a visual hierarchy, adding new features, and improving existing ones.

Site registrations are up 15% and Logged in sessions increased by 20%. Personalized experiences is delivering value and User feedback has been positive. We've enjoyed watching providers use the portal more effectively to better care for their patients. Average clicks on personalized content is 2x more than average clicks on non personalized content, and Engagement rates have increased by 30%

Janssen achieved these benefits with Acquia's highly secure CMS, enabling automated, real-time content display. In addition, it improved the administrative work process by adding flexible page layouts based on modular components and a responsive design system. The portal is maintained for 28 different countries—in the local language, Spanish, and English.

To support its vast portfolio of brand and product sites, this life sciences giant turned to Acquia and CI&T.

The organization needed to move more than 500 sites to a new platform in a time- and cost-effective manner, with minimal impact on the company's brands.

59%
Reduction in new site cost

45%
Reduction in time to build new sites

Lifescan™

When LifeScan needed to launch a new site quickly, it turned to Acquia & Ci&T to make it happen.

LifeScan.com needed to be built quickly, and digital assets needed to be moved out of its parent company resources and servers. LifeScan's web team wanted a way for end users to make updates that did not impact code.

The site went live on time on the Acquia Cloud Platform using Acquia Site Studio. Compared to sites not built on a low-code platform, LifeScan saw 17% higher productivity and 80% less time spent on bug fixes.

Here's What Acquia DXP Customers Have Said

VALUE

“Due to Covid, we suffered an enormous loss of revenue... We could get a lot more value and a lot more stuff from going with Drupal than we could from Sitecore— because even with our really good deal [with Sitecore], the license added to all the development work. As we got into an RFP process, we were looking to save money across the organization. And over five years, [with Acquia/Drupal], it’s going to save us like £150,000. For a charity of our size, that’s a lot of money.”

CUSTOMER SUPPORT

“Our experience with Sitecore wasn’t great, to be honest with you. I mean, Sitecore is great at selling. It’s a good marketing machine. Anyone you talk to at Sitecore would say this, but it’s not great at after-sales. Sitecore offers you support, but it’s expensive. We got a really good deal as a charity, and I think that led us slightly down the wrong path.”

SPEED TO VALUE

“I had been a developer of Sitecore at a previous company, and I understand the development support that is needed, and we don’t have that. So, we wanted something not so complex. Our time-to-launch was so short that Sitecore would not have even been feasible.”

PROVEN PHARMA EXPERTISE

“Plug and play nature” of the Acquia marketplace: the ability to add functions and adapt the system without any custom coding was considered a strength of the platform. [When] I started digging a bit deeper, it's like, well, ‘How would I do this in your platform? How do I do that in your platform?’ And [one vendor’s] answer is written code, and Acquia’s like, ‘Oh, we have this in the marketplace.’”

Thank You!

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