Multichannel: Insights for Measuring Effectiveness

October 2013
Life Sciences companies have witnessed a dramatic industry evolution over the last few years. Critical factors that have prompted changes are the economic crisis, heightened compliance regulations, the end of the blockbuster drug era, as well as transformations in both social and technology trends.

These myriad, challenging elements have propelled the industry to adapt the way in which it manages customer relationships. Today, customers are increasingly multi-faceted, and involve a combination of very different actors with diverse profiles, needs, and interrelations.

In order to engage within this rapidly changing customer network, innovative companies now employ a key strategy to generate meaningful engagement throughout a broad matrix of interaction channels – referred to as multichannel strategy. Ideally, it exists as a strategy, campaign, or initiative that achieves a balanced mix of engagement channels, each of which is adapted to the unique needs of the customer. This enables companies to maximize budgets by targeting the channel or channels through which the customer is most likely to engage. Within the Life Sciences, examples of channels include both face-to-face and digital interactions across diverse media.

Cegedim authored this white paper as the first one in a series to bring insights on how multichannel engagement strategy helps organizations succeed in a more complex, regulated and cost conscious market by providing examples of the real impact of multichannel commercial plans. Using Cegedim Strategic Data promotion audit results, the paper presents an analysis beyond best practices and into the evidence of the impact different channels have among the HCP and Stakeholder community, quantifying the effect from added value perception all the way to prescription behavioral shifts. Of course, physician behavior and corresponding detailing strategy may vary significantly depending on the country. The CSD detailing audits case study from the UK reveals that the deployment of innovative detailing techniques in the UK is among the highest in the EU5 and at comparable levels to the USA. It is likely that other countries will follow in the adoption of this strategy. Accordingly, the UK results serve as a guide to what may come next elsewhere.

This paper will provide the current state of Multichannel Marketing (MCM) and best-in-breed techniques on how to transform current industry obstacles into exceptional value opportunities for today’s enterprises.

Future publications will drill down into current usage of additional marketing channels such contact center, digital and social enabling “pull” strategy, the implementation of closed loop marketing techniques to achieve more effective, personalized interactions, envisioning how these channels are synchronized into integrated campaign management and execution, the role of Big Data as the cornerstone of multichannel customer engagement, and the organizational impact this has in the Life Sciences corporations. Finally, how do technology, data and other services provided by Cegedim enable MCM in a meaningful and cost efficient way?

Cegedim, using supporting data from global promotion audits and other ad-hoc study results, is uniquely suited to provide insights to help our life science partners reach their business goals through optimized and cost effective coordination of commercial company resources. Please enjoy this series of white papers as a complementary resource during the course of the coming year. We look forward to hearing from you.
This paper provides valuable operational insights for companies ranging from those who have already implemented a multichannel marketing strategy to those still considering adoption. The content provides a deep dive into the strategy’s fundamental elements, which include the role of the customer, investments, cost-effectiveness, process advice, and detailed channel classification.

The first building block in the multichannel initiative is to achieve engagement with stakeholder groups within each patient journey. Thus, companies must aspire to higher levels of customer understanding – through expert profiling – to successfully deploy the strategy’s more targeted, personalized communication efforts. In addition, the industry must strive to understand other critical elements, including patient flows, the fragmentation of care procurement across several types of healthcare professionals (HCPs), the fragmentation of influence impacting product acceptability, and the willingness to pay in regards to all stakeholders involved in the payment of care.

During the implementation process, companies must decide on what mix of channels (a combination of both digital and non-digital) will most appropriately reach their customer base – as well as designate messages for each channel. Further, developing orchestration and coherence among all channels and messages is vital to realizing the most ideal customer experience.

The importance of balancing channel budgets and meeting each company’s Return on Investment (ROI) criteria is essential to sustain the strategy. To attain this ideal, enterprises are recommended to create a balance between high and low cost channels, for example, both face-to-face and remote detailing.

Moreover, when discussing the strategy in terms of investment, the channels can be categorized into personal and non-personal channels. Personal channels are used in coordination with customer-facing activity and non-personal channels are used as an alternative to customer-facing activity – to reach desired companies that personnel are unable to cover.

Further, the case study from Cegedim Strategic Data provides information that supports the adoption of multichannel campaigns. For instance, certain channels have positive effects on physicians’ perception of added value; prescribing behavior; and the duration of visits from sales representatives.

The case study reveals that face-to-face detailing is the most widely-used (92%) and costly channel, but also that more cost-effective channels have proven to deliver comparable results in terms of physician engagement. According to respondents, information presented via telephone and internet (with a representative) were found by many physicians to be “very useful and of value,” 49% and 46% respectively.

In regards to prescribing behavior, the channel that produced the greatest impact was detailing via internet with representative support (60%), followed by face-to-face (53%) and telephone (45%). And in regards to the type of support material supplied for each interaction, judging its ability to increase prescriptions, laptop (65%) and handheld device (56%) based materials generated the best outcomes. Further, when a physician visit was accompanied by either laptop and handheld device based materials, physicians were most likely to spend over 15 minutes with a representative.

Admittedly, channel alternatives to face-to-face interactions may not have the widest appeal, but the case study reveals very promising results to support their adoption – especially in coordination with other channels.

The development of the multichannel initiative may still be in a nascent stage for the Life Sciences, but its value is proving to be too significant to ignore. Through Cegedim’s recognized multichannel knowledge, this whitepaper strives to help companies adopt and optimize the strategy to generate more meaningful customer engagement and, as a result, better commercial outcomes.
One of the primary obstacles for Life Sciences companies is achieving more with less. Companies drive increasingly ambitious business goals that involve mounting and sustaining corporate growth in a market where operational costs continue to rise.

However, companies are operating with either frozen or deeply reduced commercial budgets, which add to the new burdens. Particularly, patent cliffs for highly lucrative blockbuster drugs and the resultant increase in generic competition worldwide, has companies switching to the development of specialty care products and biologics. Essentially, a shrinking pipeline is making a major impact on enterprises’ ability to sustain the revenue generation of the past. Numerous stakeholders and various complex patient journeys exist and significantly vary depending on each disease and healthcare system. With healthcare payments to providers becoming increasingly fixed and even decreasing, new strategies are arising to minimize the time required from qualified physicians to address non-essential tasks. For example, patient treatment adherence programs are working to shift responsibilities away from doctors and onto nursing staff and other healthcare providers (HCPs). This trend is expanding the current network of stakeholders and now prompts companies to strengthen their abilities to address this intricate, growing ecosystem.

Further, payer and patient communities are increasing their influence on critical components that include market access, formularies, marketing initiatives, and treatment adherence. With patients also playing the role of payers in more situations, one of the industry’s most relevant key performance indicators (KPIs) is achieving patient satisfaction.

To make matters more complex, the market is now governed by an amazing breadth of technology that continues to advance industry practices. This technology has encouraged customers to expect more targeted and higher quality content from the Life Sciences industry. Social media, the cloud, mobility, and big data are unrelenting trends that are now having significant uptake in the healthcare industry. For instance, social networks are now being used to identify the spread of epidemic infectious diseases. Further, the increasing availability of patient data encourages mining initiatives as well as the identification of promising R&D leads for new drug and device development.

Lastly, new compliance and transparency regulations, that are becoming a global status quo, are requiring more complex expenditure tracking and disclosure reporting that increase the complexity of maintaining compliance for the pharmaceutical, biotech, and medical device industries. Moreover, new stakeholder relationships shift with changes in organizational structure, decision points, and influencers which require companies to maintain highly flexible strategies and messages.
Charles Darwin once said, “It is not the strongest of the species that survives, but the one most responsive to change.” Yet, with the aforementioned barriers facing Life Sciences companies, what is the most effective path to adaptation through the multichannel initiative?

The Customer

A key starting point in laying the foundation for a multichannel strategy is an in-depth understanding of customers, stakeholders, and their respective relationships. Most established firms now deal with a broad network that involves the scientific community, government institutions, HCPs, and patient associations – comprised of both formal and informal structures. Increasingly, these informal structures, that have always held measurable value, are growing at an exponential rate due to the digital interconnectedness which brings together an increasing number of network members despite their geographic boundaries.

Critically, within these networks, companies must also understand the different pathways for patients, information, and budgets. Life Sciences enterprises must perform an assessment of the decision making process as well as the non-decision making influence network that has a direct and powerful authority over this process. Understanding the vital points where a company can gain access to this process is also critical.

In essence, companies must ensure that they are employing effective, up-to-date profiling strategies, which enable the commercial organization to understand where to deploy communication efforts. Only after the specific actors and requirements, within the context of each therapeutic area and market, are correctly understood and aligned with a company’s strategy, can a multichannel campaign be effective.

A successful multichannel initiative depends on engagement with key contacts among the different groups in each patient journey. A multichannel campaign that is limited to only the communication between Life Sciences companies and Physicians – failing to realize the holistic stakeholder community – will not deliver value in the current marketplace.

The Investment

Since today’s imperative is to do more with less, a well-developed multichannel initiative can serve as a resolution – but only after identifying the customer and their needs. Importantly, by implementing the strategy, it will ideally answer not only “How can I achieve more with less?” but also “What are the best and most cost effective channels to address the customer’s needs?”

An ideal multichannel strategy consists of achieving a balanced mix of engagement channels that are personalized to meet each customer’s unique needs. This enables companies to maximize results of their medical and/or commercial budgets by utilizing the channel or channels through which the customer is most likely to engage. This strategy can also serve as an opportunity to assist customers in considering other engagement channels, especially more cost effective options, that drive down operational costs while improving customer service. The following infographic from a Cegedim Strategic Data case study of top global pharma companies in the UK outlines the channel mix strategy’s fundamental elements.
Although there is no standardized definition of the multichannel strategy, it is a multi-faceted tool that encompasses a broad spectrum of user perspectives and channel classifications. Multichannel strategy is often identified with a set of channels which include online, phone, videos, apps, mailings, etc. The process is comprised of several elements that serve to ensure that the strategy is properly adapted to and focused on each customer. These elements include identifying the sender of the messages through each channel – whether it be a sales representative, medical expert, or external independent party. Further, a company must assess how targets and customers are interacting as a result of receiving the selected message for each channel. Companies must evaluate if they should focus on one-to-one communications and hope for individuals to interact and apply their understanding independently. Or, is it more beneficial for companies to invest in creating and generating social discussion groups? Additional assessment is required to measure how much personal involvement is devoted to each channel. For example, when considering an email channel, are email responses being sent from a known individual within the company or a generic company email address?

Once an enterprise has selected the most beneficial technology channels and desired messages for their customer segments, the next step is developing optimal orchestration and coherence among the channels and messages. This component is a crucial success factor in achieving a positive customer experience as well as the industry’s new principal KPI of patient satisfaction.
Underlining the need to personalize messaging, the ability to achieve a positive customer experience will greatly depend on the cultural component of each country and region. The element of culture will ultimately define which channels offer the greatest customer uptake, as presented below from the results of a Cegedim ad-hoc survey, clearly illustrates this point.

When considering the strategy from a cost perspective, companies must distinguish between the personal and non-personal channels. Should the non-personal channel be used in coordination with field teams or as an alternative to customer-facing interactions? Specifically, to reach desired companies that sales representatives are unable to cover.

**Leveraging the Strategy as a Tool for Commercial Teams**

When utilized as a tool to improve commercial operations, companies predominantly apply the strategy to most commercial functions including sales representatives, Key Account Managers (KAM), Market Access experts, as well as medical affairs, R&D, and public affairs. Considering that commercial teams are the driving force in maintaining customer relationships, they are commonly the individuals who determine the channel mix that would best suit the customer.

Often, selecting a suitable channel for a given customer is not a straightforward process since there are many variables to consider, such as the nature and urgency of each customer.
need. Each customer need may require a separate channel to be addressed. For example, communicating the benefits of a new drug will most likely require a different channel than answering a doctor’s specific question regarding a familiar product’s usage.

By effectively leveraging technology and the proper channel mix, commercial teams can benefit from maximized time and value in their customer engagement efforts. Users can expand time spent with each customer due to the strategy’s diverse engagement opportunities. To illustrate, an interaction can begin face-to-face, then follow up with a call, personal mail, and other complementary channels. Additional channels include portals, redirection questions to specialized contact centers, online sessions, and remote trainings — all of which enable team members to gain time with customers. Additionally, enhancing value through the multichannel strategy involves identifying opportunities to engage with customer in cooperative channels such as clinical trials, publications, and training programs.

In today’s marketplace, employing the strategy through commercial teams may be one of the best methods. However, it’s important to note that this method could be greatly improved upon if marketing teams played a more instrumental role in the strategy — to complement field teams’ activity. Specifically, predictive analytics and statistics can provide invaluable insights in the channel mix decision-making process. By increasing marketing departments’ share in the process, it enables companies to better understand which channel or channels best aligns with each segment of customers and stakeholders; also taking into account product lifecycle, product profitability, and competitive pressure. Currently, this idea represents a major leap forward for the Life Sciences industry, but is already a standard practice in the Fast-Moving Consumer Goods (FMCG) industry.

**Multichannel as an Alternative to Customer-Facing Interactions**

On the other hand, the initiative can be employed as an alternative to customer-facing interactions. The first step in applying this mode would ideally be a segmentation exercise that considers both the customer’s channel preference and overall importance in regards to the company’s strategy.

This approach splits customers and stakeholders into two distinct groups. The first group includes customers whose relationship is highly dependent on personal and face-to-face interactions. And the second group includes customers with whom a relationship is desired, but is not possible given certain budgetary constraints. Thus, for the second group, the less costly channel strategy — as an alternative to personal interaction — must to be implemented to provide value to this desired customer.

Naturally, for this mode to be successful, companies must ensure that they are meeting their ROI criteria. In essence, after fully understanding a customer’s channel preference, companies must contrast the cost of providing that service and the potential benefit that each particular customer can yield.

Considering the wide array of options for customer engagement, companies must strive to orchestrate a campaign that leverages a breadth of channels. Possible first steps in employing the strategy could be email campaigns, a physician portal, or direct mailings. As a company’s multichannel initiative progresses, it should become flexible enough to be consistently adapted to customer responses in terms of both channel and message. Preferably, the strategy should achieve a coherent, one-to-one conversation across the different channels, where the conversation can be picked up at the point where it was left off, regardless the channel. The Life Sciences industry must aspire to this level of performance that is already evident in consumer goods and financial industries.
To better understand the available Life Sciences channels, they are classified as follows:

- **Product Detailing**: a brand’s promotional activity performed through personal and non-personal channels (i.e. face-to-face, remote, or customer-driven).
- **Sample Distribution**: depending on distribution methods, can be performed via personal and non-personal channels.
- **Meetings**: comprised of medical or commercial content, either virtual or in person.
- **Advertisement**: features various types of support from printed to audiovisual material, in more or less specialized media.
- **Market Research**: perception, awareness, and intention to treat studies as well as message recall testing.
- **Direct-to-Consumer**
- **Mailings**

### Per Channel Expenditure Data for the Past 3 Years

Audit results from Cegedim Strategic Data reveal that, for the first time in many years, spending per channel in the EU5 dropped (see figure below). First, the data from 2012 reveals that, for the first time in many years, spending per channel was reduced.

Judging from the budget distribution per activity, over the 3 years, it reveals that despite any dramatic changes, direct to consumer is the fastest growing while advertising is subject to the greatest reduction. Perhaps this trend signals a shift towards more medical content activity aimed at the patient community. Given that product detailing is nearly 60% of the total spending, it proves that it is the most important channel to date.

### Promotional Spending by Channel

![Promotional Spending by Channel Diagram](image-url)

Source: Cegedim Strategic Data: Promotional Spending Audits - EU5 2013
The multichannel case study refined its focus area to one of the most influential interactions in the stakeholder matrix, product detailing. This activity is an apparent cornerstone in terms of channel investment, but how does it factor into a company’s path to achieving the right channel mix?

Admittedly, the deeper the analysis into this strategy, the more evident it becomes that realizing the right channel mix requires the inclusion of many different factors. Each business and therapeutic area will have its own particularities that depend on each drug’s life cycle, stakeholder priorities, market culture, and messaging – all relevant components to attaining an ideal channel combination in each scenario.

The Cegedim Strategic Data promotion audit results shed light on how companies are investing in product detailing, compared to other channels, via a breakdown of leading global pharma companies’ marketing activities.

Life Sciences organizations still focus a great deal of their energy on face-to-face detailing. While the study results highlight that face-to-face interaction appears to deliver optimal results when compared against other channels, it may be attributed to an industry tradition rather than improving commercial outcomes. Moreover, alternative and more cost-effective channels have proven to offer comparable benefits to personal exchanges, in terms of added value perceived by the customer, and therefore provide improved ROI.

### Interaction Added Value Perception

The information presented on the product was:

- not at all useful nor of value to your practice
- somewhat useful and value to your practice
- very useful and of value to your practice

**UK details Q1 2013**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Added Value Perception</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face to Face</td>
<td>91.9% (1,498,864)</td>
<td>3%</td>
</tr>
<tr>
<td>Telephone</td>
<td>5.5% (89,245)</td>
<td>45%</td>
</tr>
<tr>
<td>Internet – with rep</td>
<td>1.2% (20,239)</td>
<td>4%</td>
</tr>
<tr>
<td>Internet – self-guided</td>
<td>1.4% (23,202)</td>
<td>68%</td>
</tr>
</tbody>
</table>

**Total details**

1,631,550

Source: Cegedim Strategic Data: Sales Force Detailing Audit, Q1 2013
Nonetheless, the face-to-face channel averages 91.9% of the total detailing interactions. Of the companies surveyed, they vary from 95% to 86% in terms of their total detailing effort devoted to face-to-face engagement. The remainder of detailing channels is used only marginally despite their exceptional balance between required investment and positive results.

The study data supports the conclusion that guided detailing still achieves consistently better results than self-guided detailing – illustrating the value of employing a multichannel campaign as a tool to assist commercial teams in transmitting their messages. On the other hand, providing content for customers’ online use can lower operational and implementation costs.

An interesting point of further consideration is how to utilize multichannel to increase the small percentage of self-guided detailing (1% average in the UK) in the segment of desired customers that companies are unable to cover, and how to better leverage the material created and posted digitally.

Needless to say, different companies’ strategy results may vary. In this case study, one company revealed that remote detailing (digitally with a representative) was rated as “very useful and of value for my practice” by 80% of physicians. In trying to uncover the cause of this company’s variance from others, it is important to ask vital questions about what factors were employed. Specifically, were the channel preferences studied and respected when selecting the remote detailing channel? How was the quality of the material presented? What was the level of expertise of the sales force? Did a face-to-face relationship previously exist between the representative and the customer? Where these interactions properly contextualized in a multichannel program, combining face-to-face interaction with a remote follow-up?

Interaction Impact on Prescription Behavior

The case study also analyzed how each channel impacted the prescribing behavior of the specific physician in each interaction. The results below provided promising insights.
in support of expanding multichannel strategies based on positive outcomes in channels other than face-to-face detailing.

Nearly half (45%) of prescribers contacted via telephone were willing to change their prescription behavior. Notably, when comparing between the different companies’ results, there was a significant discrepancy from customer to customer – ranging from 35% to 58%. This highlights that this channel, on its own, should not be thought of as the only channel to add, in addition to face-to-face, when employing a multichannel strategy. Varied results support the need for a broad diversification of channels to achieve the highest level of customer engagement.

Most surprisingly, online detailing supported by a sales representative stood out as the most effective channel delivering better prescribing results (60%) than face-to-face detailing (53%). In regards to online, self-guided detailing by the physician, one-quarter (25%) of cases yielded positive results.

Considering that investment in this channel is comparatively low and economies of scale are quite significant, this result is a remarkable achievement in terms of modifying customer behavior. Moving forward in increasing the amount of self-guided detailing, companies must not fall into the trap of creating more costly awareness campaigns than other channels.

**Material Usage Impact in Face-to-Face Product Detailing**

For a deeper dive into face-to-face interactions, Cegedim Strategic Data Sales Force Audits reveal the usefulness of various materials during each detail. The results below illuminate that materials, whether printed or digital,
still play a significant role in the customer engagement process.

When comparing the results of printed and digital material, digital material provided better results than its printed counterpart. During an evaluation of the channel mix regarding the two delivery methods, companies must consider certain emerging and current regulations. Additionally, updates to printed material are considerably more difficult to manage than their digital equivalent, which are distributed via systems that are able to handle updates and eliminate obsolete messages. Further, companies must weigh the cost benefits of each method, especially due to the incurred cost from printed material production, distribution, and practicality compared to digital assets.

In a direct comparison between laptop and handheld device material, laptop material consistently yields superior results in terms of the added value of the customer’s perception. To properly compare delivery methods, more detailed information on how the materials are being used is required. Key questions may help to reveal more about the minutia of this process. Precisely, is the material adapted to each device? Were any closed loop marketing (CLM) processes in place? What was included in the content of the presentations? How interactive and physician-focused were the patient cases and challenges?

**Impact of Material Type on Prescribing Behavior**

When looking at prescription behavior from a material use perspective, the figures below suggest that the format in which the content is presented (printed or digital) does not necessarily improve outcomes.

The variation between the different formats is not significant, between 1% and 2%. However, the difference between no materials and any type of materials is significant; having prompted 9% - 11% more doctors

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**Prescription Behavior Impact by Material Usage**

As a result of visit, how will your prescribing behaviour change?

UK Face to face details

**UK details Q1 2013**

**Face to face details – 1,498,864**

70% involve a detail aid (955,109)*

**30% no materials used (411,943)*

**Printed Materials**

52% (713,848)

- Decrease: 0%
- Remain unchanged: 44%
- Increase/begin to prescribe: 56%

**Laptop-based material**

10% (131,061)

- Decrease: 1%
- Remain unchanged: 42%
- Increase/begin to prescribe: 57%

**Portable handheld device**

8% (110,199)

- Decrease: 0%
- Remain unchanged: 42%
- Increase/begin to prescribe: 58%

Source: Cegedim Strategic Data: Sales Force Detailing Audit, Q1 2013
to increase their prescriptions. The trends suggest that when communicating, a visual aid promotes improved understanding and message retention. Given the benefits of the digital format and no significant variation in prescribing behavior, the digital format provides a more cost effective solution.

Interaction Duration Based on Material Support Type

When duration times were analyzed based on each type of support material, it provided a set of varied results. When either no material or printed material was used, the results below consistently displayed that calls were shorter than those with digital material support. When contrasting between printed and digital material supported visits, greater than one-half (57% and 58% respectively) are in the range of 5 to 10 minutes; and there is between 8% and 6% that are less than 5 minutes in duration.

In the case of digital material, figures show over one-half of interactions exceeding 10 minutes and greater than one-third going beyond 15 minutes. Moreover, the percentage of calls that fall below 5 minutes is between 1% and 3%.

Interestingly, when visits were supported by either laptop-based or portable handheld device materials, physicians were more likely to spend more time on the call. These two categories yielded the most visits that lasted over 15 minutes, 36% and 31% respectively.

### Face to Face Call Duration by Materials Usage

<table>
<thead>
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Source: Cegedim Strategic Data: Sales Force Detailing Audit, Q1 2013
Achieving best practices in a multichannel strategy for the Life Sciences will be no simple task. It will require meaningful and flexible working relationships between companies and solution vendors in order to find the most effective path in this emerging and highly effective mode of customer engagement.

On this path to best practices, there are a number of essential questions yet to be analyzed, both for companies and solutions providers. Moving forward, what is the right formula to measure ROI within the multichannel environment? This is particularly critical in scenarios where many channels interconnect and customer conversations, leads, and additional opportunities flow through this matrix of channels.

As outlined in this whitepaper, achieving the objective of the right channel mix can be quite demanding due to the countless variables that exist. Customers, a physician for example, can propose a wide range of requests – for generic medical data, information on a congress, or product samples. And for each request, the customer’s channel preference could necessitate printed literature, a scientific peer phone call, a sales rep visit, or an online interaction, respectively. Since other factors, such as urgency and timing, add an additional layer of complexity, optimizing the perfect channel combination will require a fusion of internal due diligence and next generation solutions.

Importantly, what are the key components that a next generation solution partner needs to provide in order to enhance a company’s journey towards the multichannel? And what level of quality and insights are required? Chiefly, solution providers should leverage a wide stakeholder base, rich segmentation and targeting studies, a robust technology platform, as well as channel execution services. Offerings such as compliance and transparency tracking can provide added assurance for high levels of solution performance. Lastly, a leading solution must provide a platform that consolidates customer interactions to deliver key insights and reliable analysis. And most importantly, what is the required solution investment and what are your company’s most vital customer engagement priorities?

Cegedim is devoted to monitoring company strategies and key industry trends to produce an upcoming set of benchmarks and best practices. This will provide deeper understanding on how specific channels are used, including how multimedia CLM processes improve the insights into the interests and needs of stakeholders and physicians. The aim of Cegedim’s continued market analysis is to improve the field of customer relationship management and, as a result, our customer’s experience and satisfaction.

Cegedim Relationship Management is the leading global provider of Customer Relationship Management (CRM) solutions to the Life Sciences industry. The company provides the most comprehensively packaged offerings, enabling companies to meet present and future business requirements and objectives, and to achieve rewarding and lasting relationships with customers.

Solutions include:
- Customer Relationship Management
- Customer Databases
- Customer Data Management
- Regulatory Compliance
- Support Services
- Marketing Services
- Analytics

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www.cegedimrm.com
info@cegedim.com
Cegedim Relationship Management

Global Headquarters
127-137 rue d’Aguesseau
92100
Boulogne Billancourt
FRANCE
Email: info@cegedim.com
Tel: +33 1 49 09 22 00
Fax: +33 1 49 09 24 55

US Headquarters:
1405 U.S. Highway 206
Bedminster, NJ 07921
Email: info@cegedim.com
Tel: 908.443.2000 or 888.336.3748

Authors:
Pierre Morgon
Chief Marketing Officer
Cegedim
Pierre.Morgon@cegedim.com

Gracia Rodriguez Valbuena
Marketing Consultant
Cegedim Relationship Management
Gracia.Rodriguez@cegedim.com