



a precision value & health team



Reimagine customer engagement



Webinars 2024



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# Omnichannel Launch Excellence: The pivotal role of Medical Affairs

Webinar #3 - THURSDAY 23/5/2024



### Stephen Marchant

*Senior consultant*

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Stephen is a Senior Strategy Consultant with 28 years of experience in Communications and Omnichannel strategy development.

Stephen brings significant experience in developing Omnichannel engagement and communications plans for global pharma, with particular emphasis on pre and peri launch in the medical affairs space.

Fun fact: Stephen is a keen amateur mountaineer.



### Ben Harbour

*VP Global Accounts*

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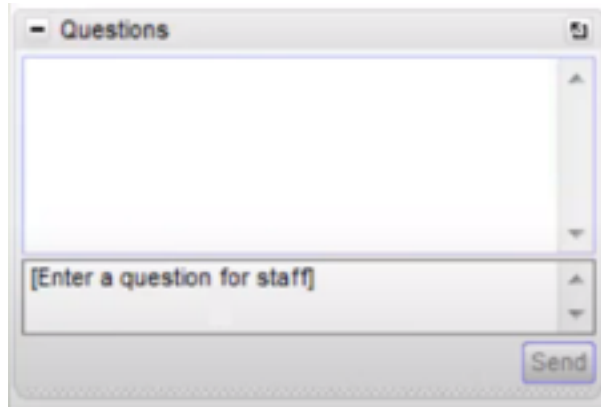
Ben is VP Global Accounts with over 25 years of experience in Communications and Omnichannel strategy development.

His experience spans the clinical, medical and commercial phases of product development. This end-to-end perspective has helped him to develop a clear understanding of Pharma needs, allowing him to quickly get to the heart of critical scientific and commercial issues.

Fun fact: Ben (still) plays rugby for his hometown of York

## Ground rules

- This webinar will take around 30 minutes, followed by questions
- You can submit questions at any time via the “Questions” box



- Please give us your feedback!
  - Right after the webinar a short satisfaction survey will be launched. We would love to know your opinion!



# Agenda

1. Role of Medical Affairs in an Omnichannel world
2. What do HCPs want in the pre launch?
3. Strategic OLE Medical Case study – drive awareness of new biomarker
4. Pre launch KPIs (framework)



Marketing is from Venus and Medical from Mars?



# Quick history lesson...



## EDUCATE KOLs & HCPs ON THE SCIENCE BEHIND THE BRAND

# Quick history lesson...



**BUILD RELATIONSHIPS WITH KOLs, BECOME EXPERTS IN THE SCIENCE AND EXPERTS IN COMMUNICATING THE SCIENCE**

**Translate** and  
**contextualize** the  
**clinical value** of  
new medicines to  
stakeholders



**INSIGHT GENERATION**



**EVIDENCE GENERATION**



**MEDICAL EDUCATION**



**SCIENTIFIC PLATFORM**



# Moving from share of voice to quality of voice



**SOV**

**SHARE OF VOICE**

## eMedical Digital Channels (non-exhaustive)

### **RICHER CONTENT**

- Digitized slides
- Videos
- Podcasts
- Webinars

### **CONVENIENCE OF ACCESS**

- On-demand content
- Virtual Congress/meetings
- On-demand data analytics platforms

### **HIGHER REACH & FREQUENCY**

- eMSLs and eKOLs
- eSampling, eDetailing
- Social media
- HCP communities

### **VALUE ADDED SERVICES**

- Diagnosis and Management Apps
- Patient adherence portals & devices
- Shared disease management portals

## Inertia to omnichannel: the Medical Affairs conundrum....



**Protecting credibility**, corporate reputation and the interests of patients and other stakeholder by ensuring scientific accuracy, ethical communications and compliance with guidelines

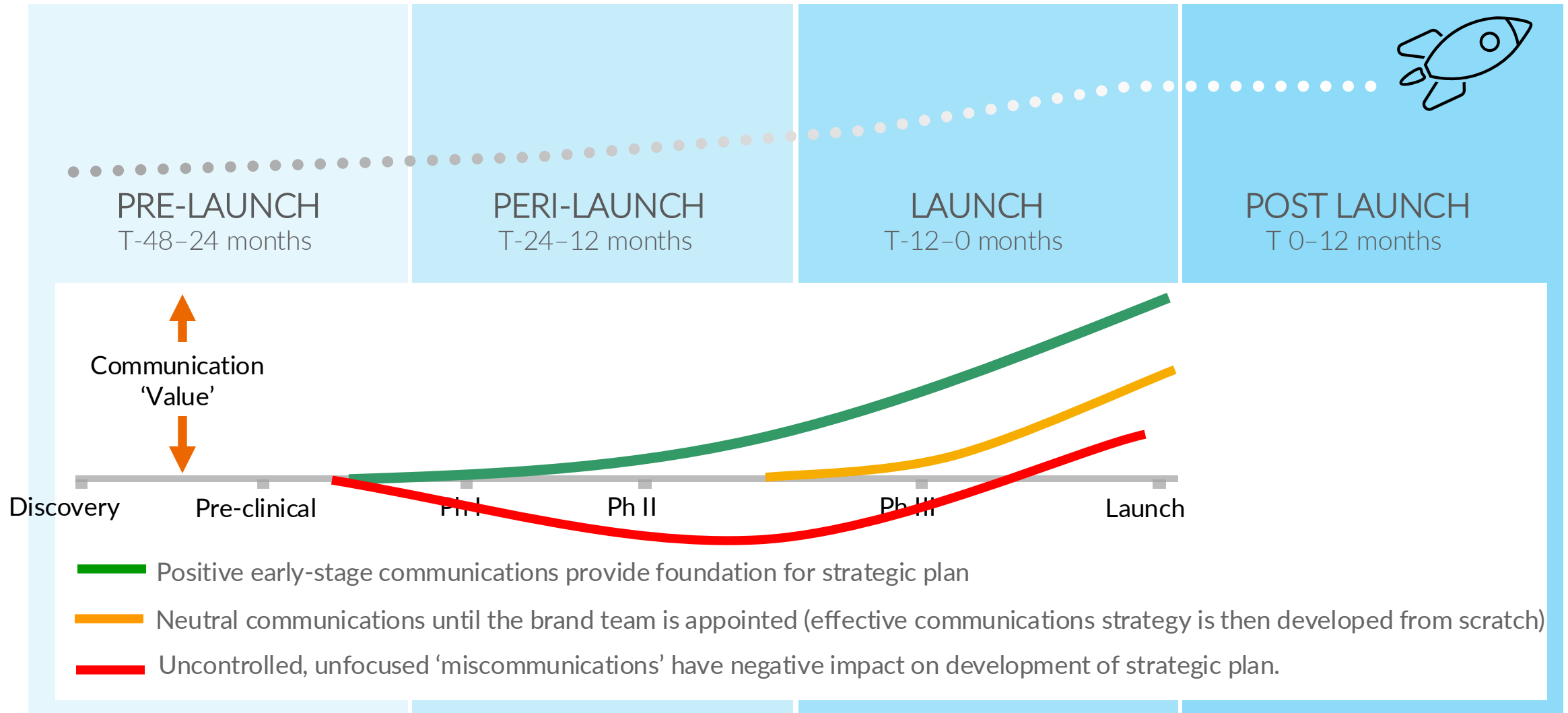


**Maximising value** by ensuring that medical insight and scientific understanding are leveraged throughout the organisation in order to deliver competitive and commercial advantage

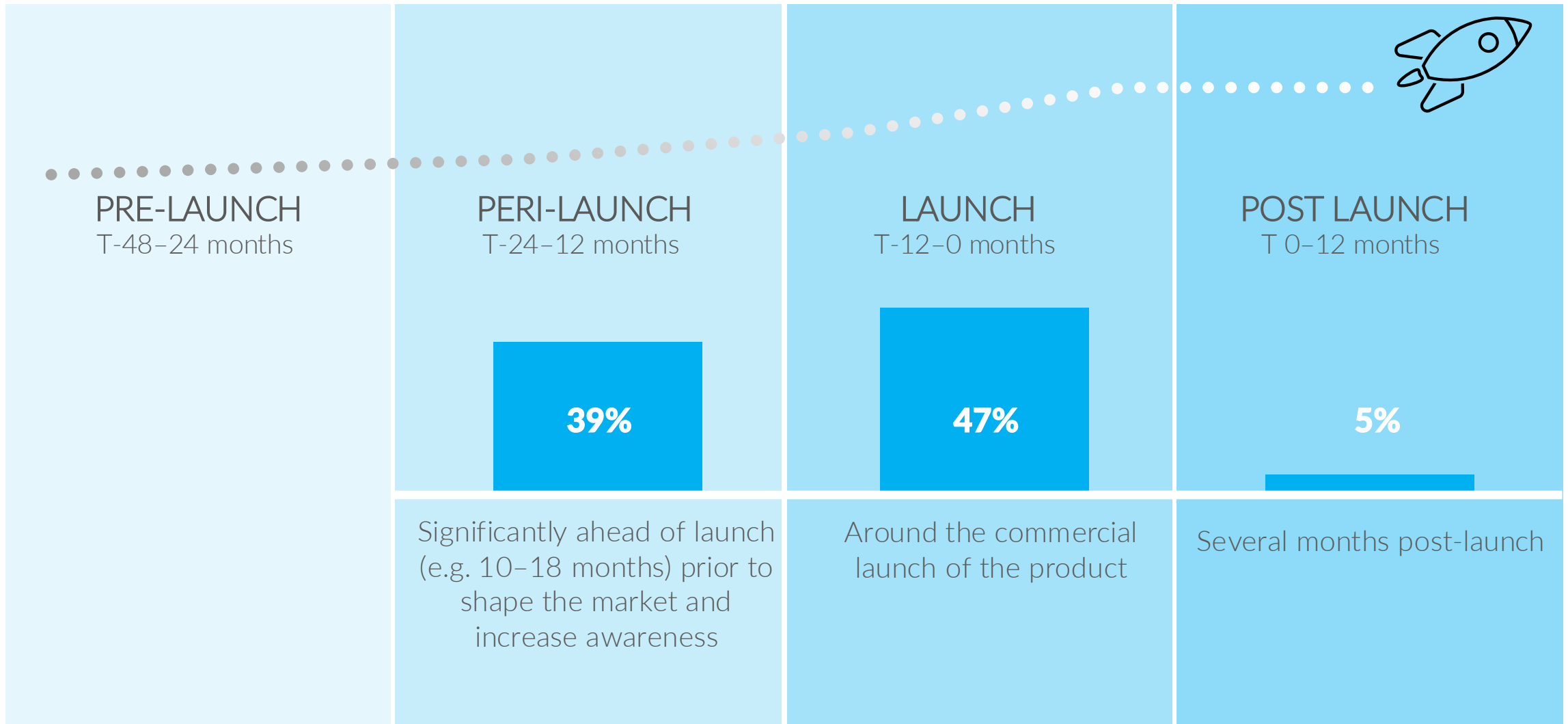
# The ideal timeline: where does Medical Affairs support



# Importance of being early...



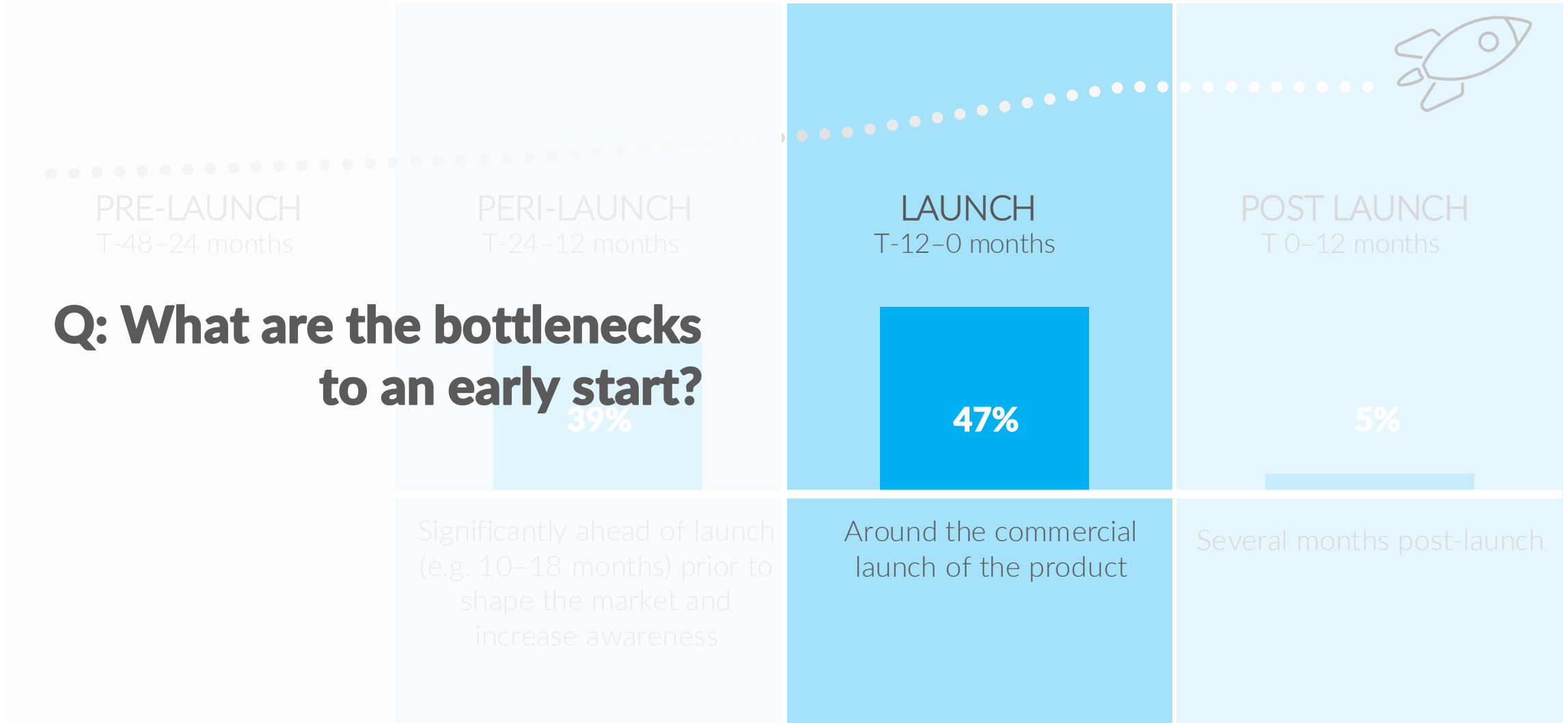
# The reality...under 40% initiate their digital OC activities significantly ahead of launch



Maturometer™ 2023, EU Biopharma, n=155\*

\*Respondents worked on at 1 or more digital launches in the past

# The reality...under 40% initiate their digital OC activities significantly ahead of launch



**Q: What are the bottlenecks to an early start?**

Maturometer™ 2023, EU Biopharma, n=155\*

\*Respondents worked on at 1 or more digital launches in the past

# Poll question

Q: What are the bottle necks stopping early involvement?

- Lack of available resource and/or time
- Lack of dedicated budget
- No global support
- Regulatory/Compliance issues in launch countries (understanding or conservative company culture)
- Unsure of customer needs in the pre-launch period

# Agenda

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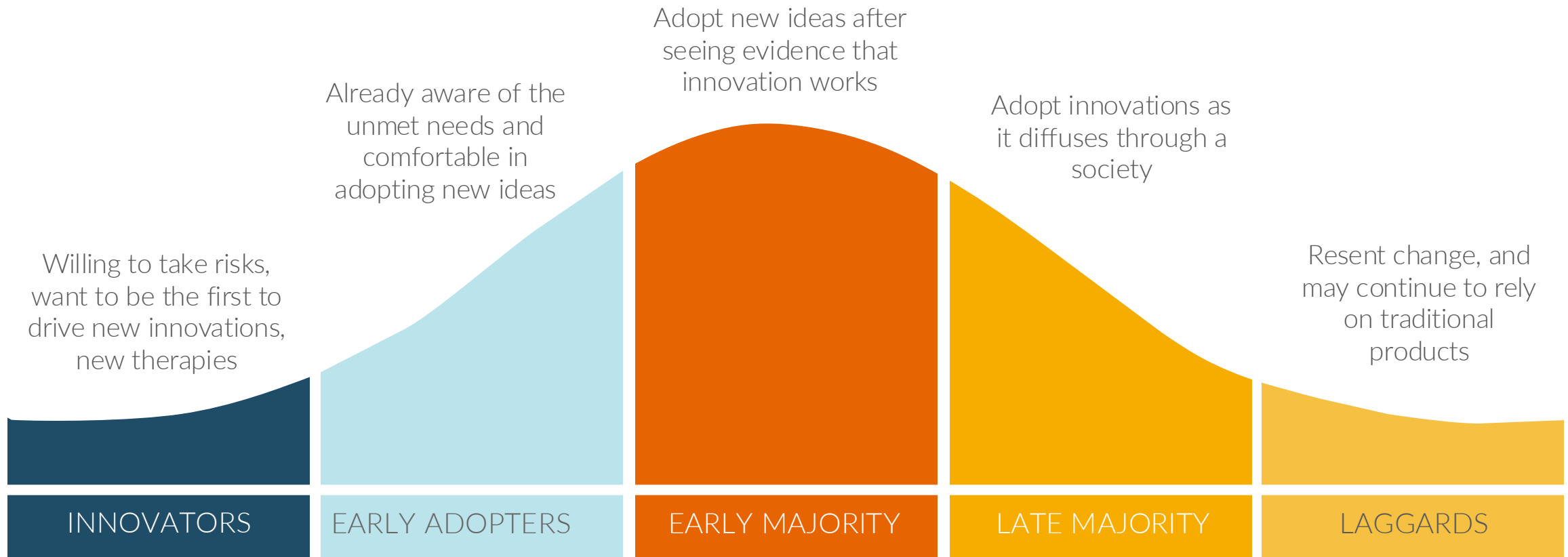
4. Pre launch KPIs (framework)



# What do HCPs want in the pre-launch period?



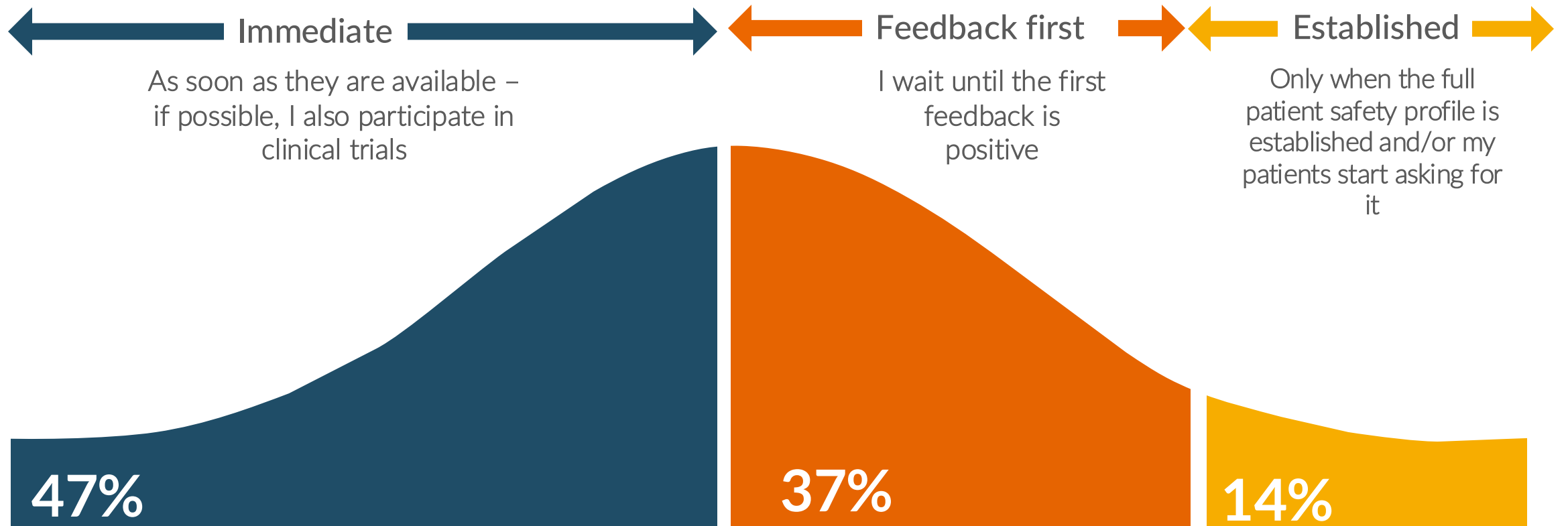
# Engagement model in the pre-launch: the diffusion of innovation



*The diffusion of innovation curve E.M Rogers 1962*

# The diffusion of innovation with EU5 Mixed Specialists

Q: When do you prescribe a new product?

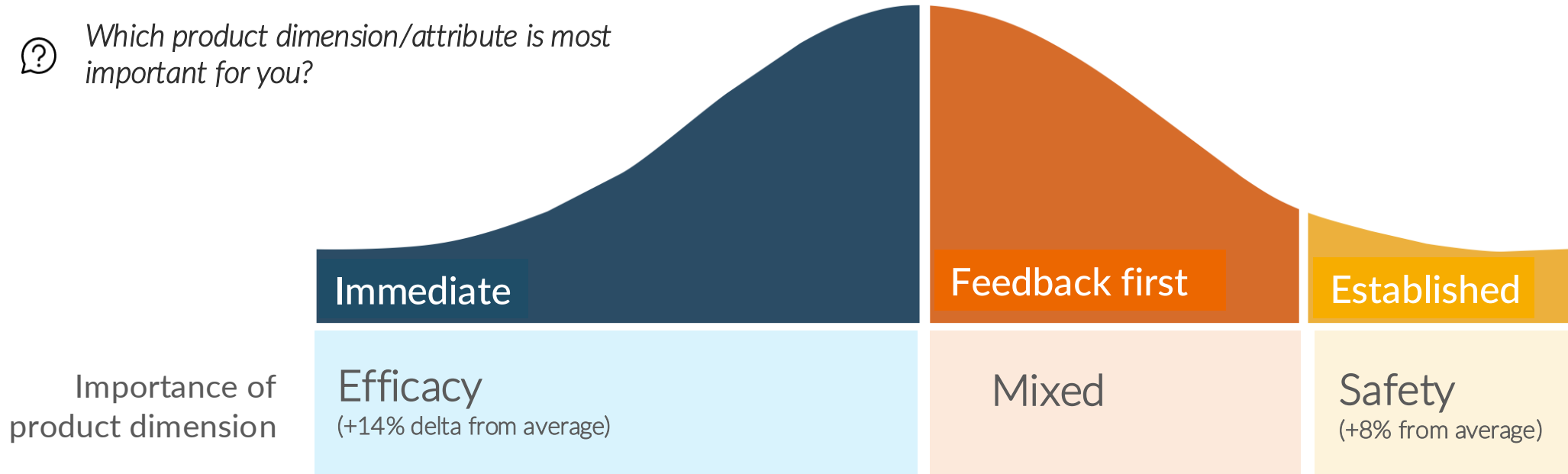


Source: Navigator365™ EU4+UK Specialists Q3 2023  
(n=4031)

# What do they want to know about?



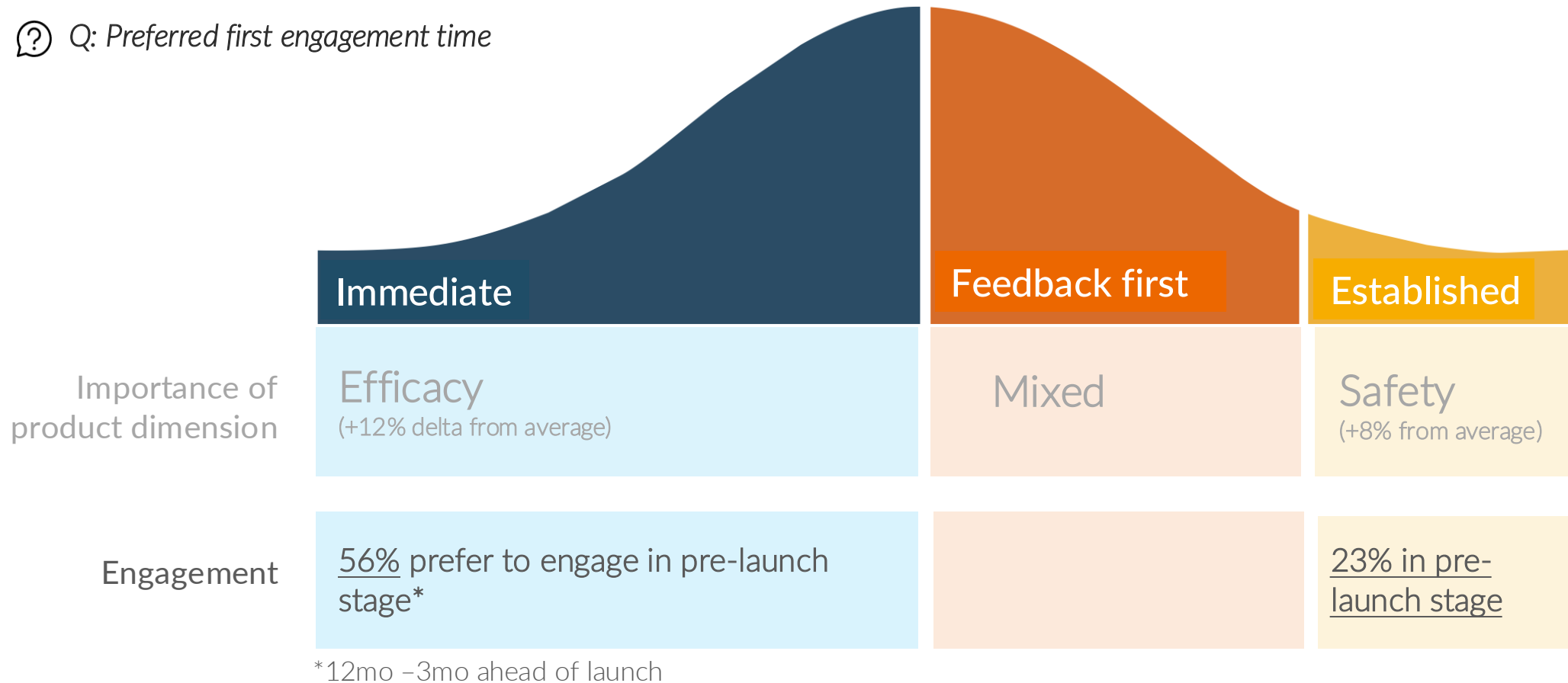
Which product dimension/attribute is most important for you?



Source: Navigator365™ EU4+UK Specialists Q3 2023  
(n=4031)

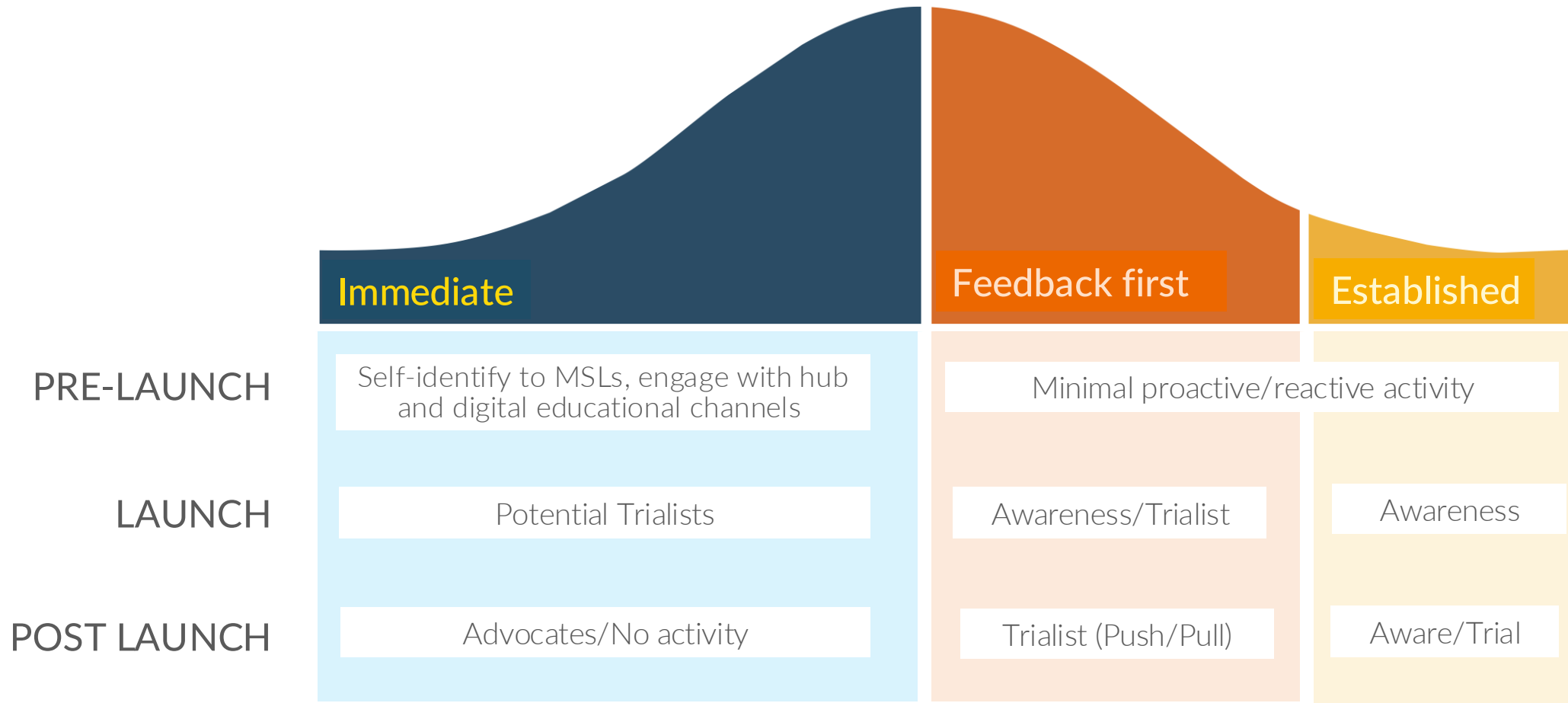
# How do they want to engage?

Q: Preferred first engagement time



Source: Navigator365™ EU4+UK Specialists Q3 2023  
(n=4031)

# Robust early communication strategy for the 'immediates' is critical



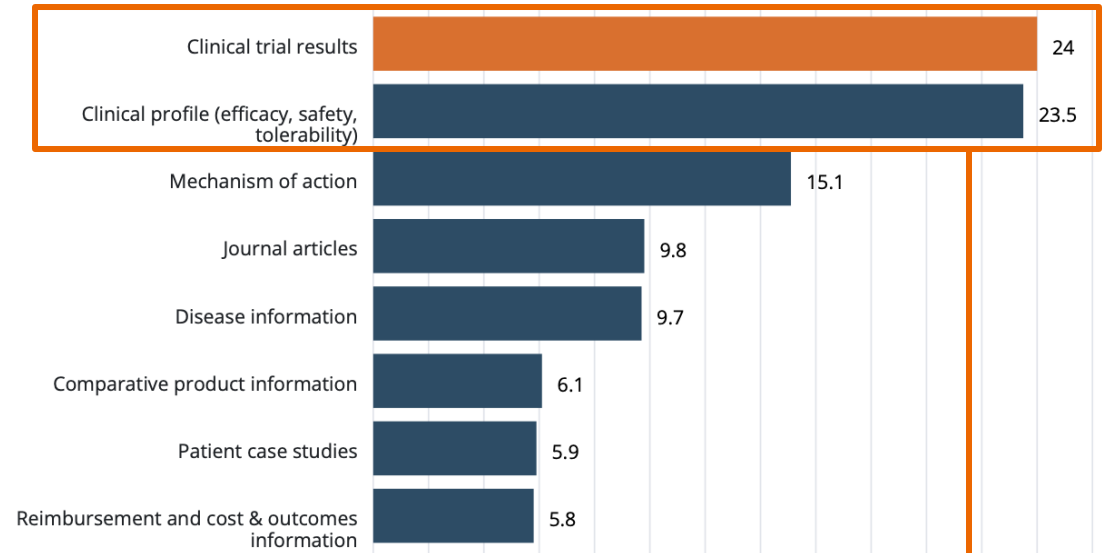
# Robust early communication strategy for the 'immediates' is critical

**PRE-LAUNCH**

**Immediate**

Self-identify to MSLs, engage with hub and digital educational channels

Q: What types of product content do you find most important in a launch situation?



**64%**

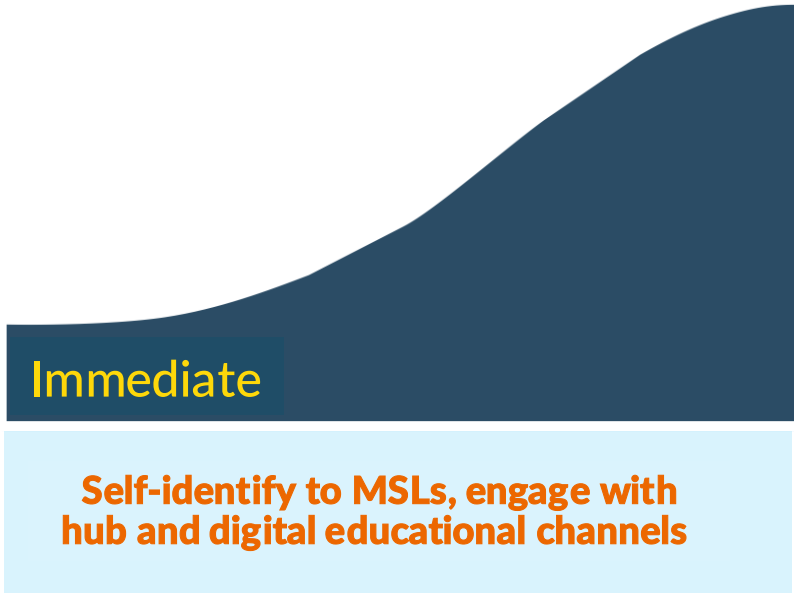
In 2022 64% of EU5 Specialists said they would **decrease** future attendance at international congresses

- Better online offerings (16%)
- High cost (30%)
- C-19 impact (18%)

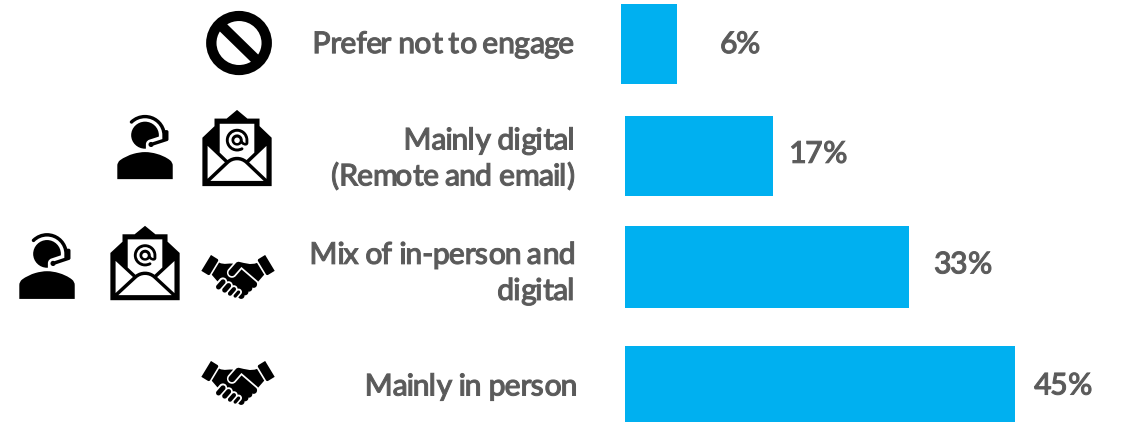
Source: Navigator365™ EU4+UK Specialists Q3 2023  
(n=4031)

# Robust early communication strategy for the 'immediates' is critical

**PRE-LAUNCH**



Q: What way do you prefer to engage with MSLS in a launch setting.



Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4031)



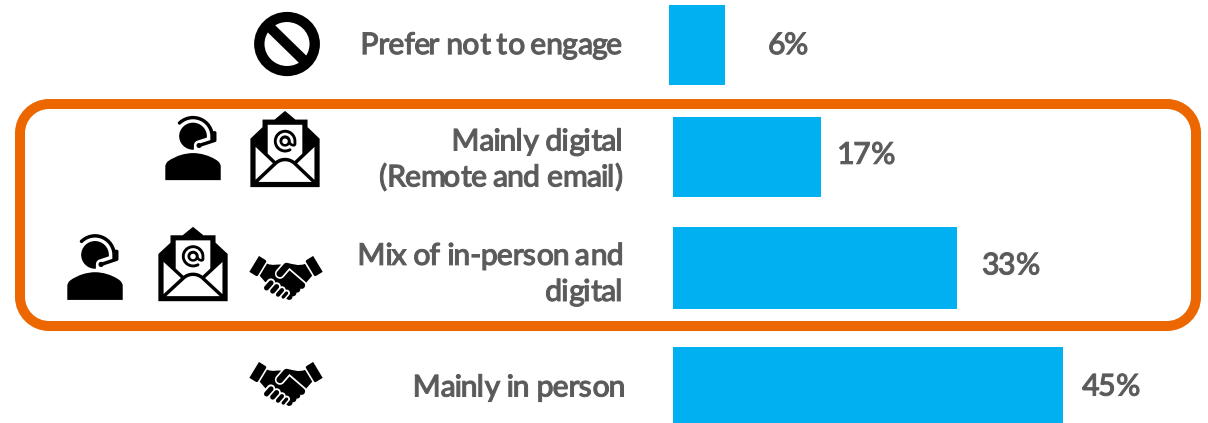
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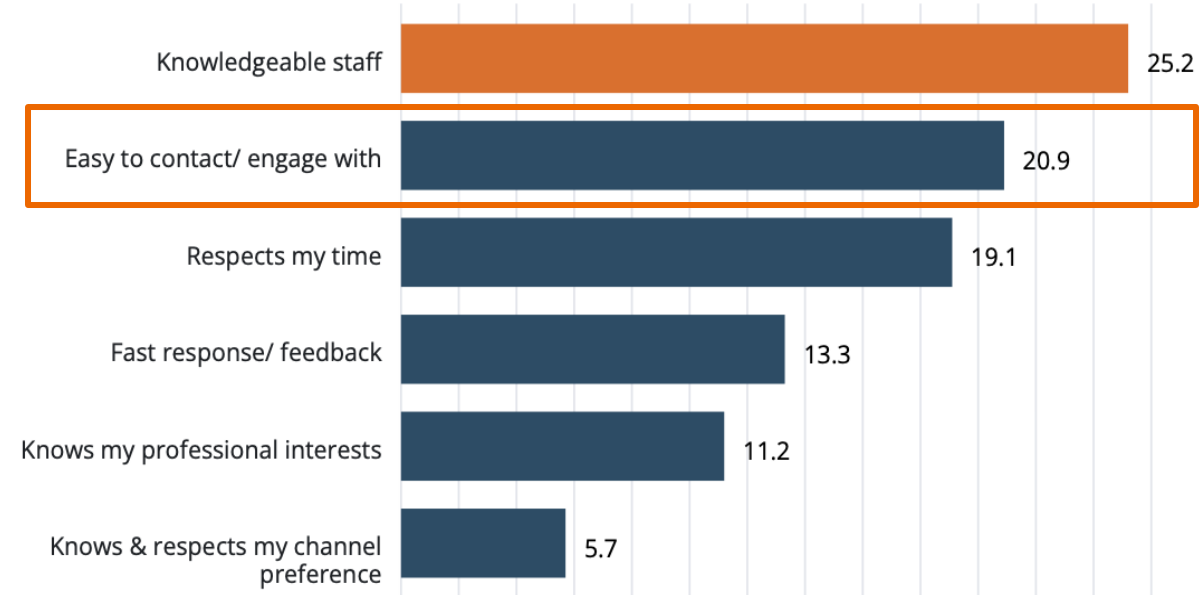
Source: Navigator365™ EU4+UK Specialists Q3 2023  
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# Robust early communication strategy for the 'immediates' is critical

**PRE-LAUNCH**



Q: What are the key drivers of good customer experience?



Make sure access to MSL and clinical trial content is easy to find and consume!  
(single click/QR/email call back)

Source: Navigator365™ EU4+UK Specialists Q3 2023  
(n=4031)

# Narrow window of opportunity to drive interest and educate

Q: When would you like to engage with <CHANNEL X> for the first time when you want to learn more about a new product?

## Preferred time of first engagement with channel

Cardiologist , Dermatologist , Oncologist , Endocrinologist , Hematologist , Pulmonologist , Rheumatologist , Neurologist - France , Germany , Italy , United Kingdom , Spain , United States | N=5635

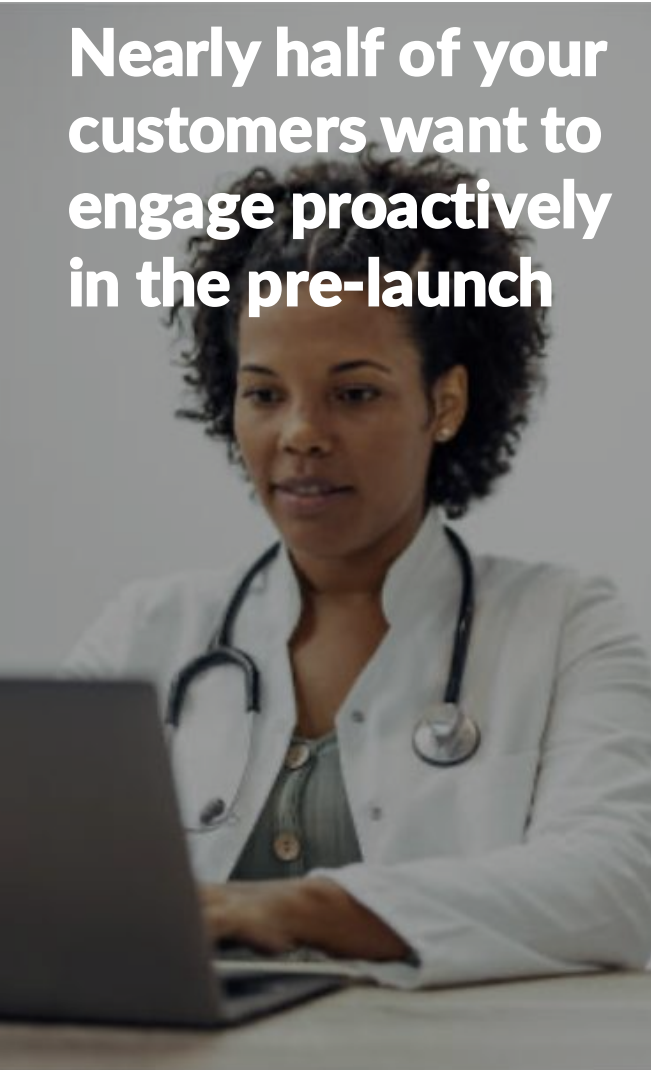


	International pharma launch symposium	International scientific congress	In-person rep visit	Remote rep	In-person MSL visit	Remote MSL	Pharma newsletter	Pharma website	Pharma local scientific meeting	Pharma webinar	Medical journal	3rd-party website (Medscape etc.)
12 months before launch	4.0 %	6.0 %			3.0 %	3.0 %	3.0 %	4.0 %	3.0 %	3.0 %	8.0 %	3.0 %
6 months before launch	10.0 %	13.0 %			9.0 %	9.0 %	10.0 %	10.0 %	9.0 %	9.0 %	14.0 %	8.0 %
<b>3 months before launch</b>	21.0 %	21.0 %			25.0 %	21.0 %	22.0 %	21.0 %	22.0 %	22.0 %	26.0 %	20.0 %
<b>During Launch</b>	27.0 %	22.0 %	30.0 %	25.0 %	30.0 %	24.0 %	29.0 %	31.0 %	29.0 %	30.0 %	24.0 %	28.0 %
3 months after launch	16.0 %	16.0 %	11.0 %	13.0 %	15.0 %	14.0 %	13.0 %	14.0 %	17.0 %	15.0 %	14.0 %	17.0 %
6 months after launch	10.0 %	11.0 %	7.0 %	7.0 %	8.0 %	9.0 %	8.0 %	8.0 %	11.0 %	9.0 %	8.0 %	10.0 %
12 months after launch	4.0 %	6.0 %	2.0 %	2.0 %	3.0 %	3.0 %	3.0 %	3.0 %	4.0 %	3.0 %	4.0 %	4.0 %

Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4031)

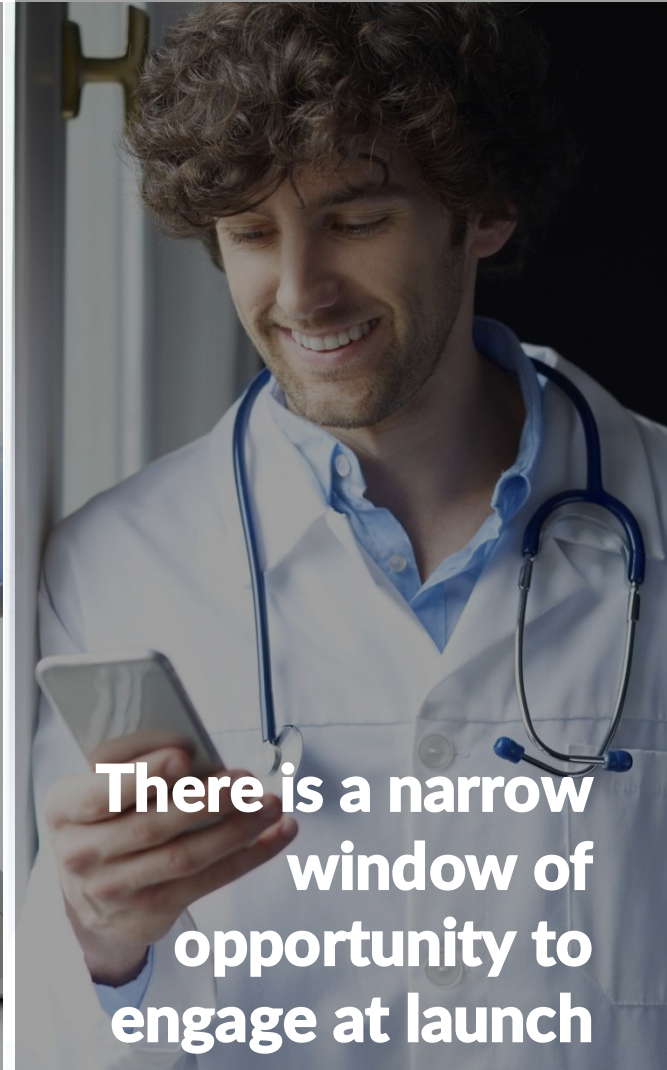
# Summary

**Nearly half of your customers want to engage proactively in the pre-launch**



**Make sure content and people can be accessed quickly and easily**

**Roughly 50:50 between digital/digital mix and F2F in the prelaunch**



**There is a narrow window of opportunity to engage at launch**

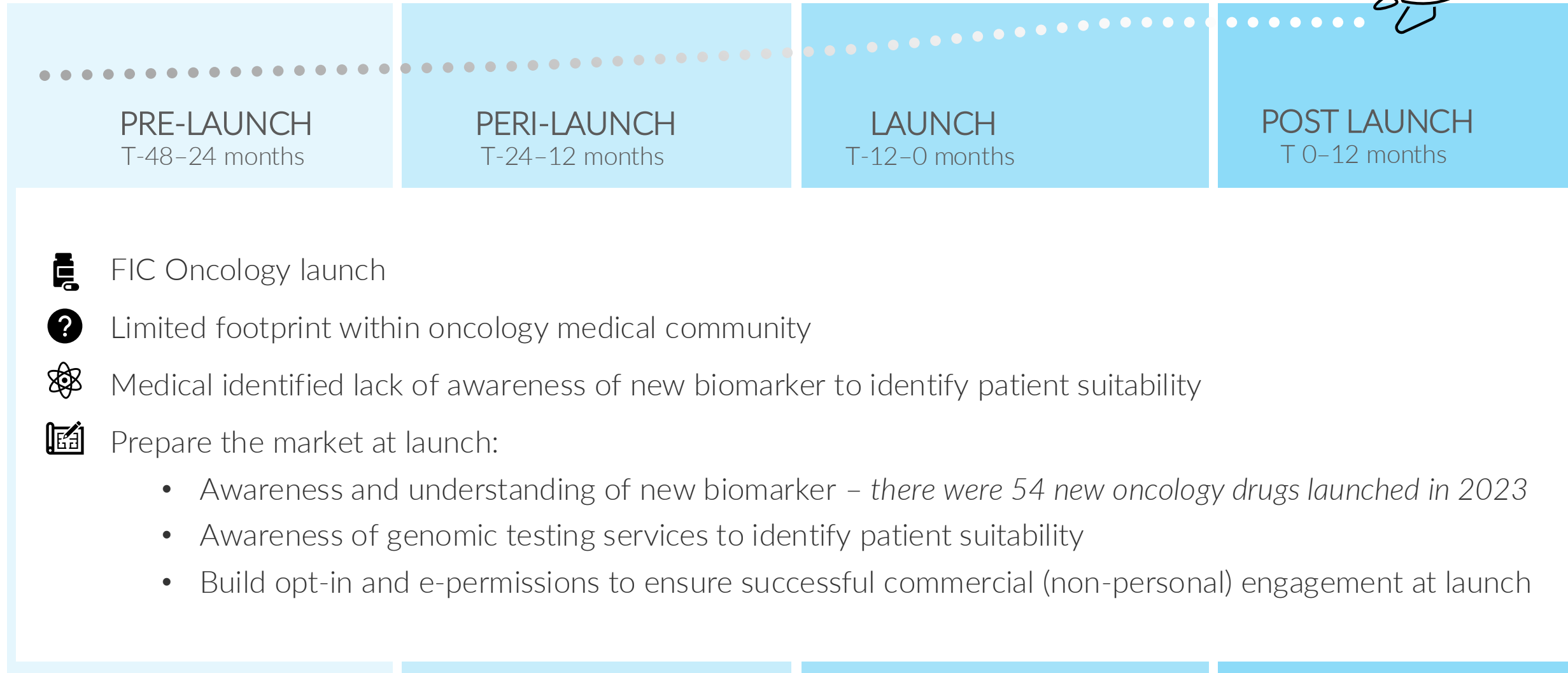
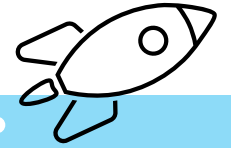
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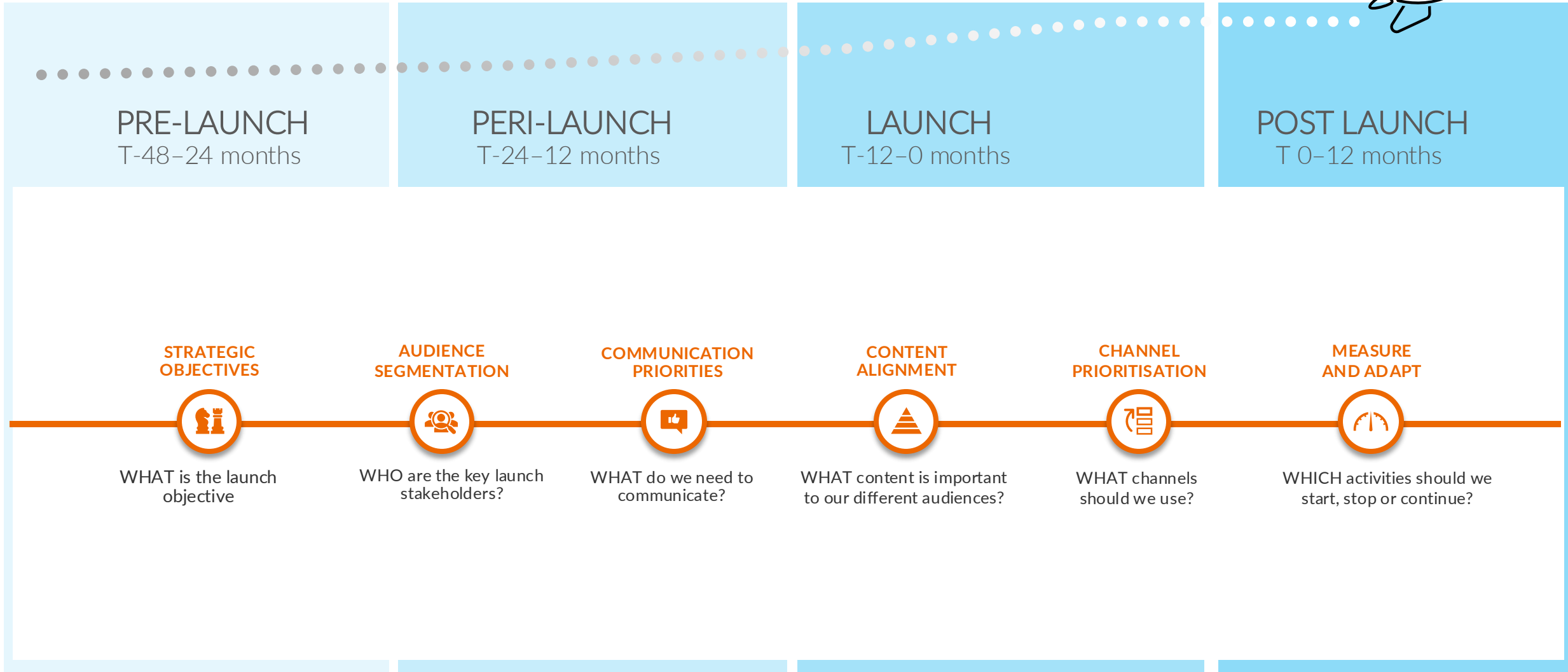
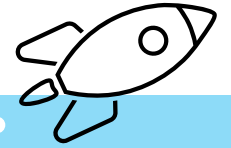


# Case study: Strategic Medical launch support

# Case: FIC launch

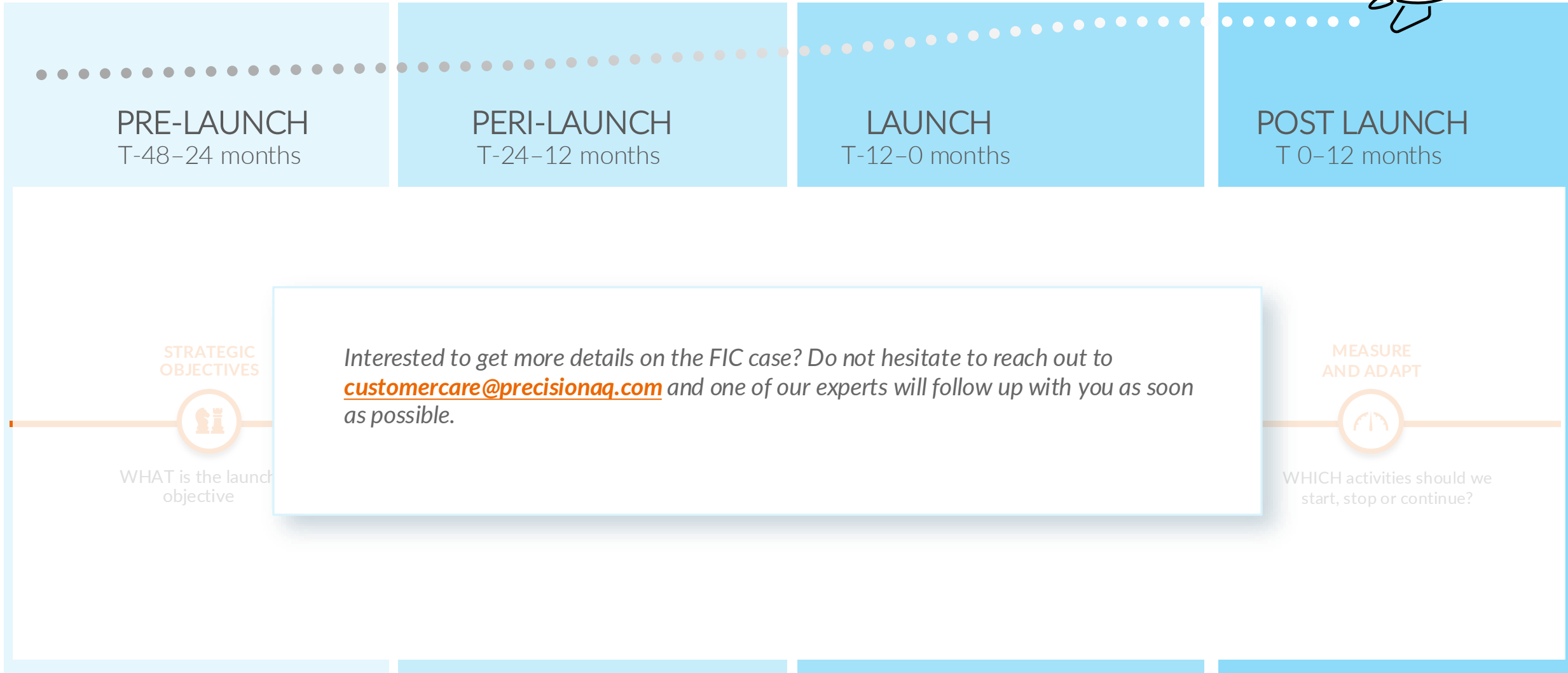
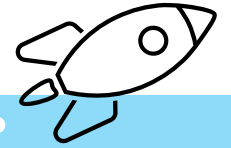


# Case: FIC launch





# Case: FIC launch



# Scientific Platform sits at the core of all communications content

## Scientific Platform sits at the core of all launch communication



**Compelling, differentiating, robust and consistent** story is essential when multiple internal stakeholders and external local agencies are involved

- Vocabulary Document – what it is (*and what it's not*)
- Clinical compendium – saves time and effort for content and understanding
- Global content creation aligned closely with core launch markets needs and regulatory requirements
- Channel agnostic content – easy to adapt to fit with channel

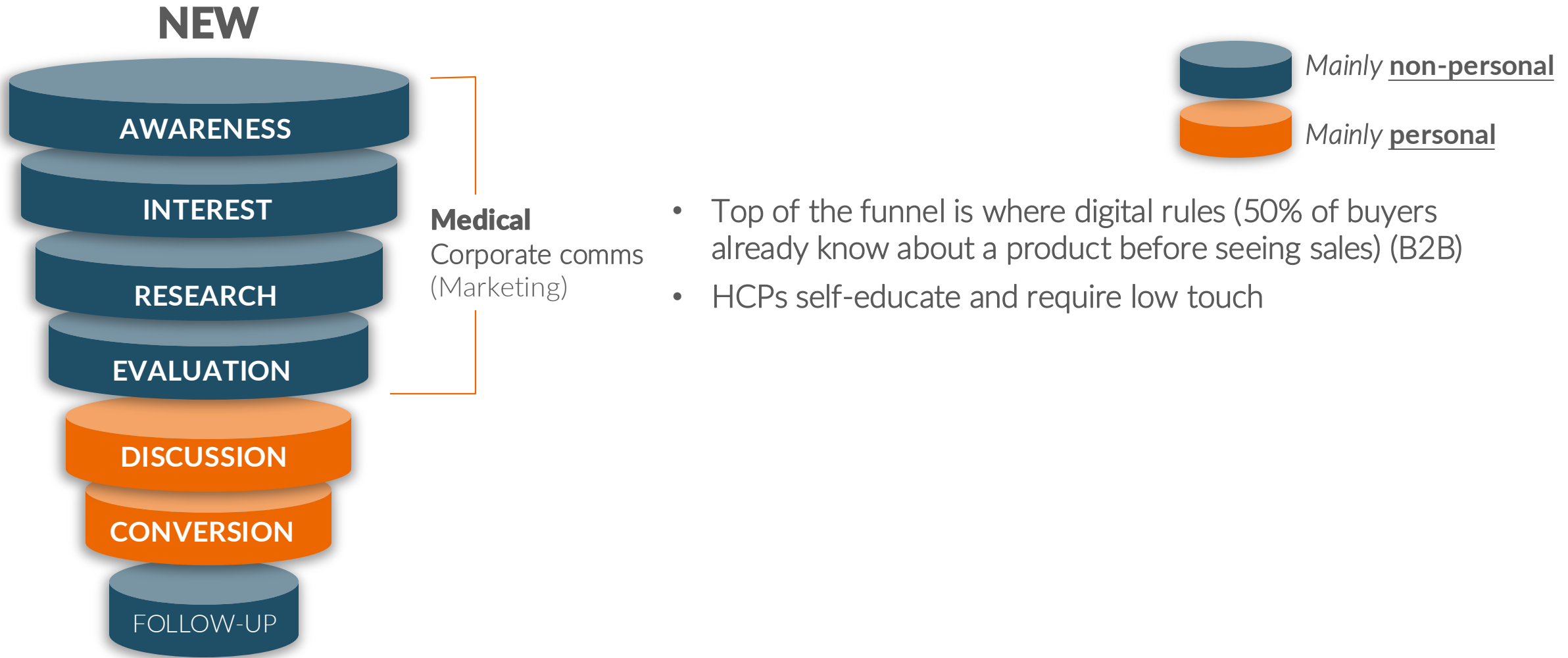
# Omnichannel launch excellence needs a 360 customer-centric culture:



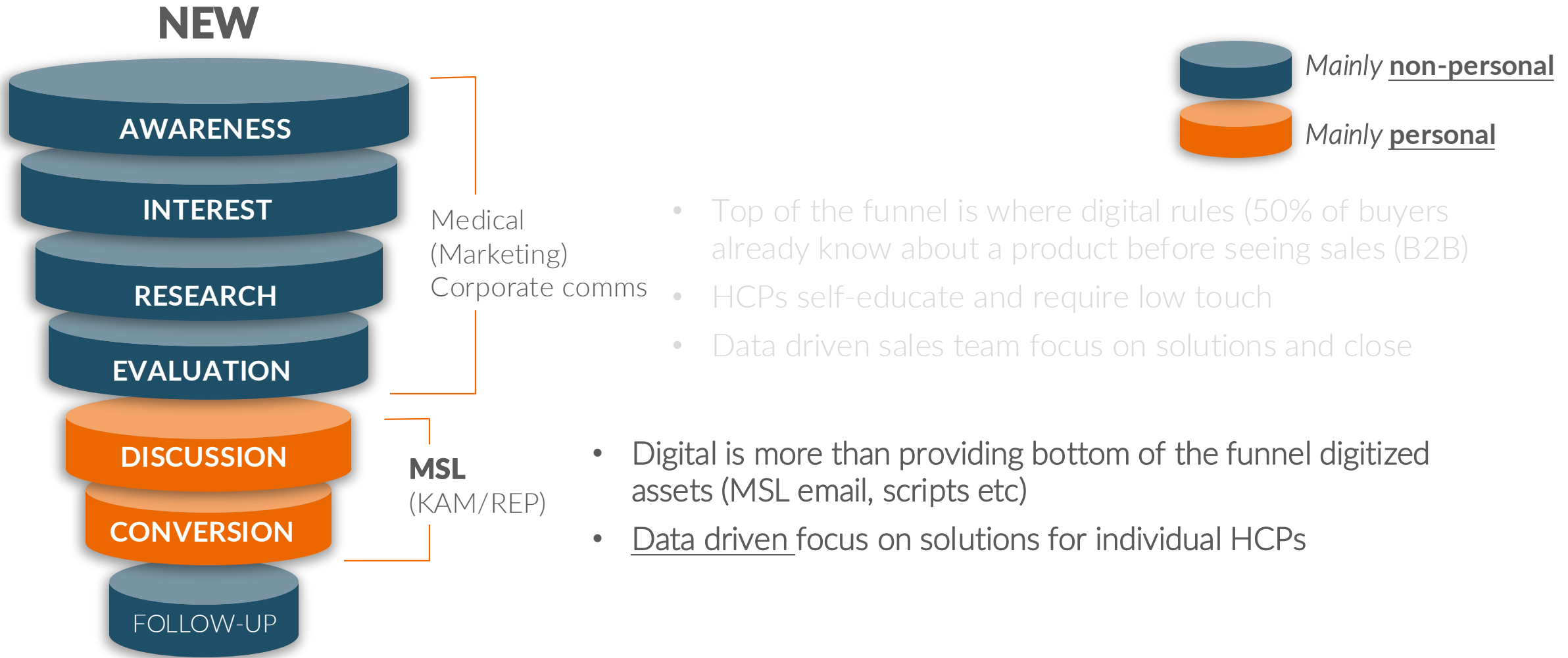
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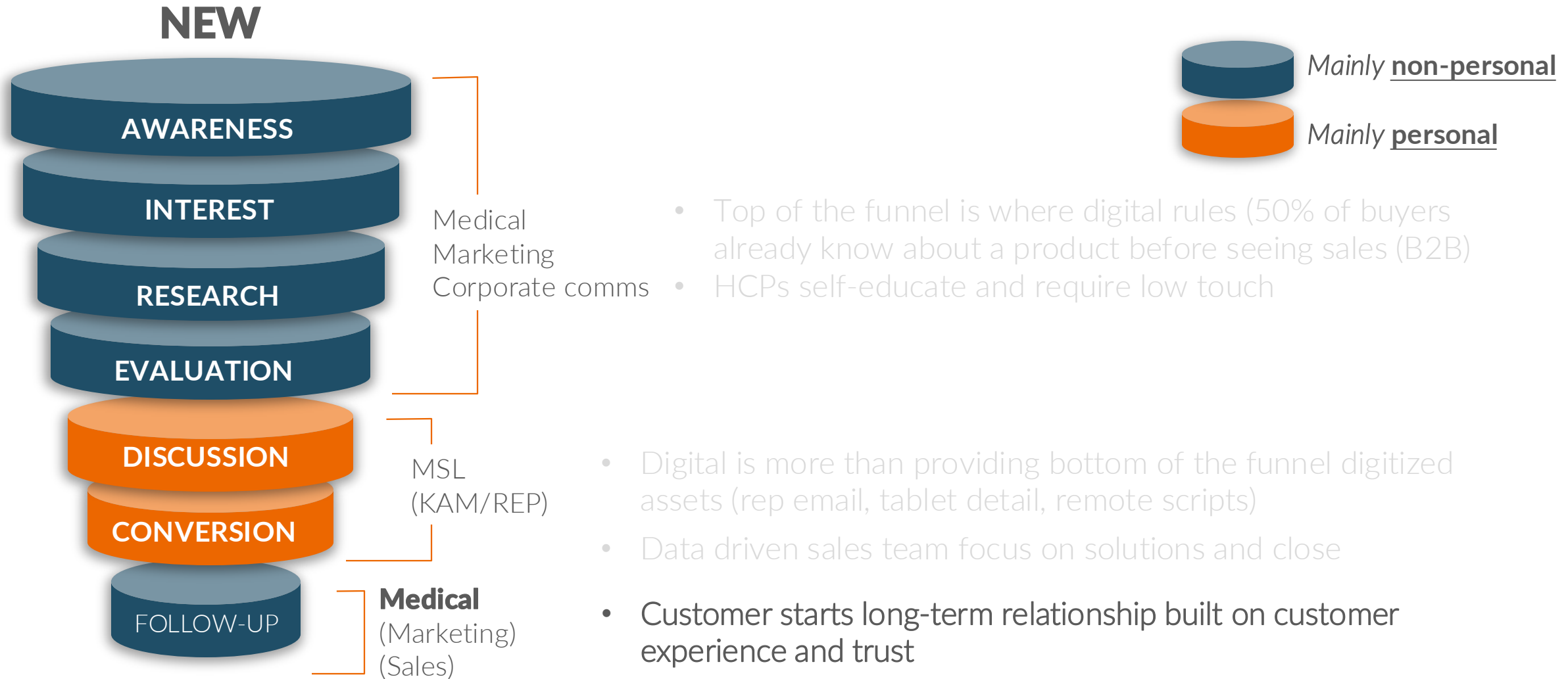
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# Simple touchpoint journey to drive engagement



Congress  
attendance



# Simple touchpoint journey to drive engagement

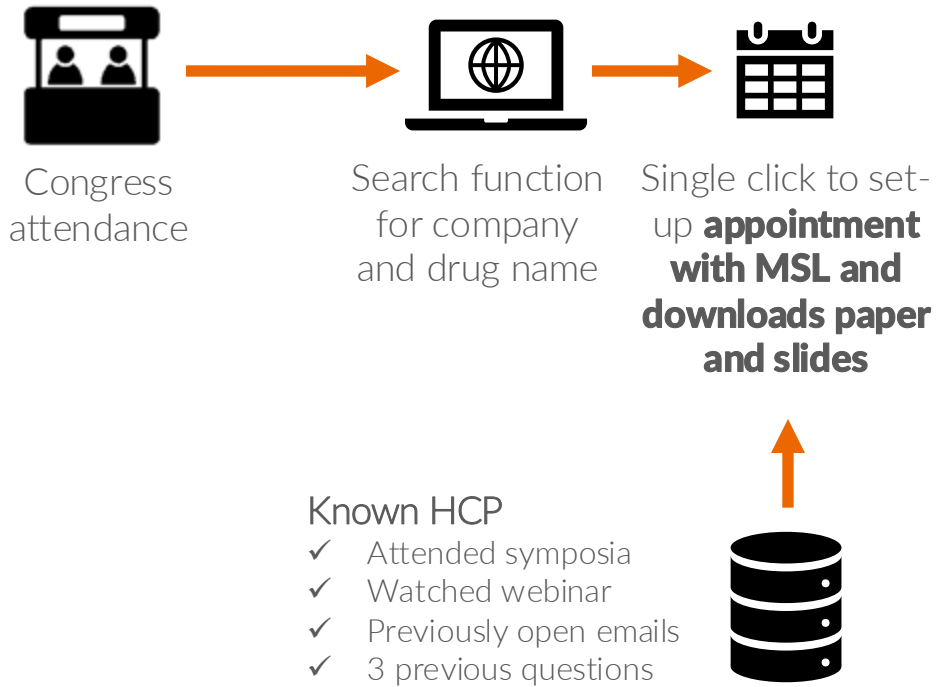


Congress  
attendance

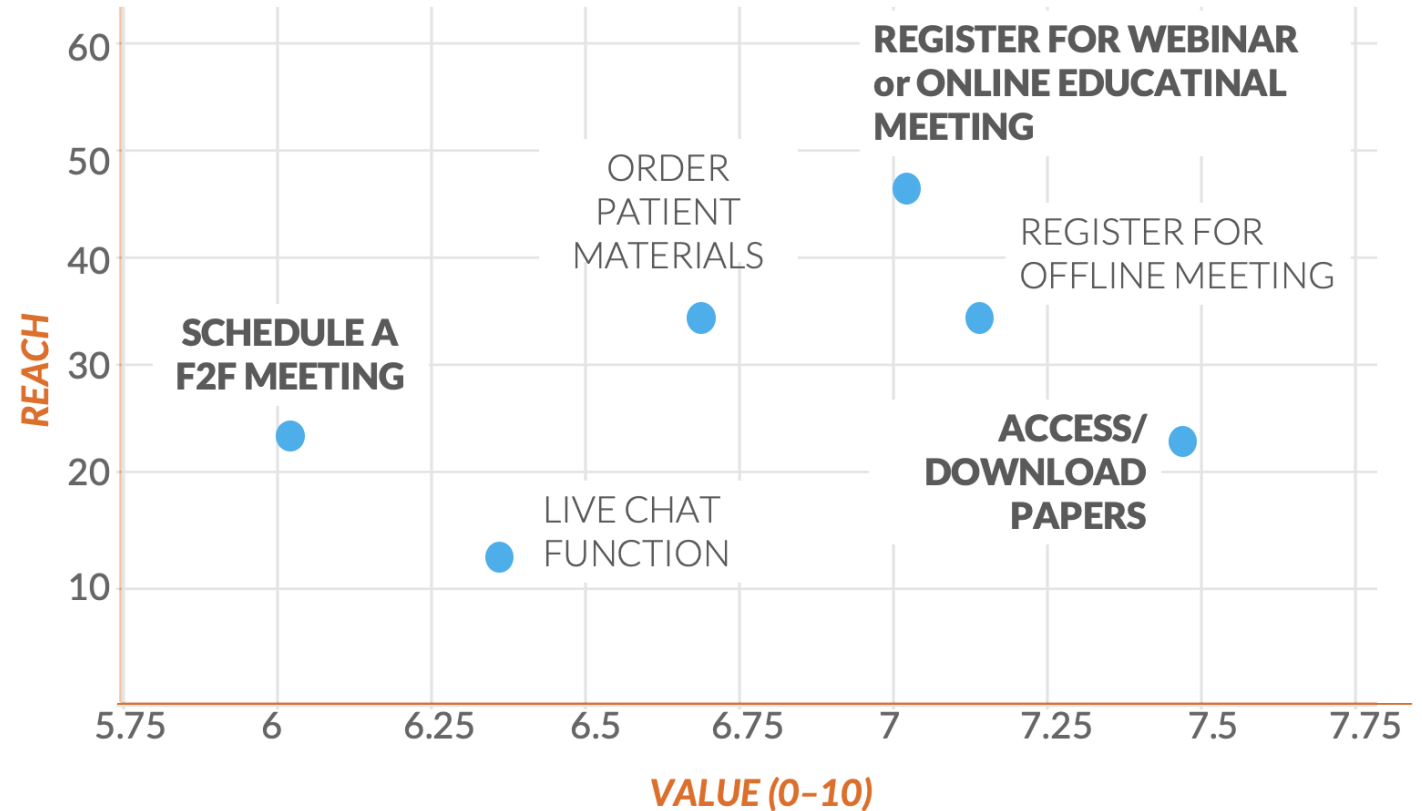


Search function  
for company  
and drug name

# Simple touchpoint journey to drive engagement

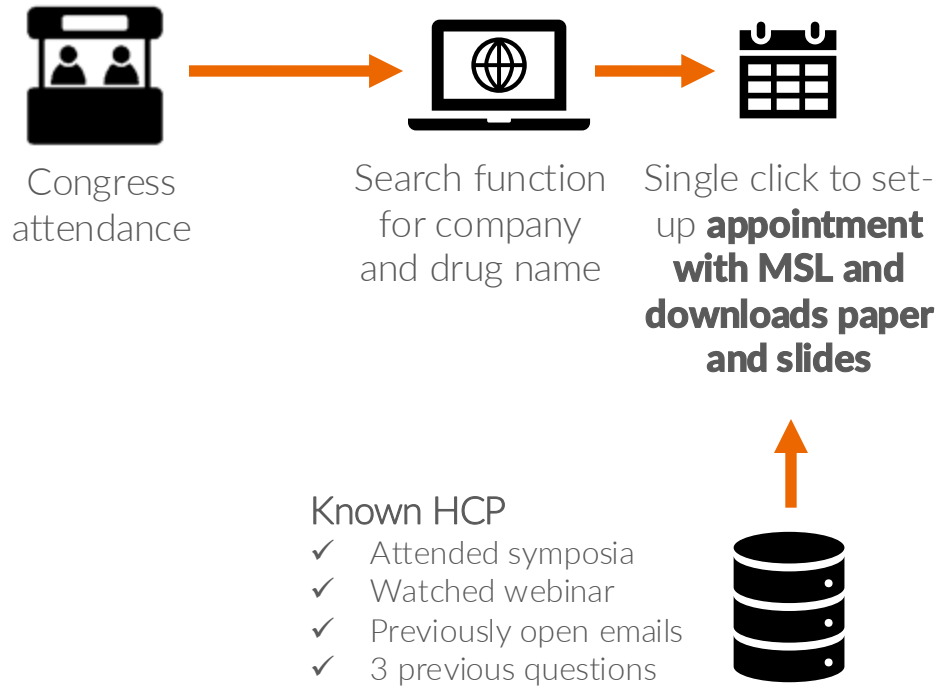


Q: Have you encountered any of the following services offered on a pharma website in the last three months, and if so, how valuable do you find them?



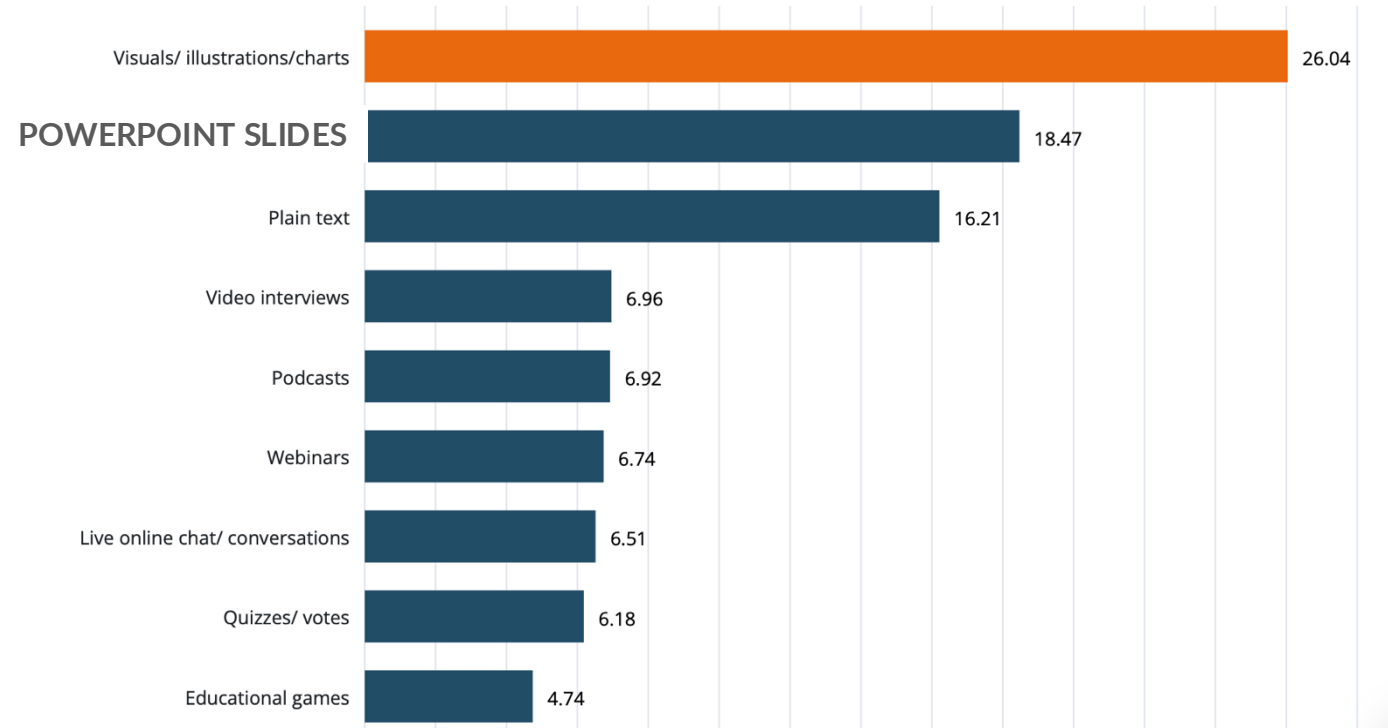
Source: Navigator365™ EU4+UK Specialists Q3 2023 (n=4831)

# Simple touchpoint journey to drive engagement



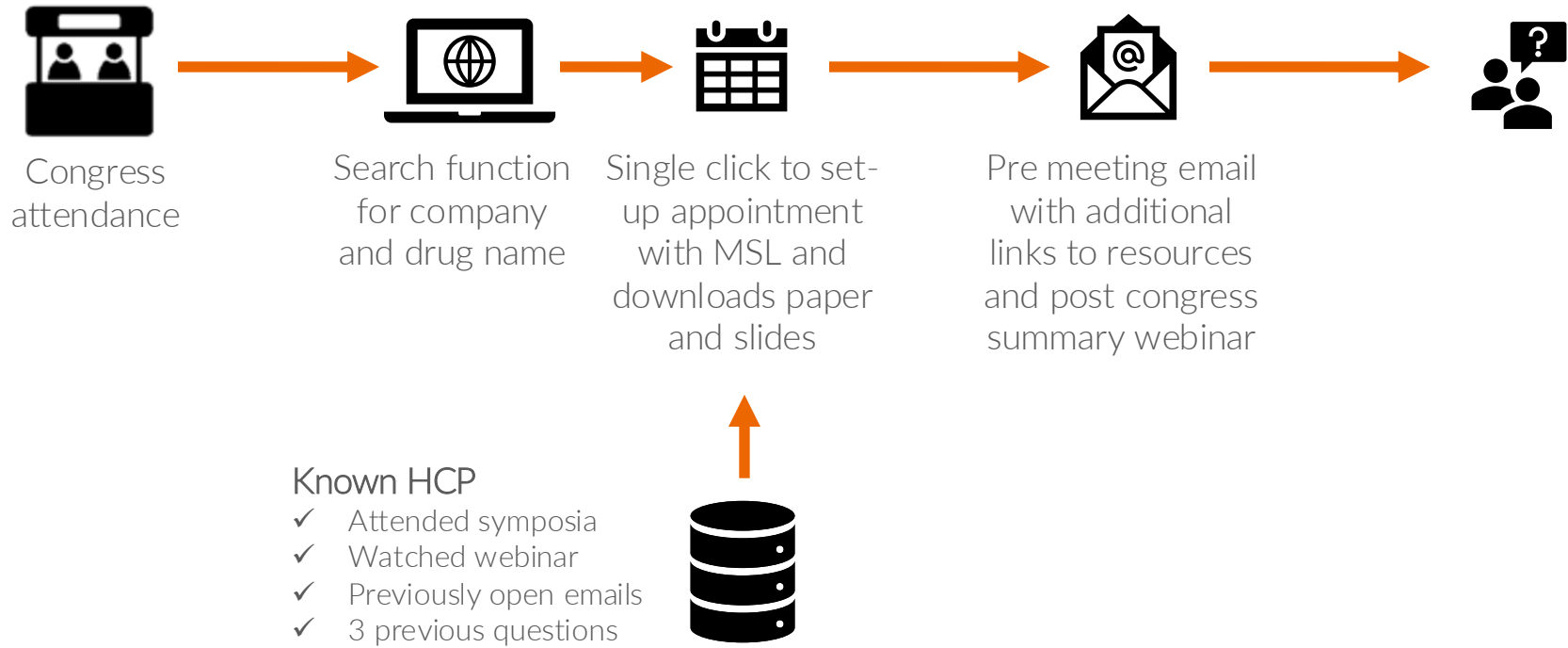
## Preferred digital format

Cardiologist , Dermatologist , Endocrinologist , Oncologist , Neurologist , Hematologist , Pulmonologist , Rheumatologist - United Kingdom , Spain , Italy , Germany , France | N=4031



Source: Navigator365™ EU4+UK Specialists Q3 2023  
(n=4031)

# Simple touchpoint journey to drive engagement



# Simple touchpoint journey to drive engagement



Congress attendance



Search function for company and drug name



Single click to set-up appointment with MSL and downloads paper and slides



Pre meeting email with additional links to resources and post congress summary webinar



Known HCP

- ✓ Attended symposia
- ✓ Watched webinar
- ✓ Previously open emails
- ✓ 3 previous questions





Trial Design

Efficacy 1

Efficacy 2

Safety/QOL

Biomarker

Testing resources

MSL Content Vault

# Simple touchpoint journey to drive engagement



Congress attendance



Search function for company and drug name



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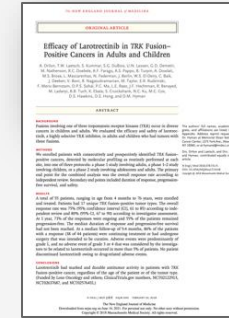


Known HCP

- ✓ Attended symposia
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- ✓ Previously open emails
- ✓ 3 previous questions



Channel selection, time, frequency all chosen by MSL dependent on HCP's preferences and persona



Trial Design  
Efficacy 1  
Efficacy 2  
Safety/QOL  
**BIOMARKER**  
Testing resources



MSL Content Vault

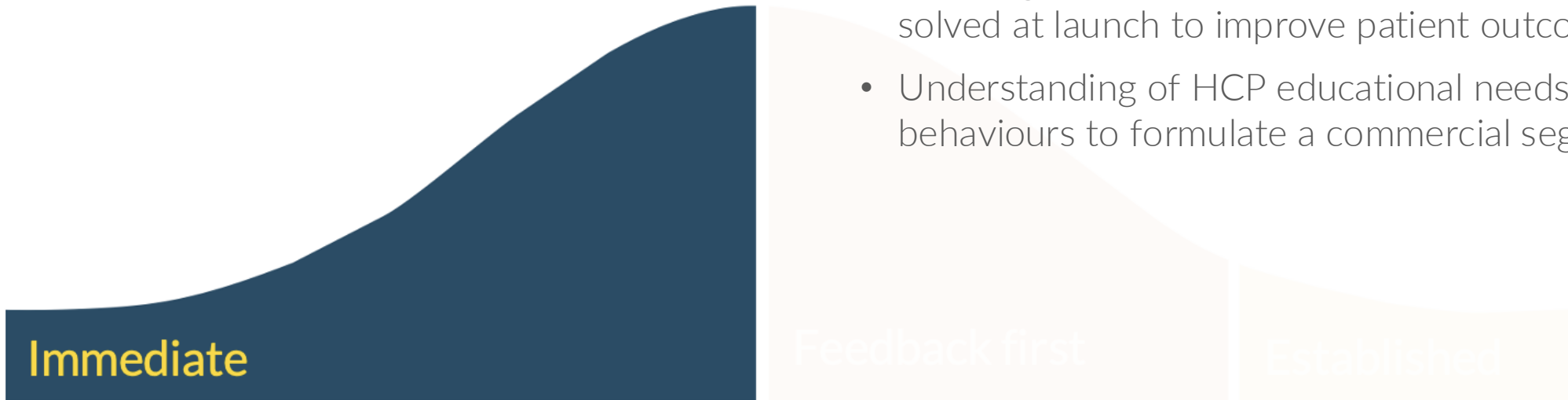
# Medical Affairs input and investment critical to launch preparation and success

## TARGET AUDIENCE:

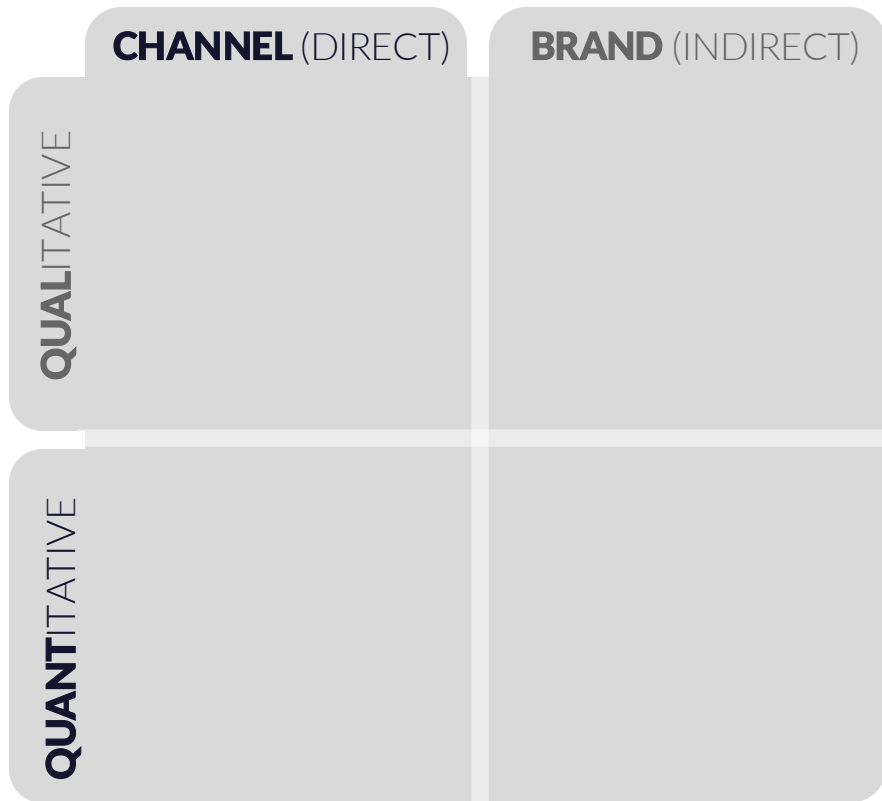
KOLS/ INVESTIGATORS  
**AND**  
BROADER  
ONCO/MDT COMMUNITY

## OUTCOMES:

- Increased opt-in
- Appropriate Medical insights to drive commercial plan:
  - Challenges and bottlenecks which need to be solved at launch to improve patient outcomes
  - Understanding of HCP educational needs and behaviours to formulate a commercial segmentation

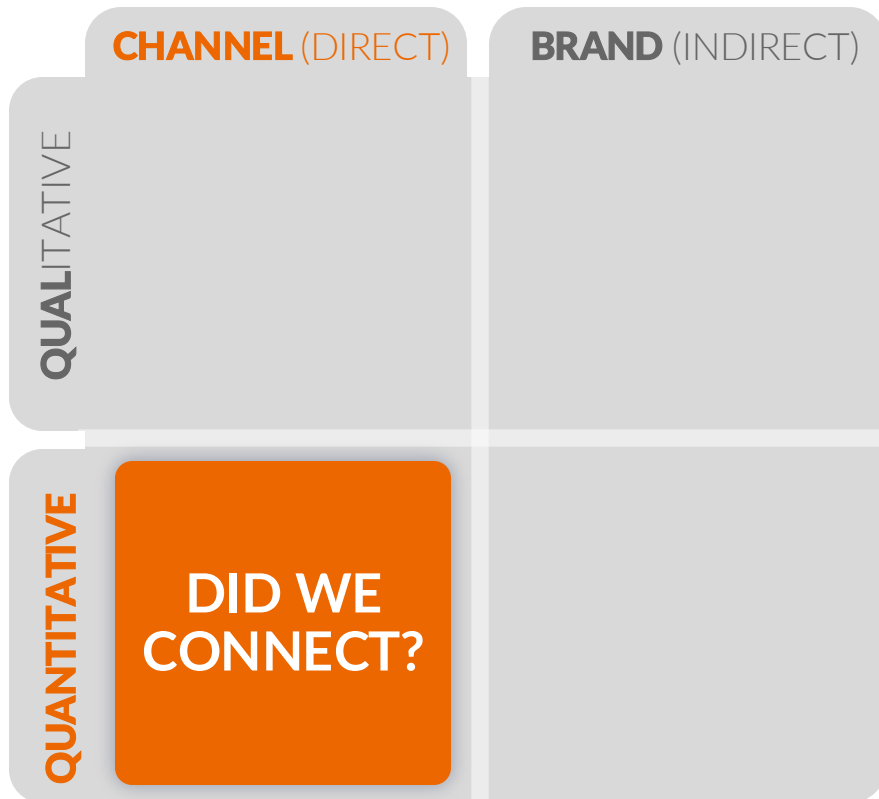


# Pre-launch – what can we measure?





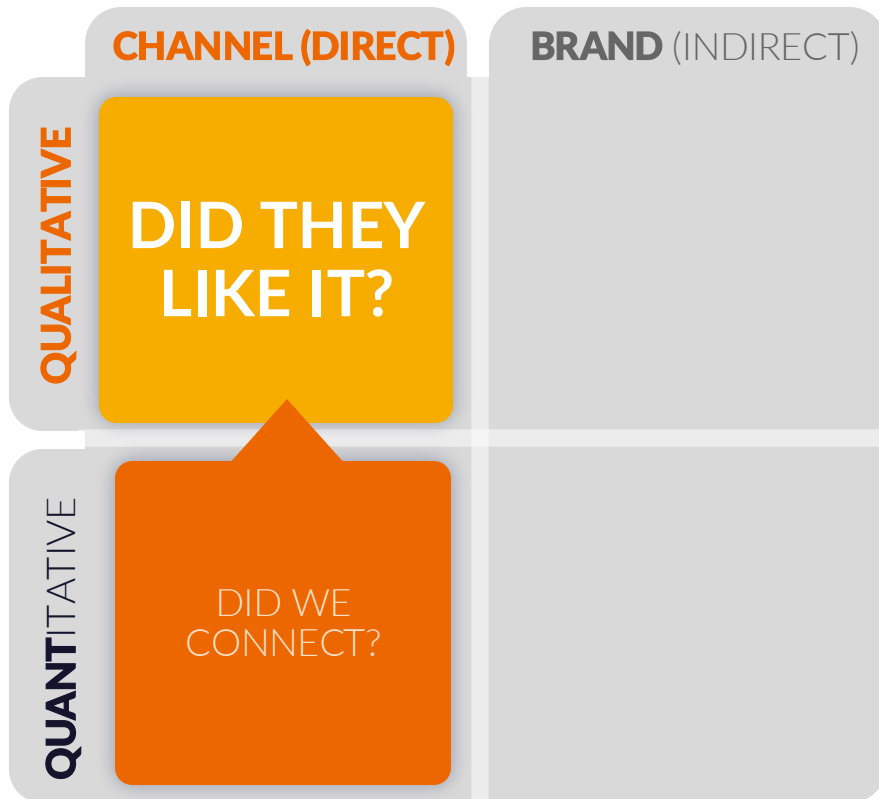
# Pre-launch – what can we measure?



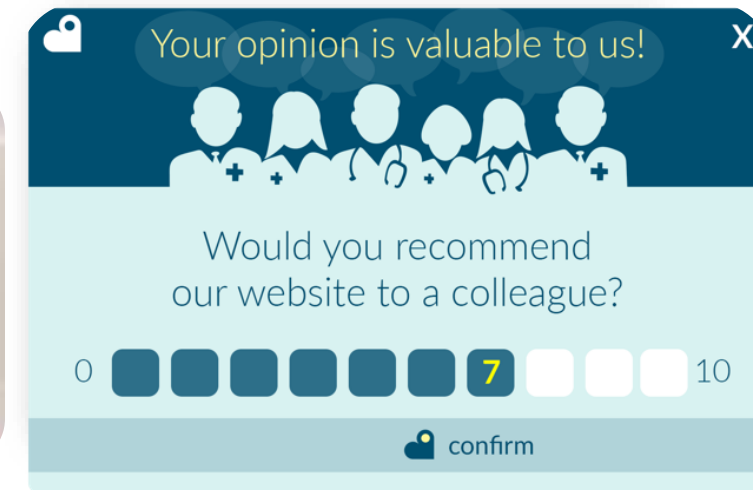
The foundation of any campaign – are we generating the right number of touchpoints to achieve our behavioural objectives?

EMAIL	WEB	MSL FIELD
Open rate	# of visitors	Calls
Conversion rate	Consent capture	Meetings attended
Opt-out rate	% page scroll	<b>EVENT</b>
Click-through rate	Time spent on site	# invited
Delivery rate	Downloads	# invite accepted
Subscribers	Opt-ins	% attended

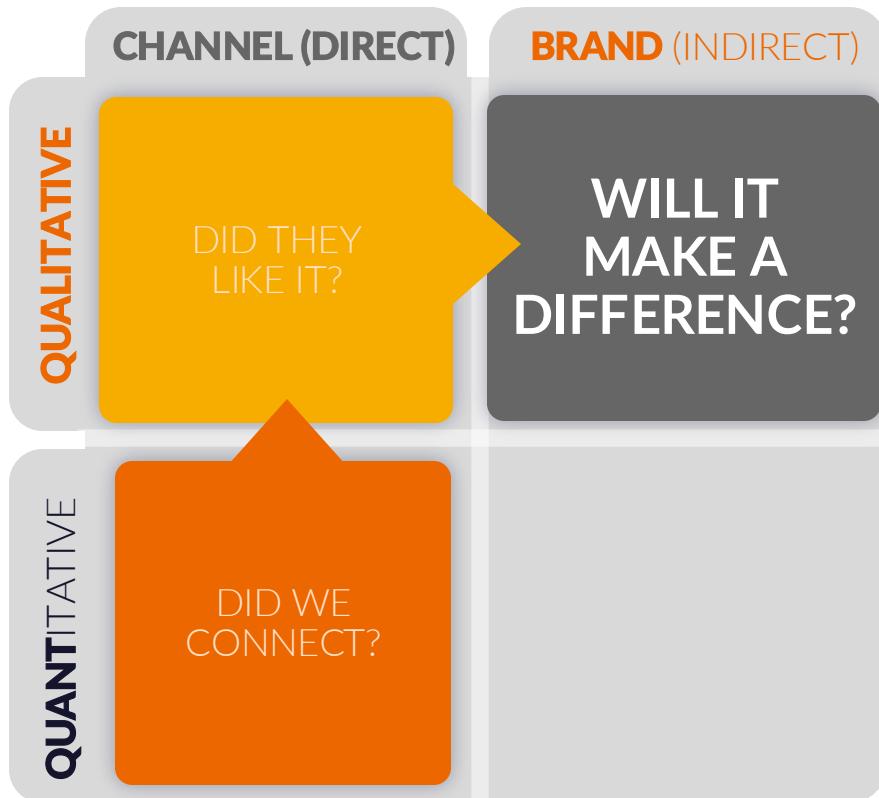
# Pre-launch – what can we measure?



Is our content appreciated and valuable for our audience?



## Pre-launch – what can we measure?

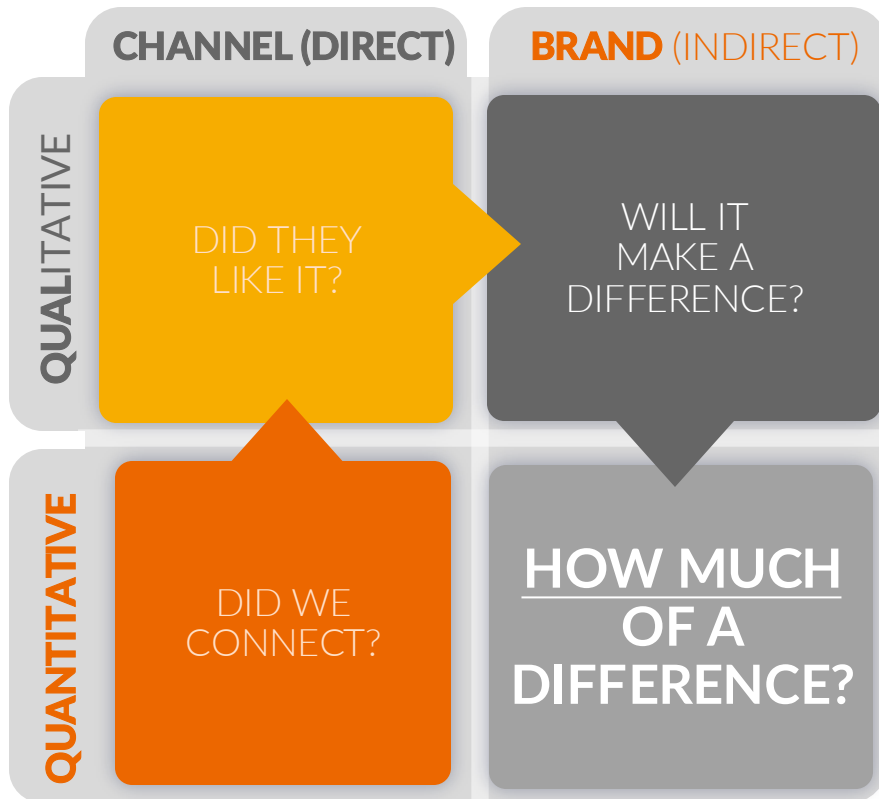


Do we make an impact and are we changing audience's mindset?

- Impact of educational event on future clinical practice
- Intent to apply learning to future clinical practice
- Intent to prescribe (Post launch)
- NPS\* of company
- NPS of educational campaign

\*NPS- net promotor score

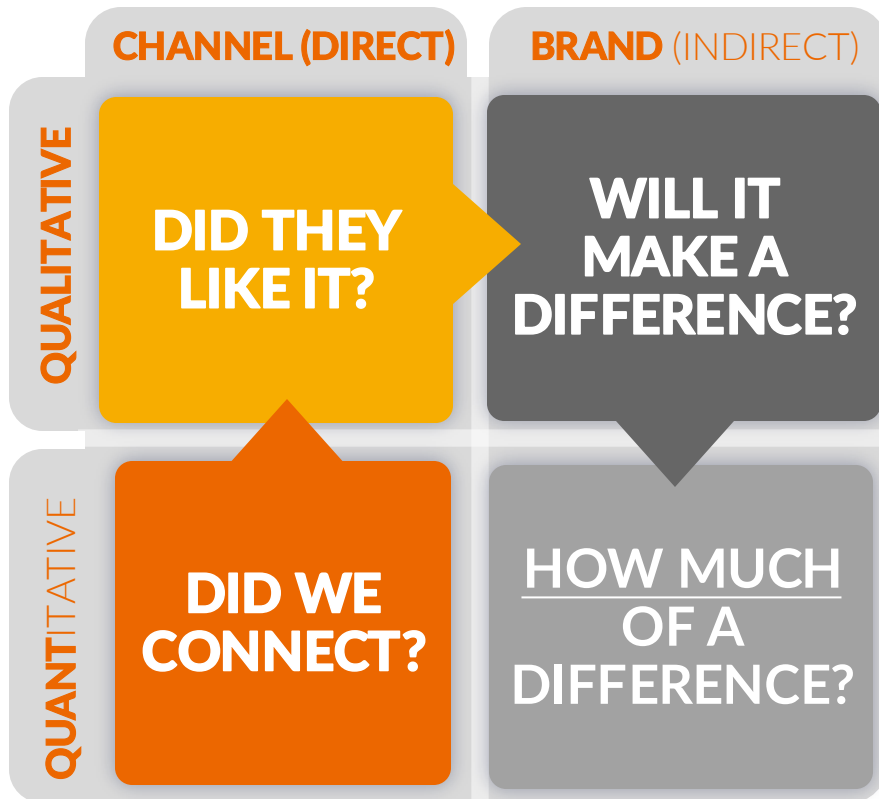
## Pre-launch – what can we measure?



ROI – Did we increase awareness, reach & impact?

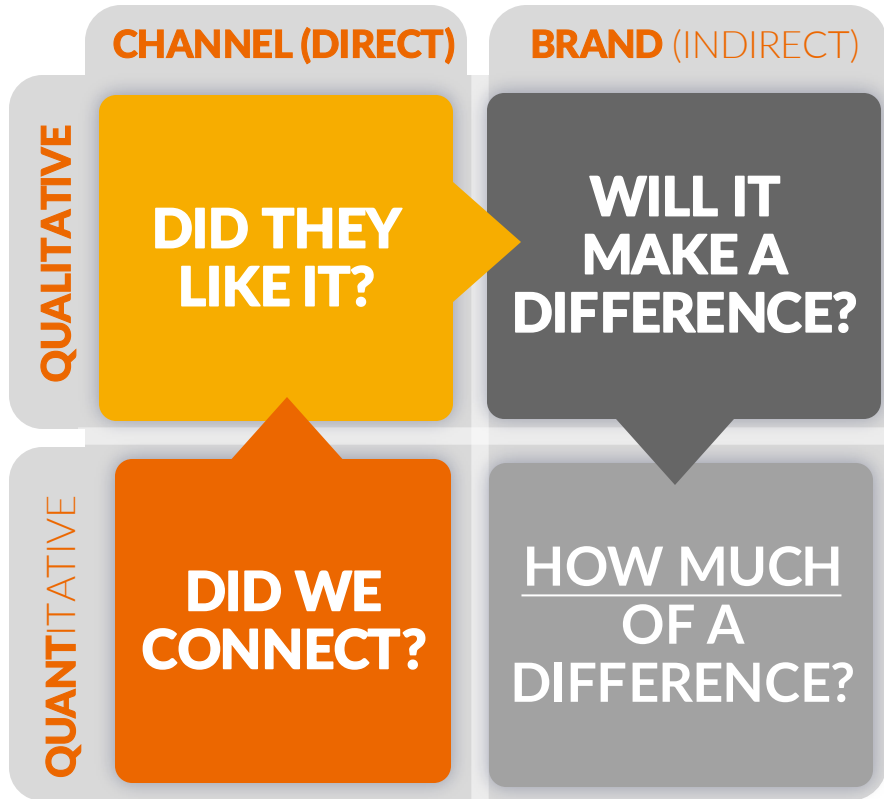
- Request for information
- Opt-in rates
- Referral to genomic testing centers (post launch)

## Pre-launch – what can we measure?



**Pre-launch NPS** and **high channel mix** is a direct predictor for a successful launch\*

*\*No More Surprises: Understanding Predictors of Launch Success IQVIA White Paper*



The **first 6 months** of launch predicts the success of the brand





Reimagine customer engagement



Webinars **2024**

*Question time!*

Omnichannel Launch Excellence as part of our **end-to-end omnichannel consulting services** - built on a robust evidence base



Discover how our **strategic consulting services** can help you develop a dynamic and executable omnichannel customer engagement strategy that puts the customer at the centre of every interaction.

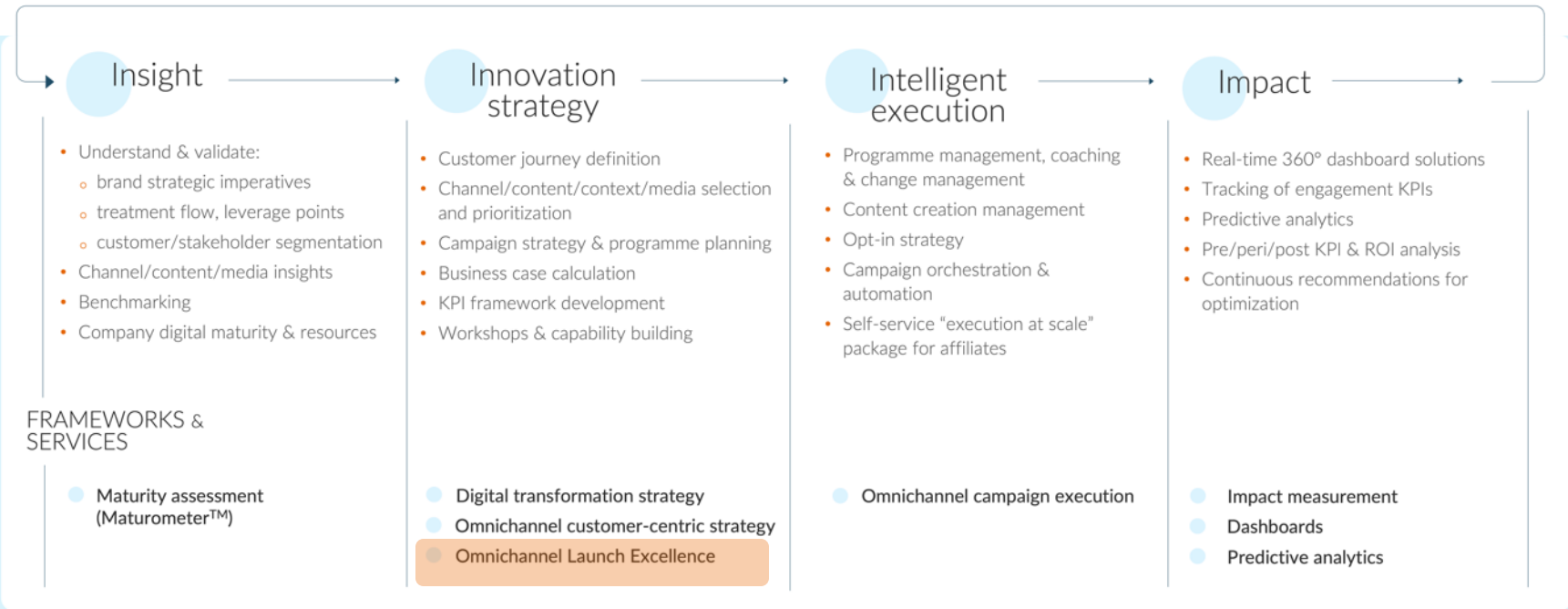


Our **interactive and engaging workshops** offer a hands-on approach, bringing our proprietary data to life and offering unique insights and actionable strategies tailored to your brand's specific challenges and opportunities.

Co-create your own transformative journey with the support of our expert guidance and exclusive data insights.

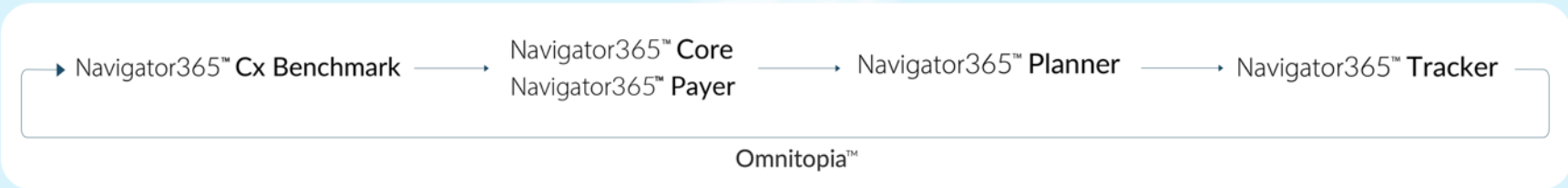


[across.health/omnichannel-consultancy-services](https://across.health/omnichannel-consultancy-services)



PRODUCTS

Navigator365™





**Talk to us** about how our strategic consulting services – fuelled by the latest HCP and industry insights pulled from our **Navigator365™** and **Maturometer™** research – can help accelerate your journey towards delivering an unparalleled omnichannel customer experience.



<https://www.across.health>