Back To The Future; Omnichannel Marketing In Pharma!

By: **Mohamed Magdy**

Executive MBA | B.Sc. Pharm | MCIM | Digital Strategist | Data Scientist
24th Sept 2024

Disclaimer

All the content , images and strategies used in this presentation doesn't represent my current or ex. Employers / Pharmaceutical companies, and neither represent /reflect on any confidential nor business information in those companies.
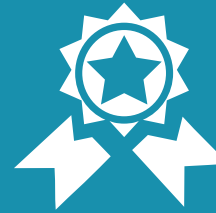
Why the transformation in Pharma needed?

Higher Sales revenue

Lower Cost

Best partner with Healthcare Eco-system

- More impact.
- Better customers' reach.
- More access to patients.

- Optimize the planned investments.
- Resources allocation for new launches.
- Achieve higher profitability, and ROI.

- To be the best respectful partner with healthcare eco-system including HCPs, Patient Societies, Medical Societies, Insurance companies, and local government.

By: Mohamed Magdy, 24th Sept 2024

4

The Hard Truth!

Half the money I spend on advertising is wasted; the trouble is I don't know which half." The quote, by department store mogul John Wanamaker, is over 100 years old!

By: Mohamed Magdy, 24th Sept 2024

Traditional Pharma Marketing Models – A One-Way Street

- Reliance on sales reps, print ads, and conferences.
- Communication was often one-sided, without real-time feedback.
- Limited personalization.
- 70% of pharma marketing budgets were focused on rep visits before 2010.

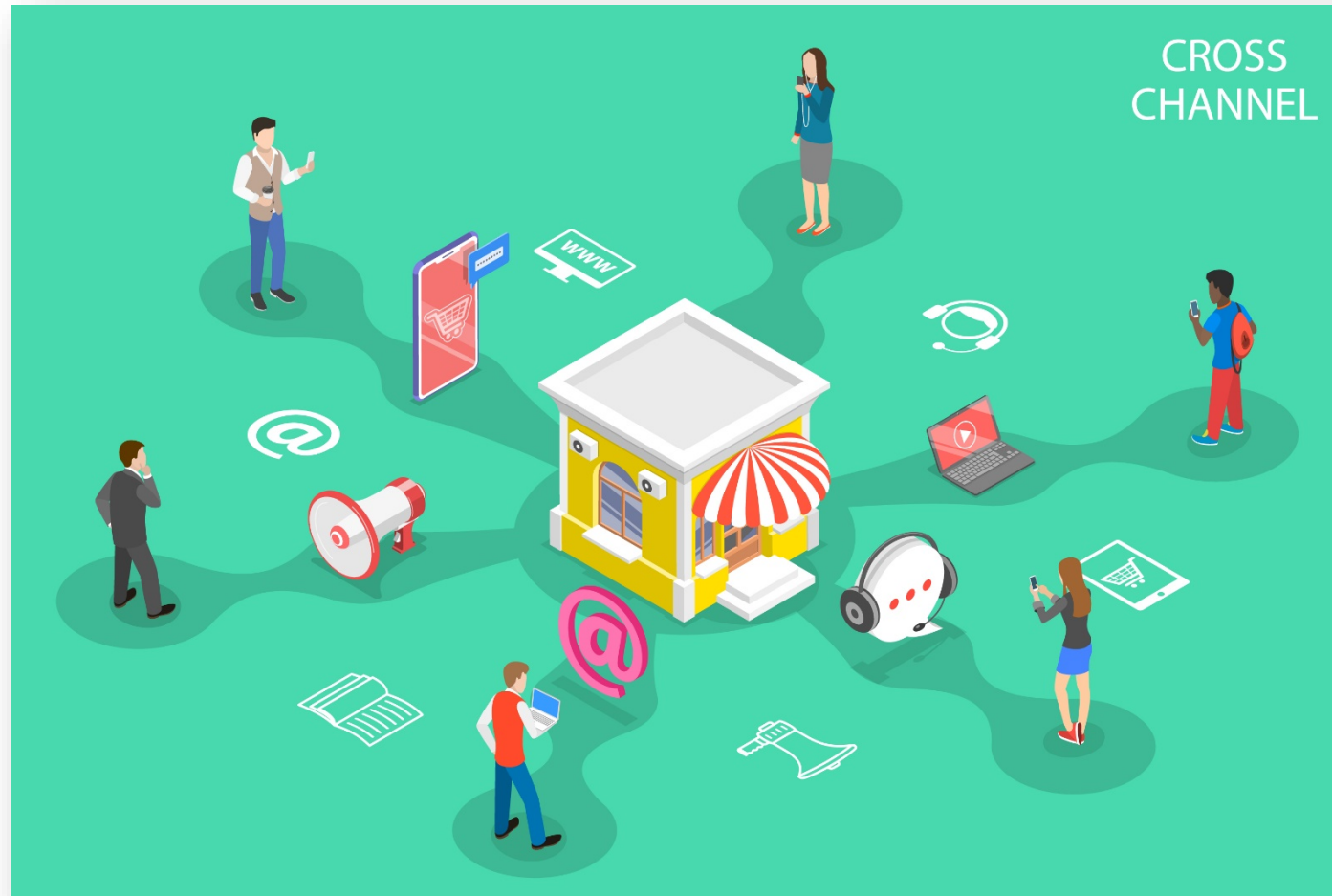*Reference:* *IQVIA, "The Evolution of Pharma Marketing," 2021*

By: Mohamed Magdy, 24th Sept 2024

Embracing new digital trends!

By: Mohamed Magdy, 24th Sept 2024

The Concept of Multi-channel customers' Engagements:

By: Mohamed Magdy, 24th Sept 2024

Broadcasting the same message across different channels:

By: Mohamed Magdy, 24th Sept 2024

Transformation from digital / offline >>> MCE >>> ??
It requires change management!

By: Mohamed Magdy, 24th Sept 2024

How to measure the results?

By: Mohamed Magdy, 24th Sept 2024

The Rise of Multichannel Marketing

• Introduction of digital channels like email and websites.
• Lack of synchronization between channels.
• Customers often received conflicting or repetitive information.

• **Key Stats:**
• 60% of pharma companies used at least 3 channels by 2010, but lacked integration.
• 60% of pharma companies using multichannel marketing saw no increase in overall engagement due to channel fragmentation.

• **Challenges:** Fragmented experiences, inconsistent messaging

• *Reference: Pharma Times, "The Multichannel Pharma Marketing Puzzle," 2021, McKinsey & Company, "Building Bridges: The Multichannel Era in Pharma," 2020.*

By: Mohamed Magdy, 24th Sept 2024

Introducing the concept of Omni-Channel Strategy

By: Mohamed Magdy, 24th Sept 2024

The Rise of Omnichannel – A Customer-Centric Revolution

- Omnichannel marketing focuses on a seamless, personalized journey.
- Consistent messaging across all touchpoints.
- Integration of real-time data ensures relevant communication.

Companies using omnichannel saw **300%** higher customer satisfaction versus traditional models.

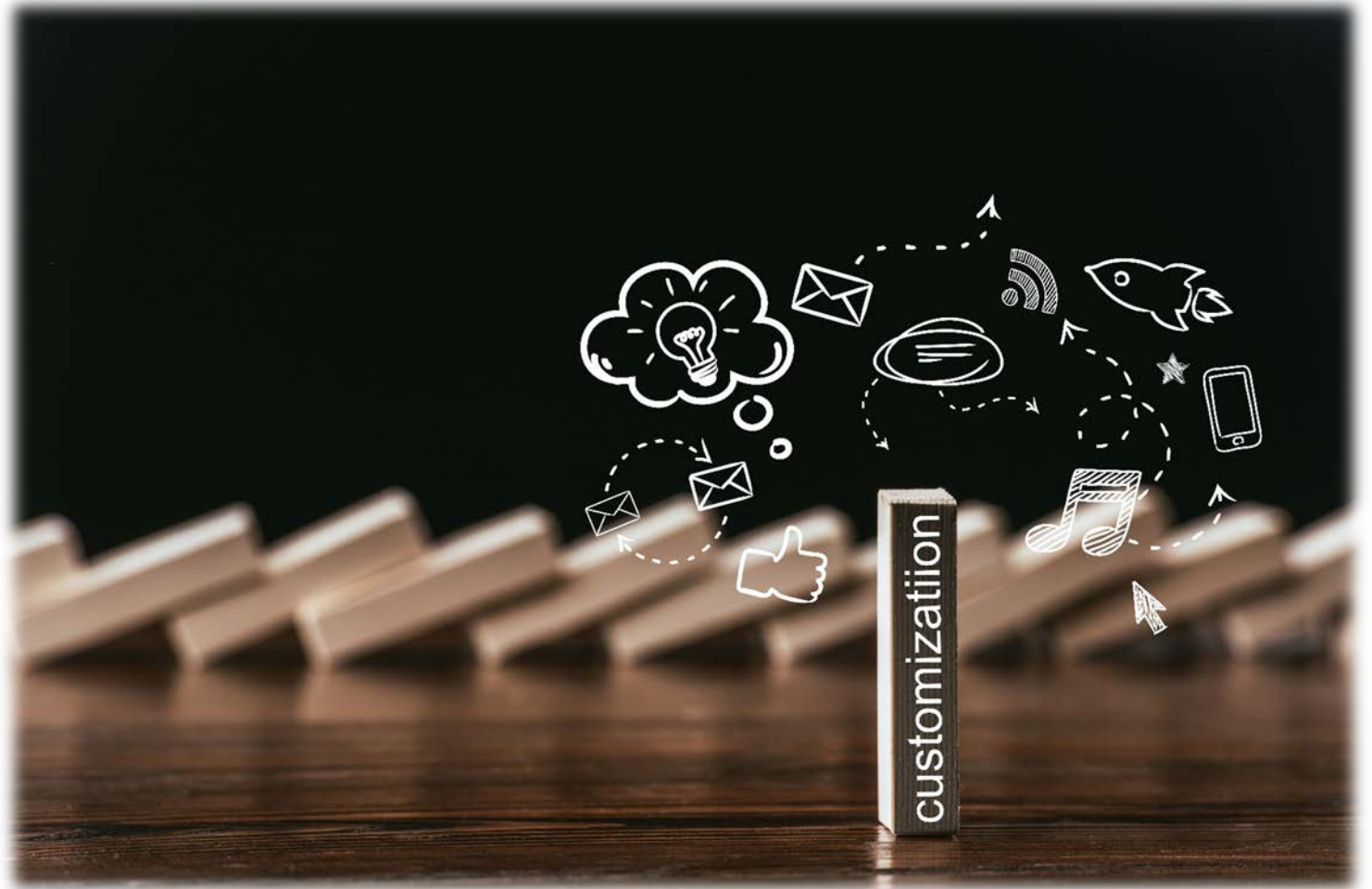- **Reference:** *McKinsey & Company, "Omnichannel Customer Journeys in Healthcare," 2023*

By: Mohamed Magdy, 24th Sept 2024

OCE with advanced analytics / AIML

Automated, hyper-personalized of channels, content, and timing to each customer based on their previous interactions for at least 6 months.

By: Mohamed Magdy, 24th Sept 2024

Omnichannel Impact on Sales Rep Productivity

- Traditional reps made more face-to-face visits but had limited touchpoints.
- Omnichannel empowered reps use real-time data to tailor outreach, increasing productivity.

Sales reps using omnichannel tools achieve a 45% increase in productivity.

•*Reference: McKinsey & Company, "Reimagining Sales Rep Productivity in Pharma," 2022.*

CLASSIC MANUAL SALES REPS

OMNICHANNEL MARKETING EMPOWERED

By: Mohamed Magdy, 24th Sept 2024

Engagement Levels: Traditional vs. Omnichannel

- **Traditional:** 10-15% engagement rates.
- **Multichannel:** 20-30% engagement rates.
- **Omnichannel:** 60-80% engagement rates.

Engagement Rates: Traditional vs. Multichannel vs. Omnichannel
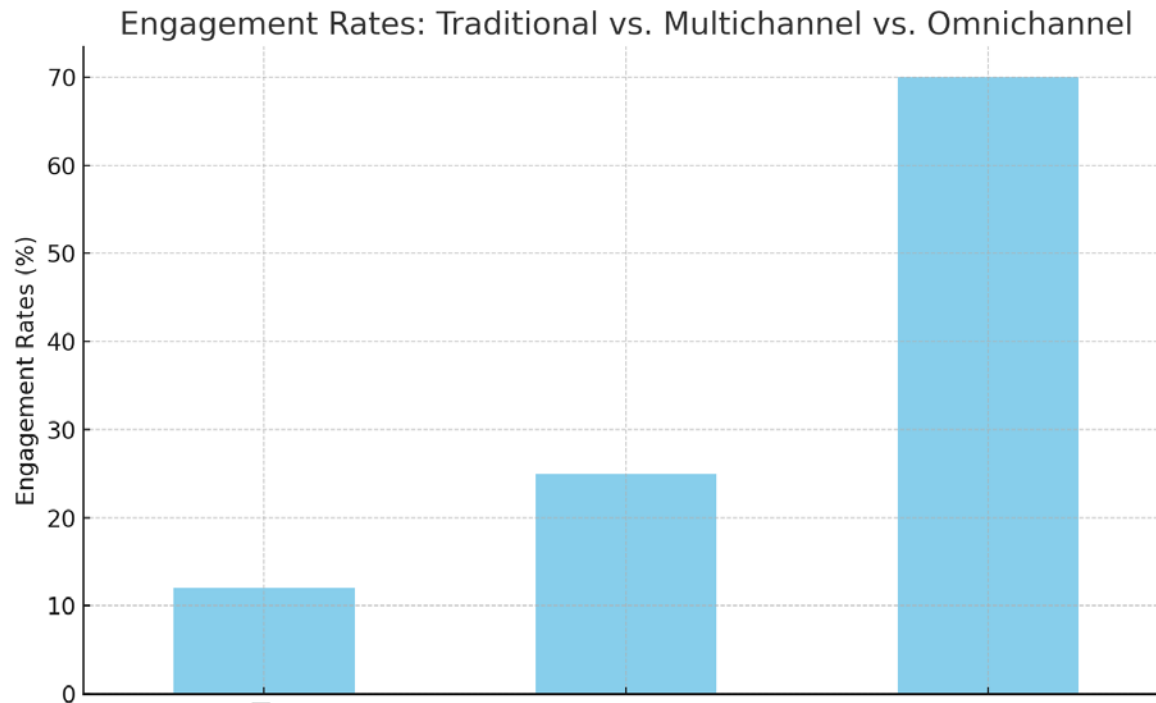
Reference: IQVIA, "Measuring the Impact of Omnichannel Engagement in Pharma," 2022.

By: Mohamed Magdy, 24th Sept 2024

Personalization and Targeting: Old vs. New Approaches

•Traditional: Generic, one-size-fits-all approach.

•Omnichannel: Personalized, data-driven communication that anticipates HCP needs.

•**Stat:** Personalized omnichannel content has a 50% higher open rate than generic email campaigns.

•***Reference:*** *IQVIA, "How Personalization Drives Success in Omnichannel Pharma Marketing," 2023.*

By: Mohamed Magdy, 24th Sept 2024

Speed of Decision Making: Pre-Omnichannel vs. Omnichannel Era

•Traditional: HCPs often took weeks to make prescribing decisions after receiving information.
•Omnichannel: Real-time data accelerates the decision-making process.
Omnichannel reduces HCP decision-making time by 35%.

Reference: McKinsey & Company, "Real-Time Engagement and Faster Decision-Making in Pharma," 2022.

By: Mohamed Magdy, 24th Sept 2024

Return on Investment (ROI) in Pharma Marketing: Traditional vs. Omnichannel

- Traditional: 1.5x ROI.
- Multichannel: 2x ROI.
- Omnichannel: 4x ROI.

- *Reference:* Deloitte Insights, "Omnichannel Strategies that Drive ROI in Pharma," 2022.
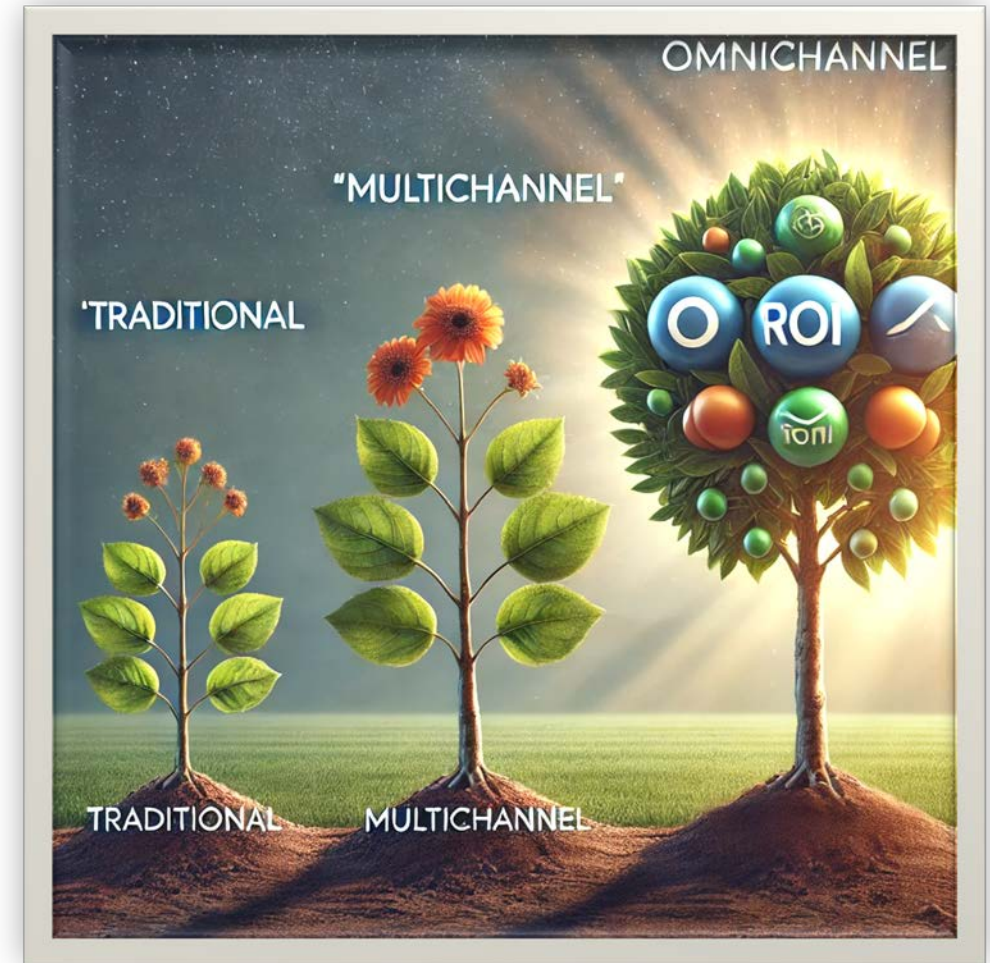
By: Mohamed Magdy, 24th Sept 2024

Cost Efficiency: Omnichannel vs. Traditional Models

•Traditional marketing required heavy investment in sales teams and physical materials.

•Omnichannel marketing spreads costs across digital channels with higher efficiency.

Omnichannel marketing reduces overall marketing costs by 25%.

•**Reference:** *IQVIA, "Cost Efficiency Gains Through Omnichannel Marketing," 2023.*

By: Mohamed Magdy, 24th Sept 2024

Evolution of Pharma Promotional Models with HCPs

1990-2000's

2000-2010

2010-2020*

2020-present*

- International & Local congress sponsorship.
- Face to face visits.
- Meetings (small, big, standalone or in-collaboration with Societies, hospitals..etc).
- Static web-portals for Pharma companies.
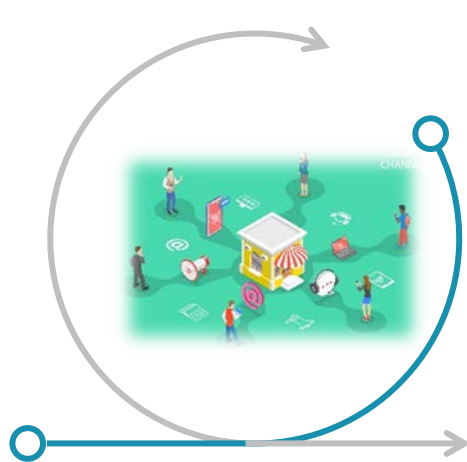
Evolution of MCE; Multi-Channel Engagements
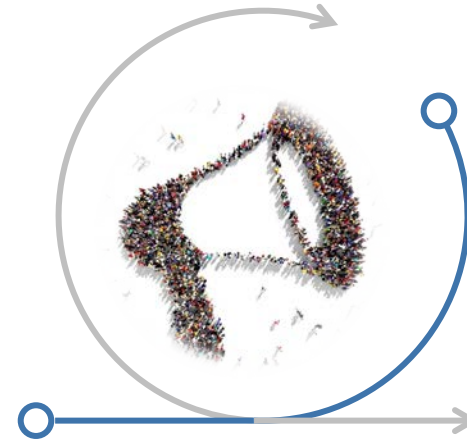
Evolution of OCE; towards Omni-Channel Engagements
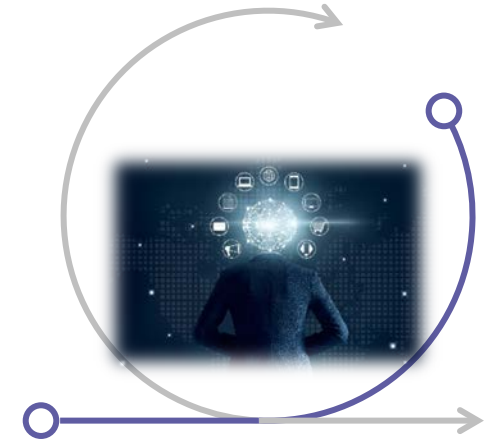
Advanced OCE with AIML Analytics

*The time-lines is based on the overall Pharma Industry progress on global overview.

By: Mohamed Magdy, 24th Sept 2024

The New Reality!

Unleashing the power of **Artificial Intelligence and Machine learnings** to provide the analytics and insights towards most impactful marketing mix to sales, market-share leadership, product re-imbursement...etc

By: Mohamed Magdy, 24th Sept 2024

Notes to remember!

Building Data and Infrastructure is essential!

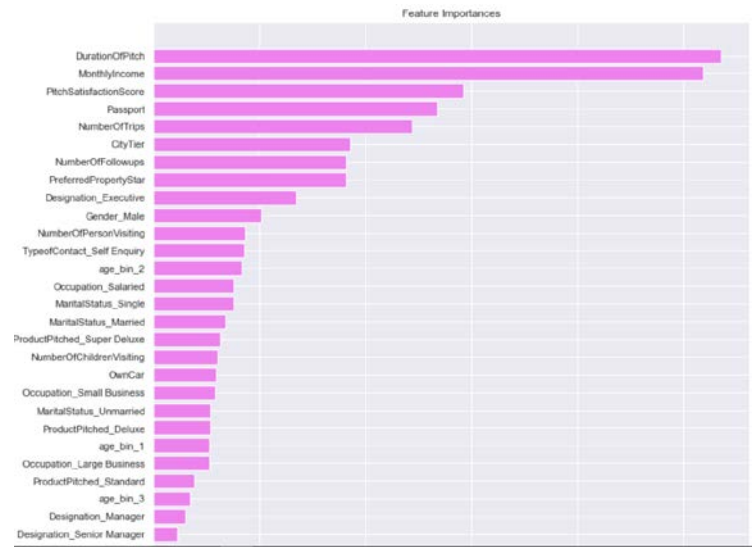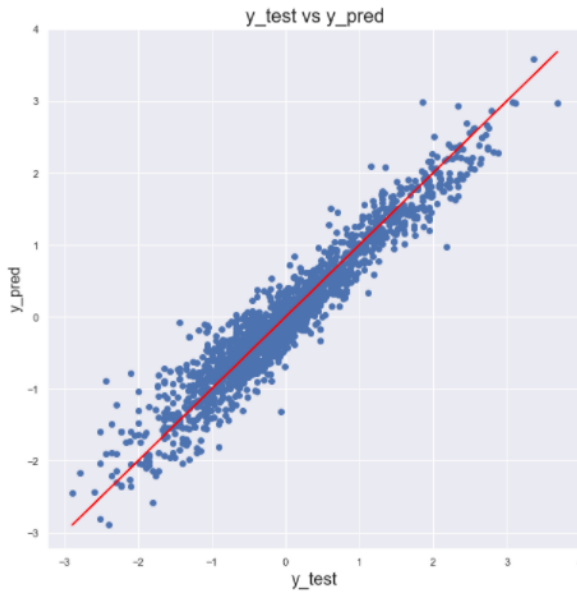**Change management**, upskilling and celebrating small wins is important.

Collect insights on **HCP-level** and integrate them in your **data hub / Lake**, then develop 1 stop-shop **analytics dashboard**.

After minimum 6 months, utilize **AIML modelling** towards recommendation system, then reflect and **verify** with your management and sales teams, and then model tuning and frequent update towards **higher accuracy and less error**.

Please do frequent surveys by FF to your HCPs to evaluate the satisfaction / NPS of your Omnichannel engagement strategy, frequency, and content

Inspiration from AIML!

y_test vs y_pred

Feature Importances

```
#Using above defined function to get accuracy, recall and precision on train and test set
stacking_classifier_score=get_metrics_score(stacking_classifier, X_train,X_test,y_train,y_test,flag=True)
make_confusion_matrix(stacking_classifier,X_test,y_test)
```

Accuracy on training set : 1.0
Accuracy on test set : 0.9851222104144527
Recall on training set : 1.0
Recall on test set : 0.9893730074388948
Precision on training set : 1.0
Precision on test set : 0.9810326659641728
F1 on training set : 1.0
F1 on test set : 0.9851851851851852

Conclusions

The following are the conclusions based on the model built:

- 1.) R-sqaured in both Training and Testing models are 0.903, and 0.916 respectively with 1.4% improvement on the testing model, and varience of 0.013 (less than 0.1).
- 2.) R-sqaured and Adjusted R-squared (extent of fit) are 0.902 with similar values.
- 3.) Root Mean Square error and Mean Absolute Error are 0.290, and 0.219 respectively.
- 4.) P-values for all the coefficients are less than the significance level of 0.05. This indicates that all the predictors are statistically significant.

- 5.) Following are the variables that are significant in predicting the price of a car:

    - const 5.94e-15
    - Kilometers_Driven_Log -0.0366
    - Year 0.4449
    - Power 0.2863
    - Seats 0.0539
    - New_Price_Log 0.4375
    - Owner_Type_Second -0.0200
    - Fuel_Type_Petrol -0.1053
    - Transmission_Manual -0.0883

As final results, the equation of the best fitted line is:

- [Price] = 5.94e-15 + 0.4449[Year] +0.4375[New_Price_Log] +0.2863[Power] +0.0539[Seats] -0.0200[Owner_Type_Second] -0.0366[Kilometers_Driven_Log] -0.0883[Transmission_Manual] -0.1053[Fuel_Type_Petrol]

Subscribe & Activate the notification bell ☺

LinkedIn:

Email Address:

Mohammed.m.magdy@gmail.com

SCAN ME