



# The Omnichannel Oncology Blueprint

**Key Learnings from a  
Biotech's Successful Launch**



# Meet our Experts



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# Topics we'll cover today

- Dynamic Landscape, Challenges and Observations
- Case Study:  
Omnichannel Oncology Launch
- Learnings and Takeaways

# Dynamic Landscape, Challenges and Observations

# MARKET DYNAMICS DRIVING CHANGE



Compressed launch cycles and growing cost pressures



Hyper focus on commercial velocity and ROI



Multi-modal transformation in engagement models



Increased digital adoption driving the need for superior customer experience

# LIFE SCIENCES TEAMS GRAPPLING WITH VARIOUS CHALLENGES AND TRADE-OFFS IN THEIR COMMERCIAL APPROACH

Reduced physician access with evolved preferences

Patched up sales and marketing systems, technical debt

“Problem of plenty” with tactical trends and siloed insights

No change in on-ground engagement and consequently impact

Need for an evolved omnichannel to ‘move the needle’

# As customer engagement evolves, there is a need to transform the delivery of omni actions and insights to truly drive impact

	Traditional Multichannel	NBA informed Omnichannel	“Humanized” Omnichannel
<b>CHANNEL SCOPE</b>	Siloed channel performance and goals	Omnichannel performance view	<b>CX-aligned omnichannel performance</b>
<b>INSIGHTS</b>	Engagement focused insights, retrospective	Commercial focused insights, retrospective	<b>Enriched commercial and behavioral insights, predictive</b>
<b>EXECUTION</b>	Disjointed sales and marketing actions	Data driven actions and triggers	<b>Applicable execution with curated, support-based assistance</b>

# Aligning to organizational readiness and strategic imperatives are crucial inputs for program success

We often see hyper-focus on infrastructure and analytics setup, before assessing situational constraints and strategic imperatives

## UNDERSTAND ORGANIZATIONAL READINESS

Design the program, considering:

- Organizational alignment
- Commercial model focus
- Market situation

## KNOW YOUR STAKEHOLDERS

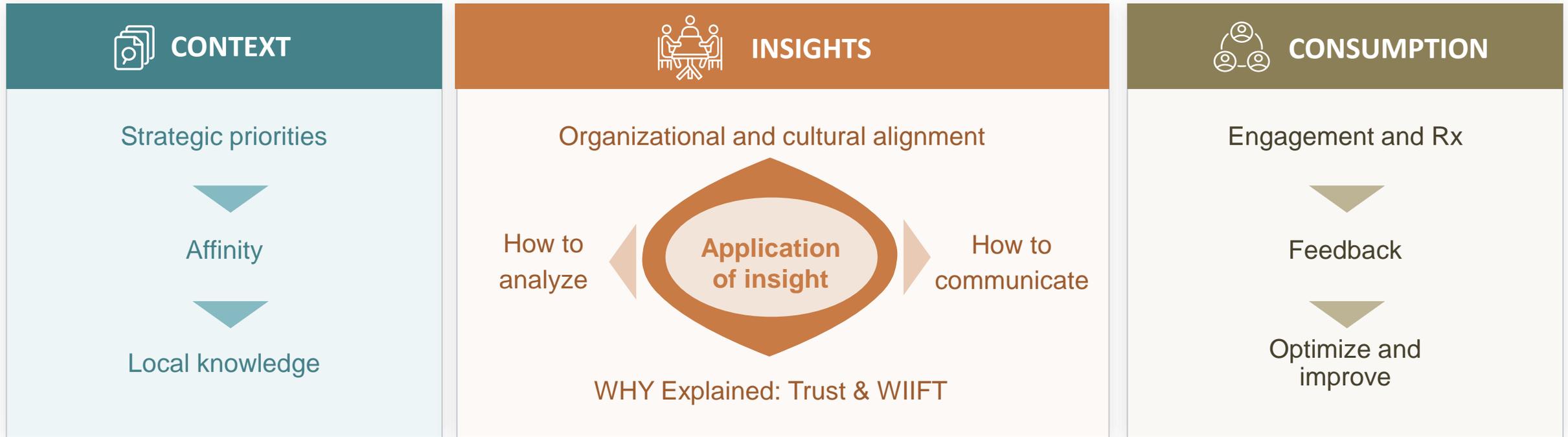
- Understand customer behavior and map CX goals
- Identify levers for applicable execution

## EXECUTE AND OPTIMIZE

Analytical models, humanized orchestration, aligned to:

- Goals and outcomes
- Enabling applicable execution

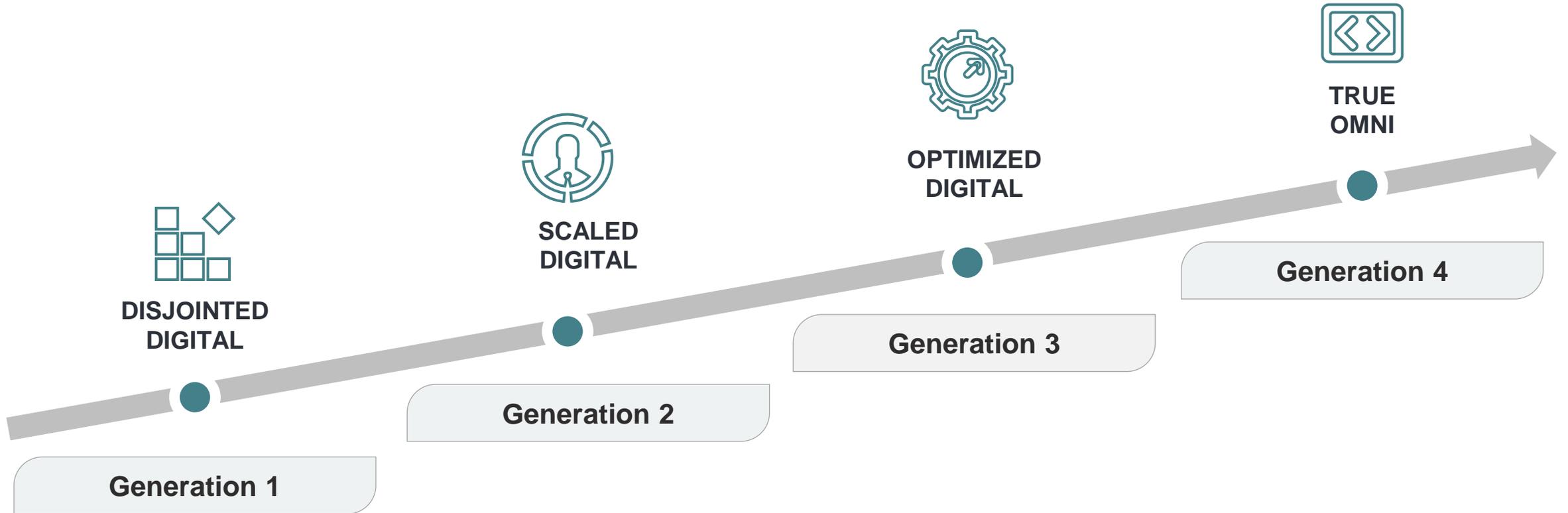
# New paradigm: A tailored and evolving solution incorporating people, process and technology



**Advanced Analytics:** ML&AI models, supplemented by affinity, prediction, response and trigger-based models

**Data:** Selection sources and elements, mastering, CDW, content tagging, etc. the **FOUNDATION**

Omnichannel is phased and evolves;  
It is a journey, not a destination.

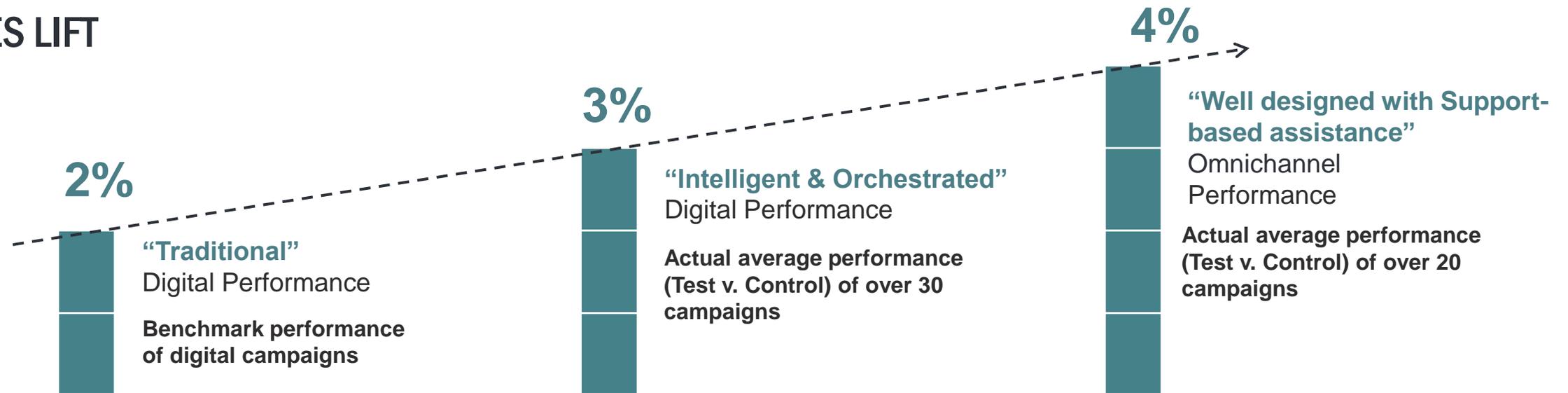


Regardless of the maturity of your Omnichannel program,  
providing a **seamless experience** is key to a successful program.

# Omnichannel promotion has increased sales by 2% to 4% for mature brands, and up to 15% for launch brands

*Across >50 different independent measurements*

## SALES LIFT



**10% to 15% impact seen in launch environments**

Across therapeutic areas, devices, etc.

# CASE STUDY:

Driving a successful oncology launch  
through omnichannel orchestration

# The launch



## The Challenge:

- First launch for company
- Second-to-market oral, targeted therapy launch (indicated in second line for a mutated form of NSCLC)
- Launching against an entrenched big pharma competitor (~18 months in market)
- Similar clinical profiles
- Mutation undruggable >40 years



## The Opportunity:

- Differentiate via Data and Analytics, and its application
- Gain a competitive edge by creating a best-in-class customer-centricity model
- Support the field sales team and enhance targeted customer engagement through omnichannel orchestration

# The situation



## The opportunity

- Prescribers and their treatment teams expect tailored, relevant, and timely communications and interactions.



## The predicament

- Companies that fail to do so will fall behind in our increasingly competitive environment.
- Sales forces still represent the largest and most promotionally responsive channel, and they embrace autonomy, flexibility, and local knowledge.



## The risk

- AI-only solutions perceived as too complex, not transparent, and do not address commercial needs.
- Traditional promotional execution does not apply analytics-derived insights.

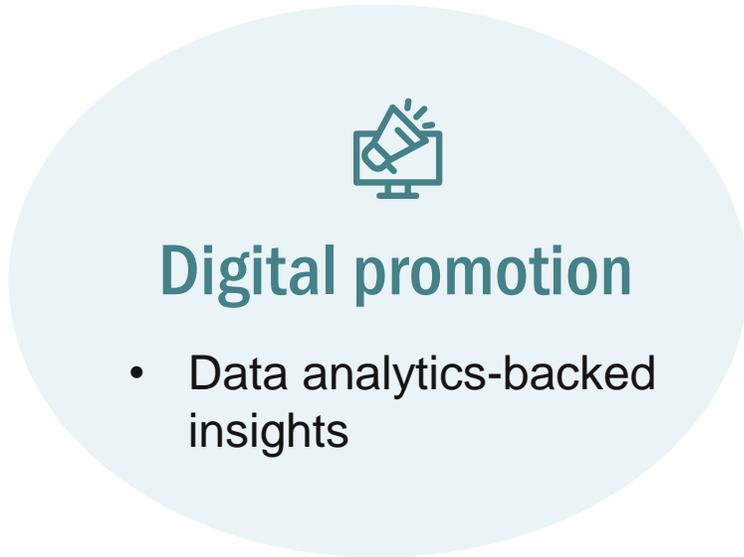
## The key to customer centricity is omnichannel orchestration of people, process, and technology.



- Improved knowledge of the customer
- Better customer experiences and increased engagement
- Incremental Rx

Customers = HCP, HCO, Patients, Caregivers, etc.

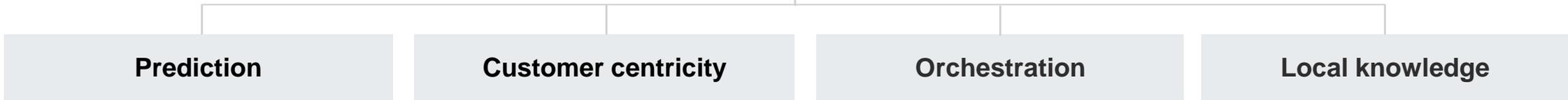
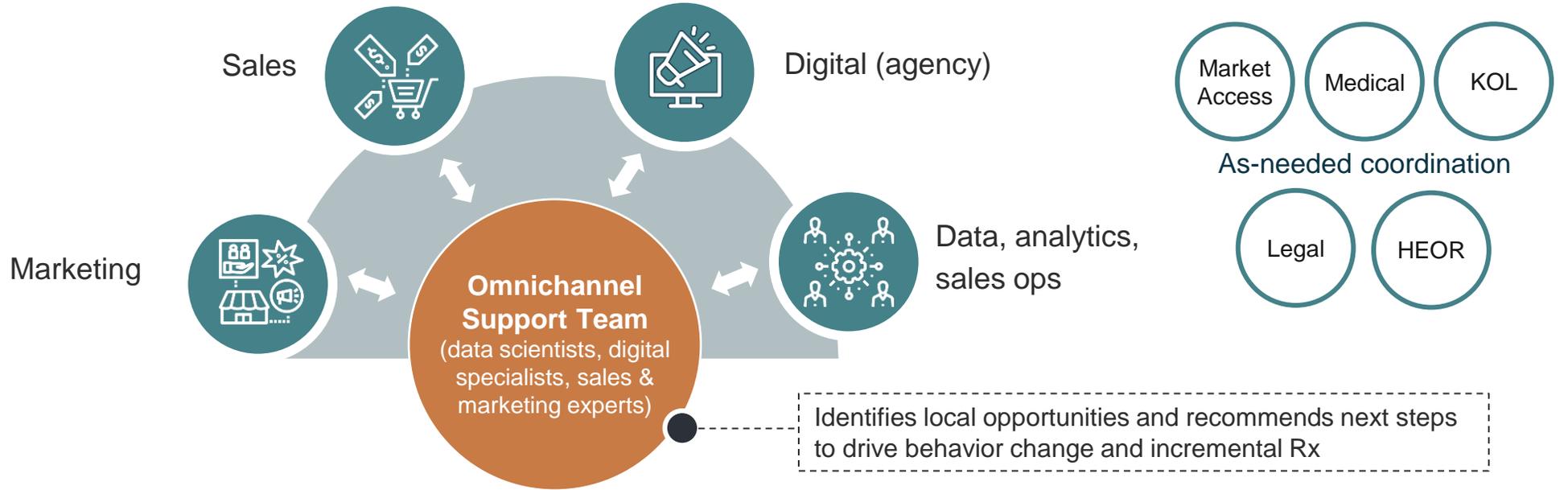
# A holistic promotional approach



**The client needed to break down traditional divisions between digital promotion and field sales promotion and create a holistic promotional approach.**

# Omnichannel support team

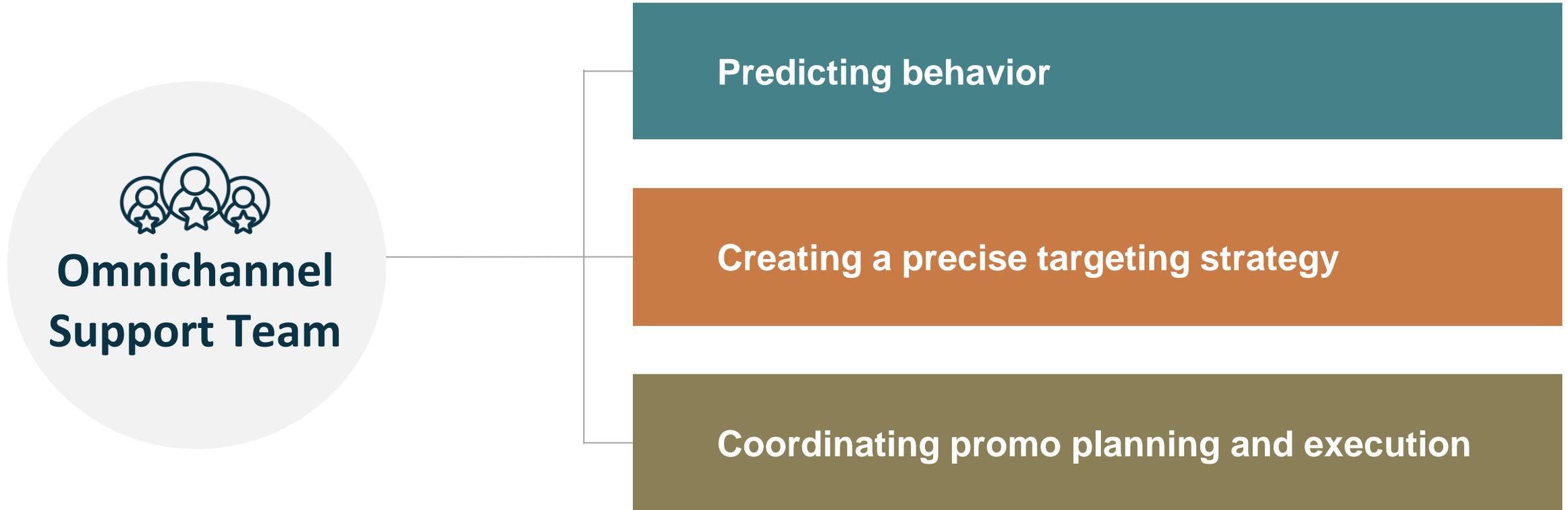
- Traditional role
- New role



Commercially embedded digital, sales and marketing specialists

Enabling analysts

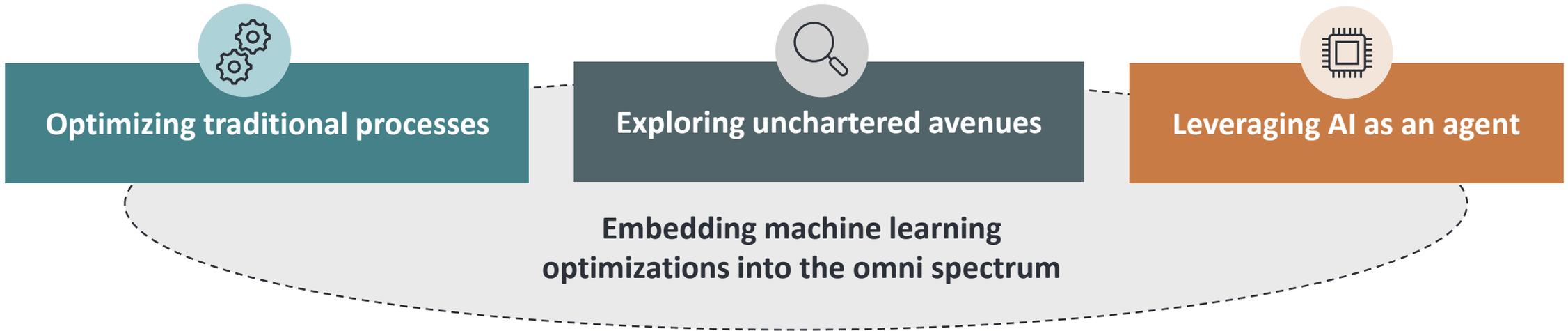
# Key components of an omnichannel effort



# Building a robust data foundation

	CRM / Reference			IOD	 
	SP / Hub / SD			GPO Rosters	 ONMARK
	Payer	 		Banner Ads	
	Medical	 		Paid Media	 PRECISIONeffect
	Claims	 An ICON plc Company		Lab Testing	  
	Market Demand	 An ICON plc Company		Medical Trial	 Brought to you by 
	Email Databases	 Innovative Life Science Solutions		Pricing	  PREMIER DRUG PRICING SERVICES

# AI/ML as an enabler



Optimize channel and content analytics

Coordinate promotion

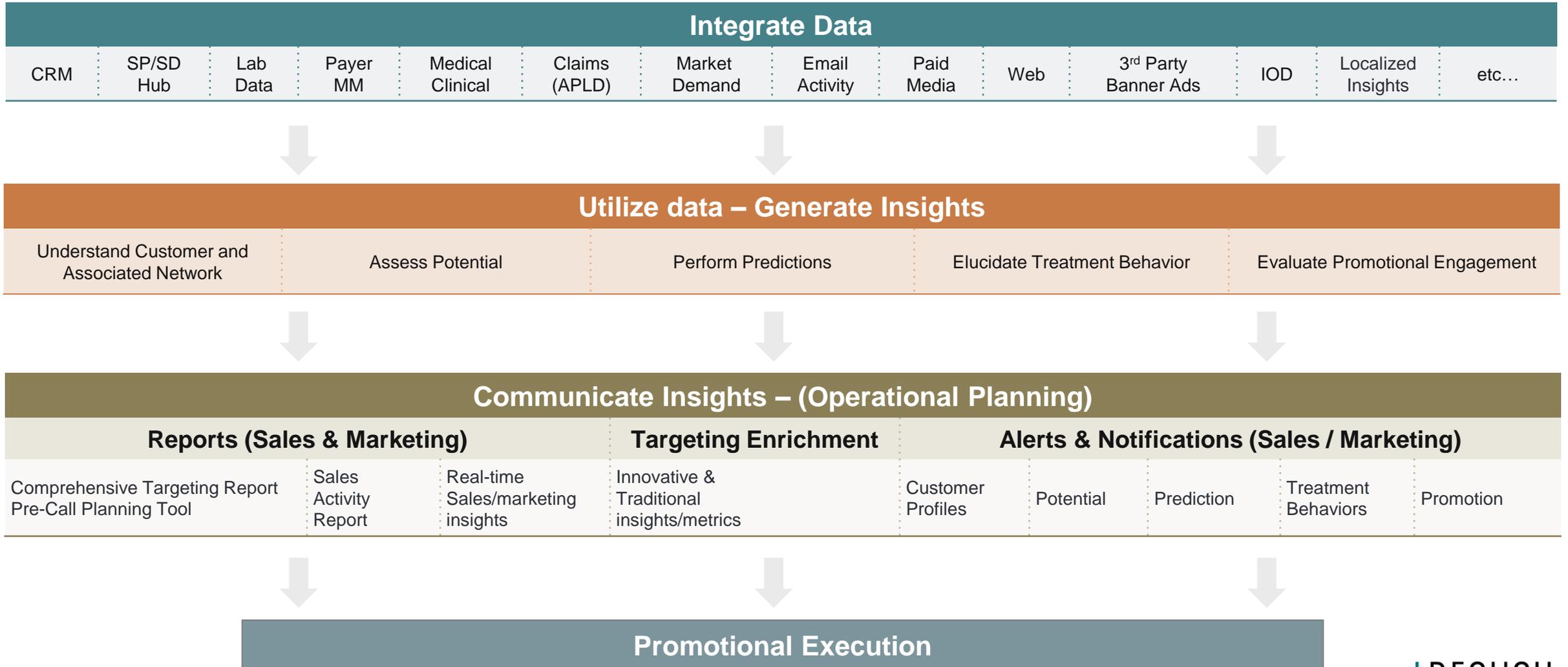
Ingest unstructured data in real time

Leverage local insights effectively

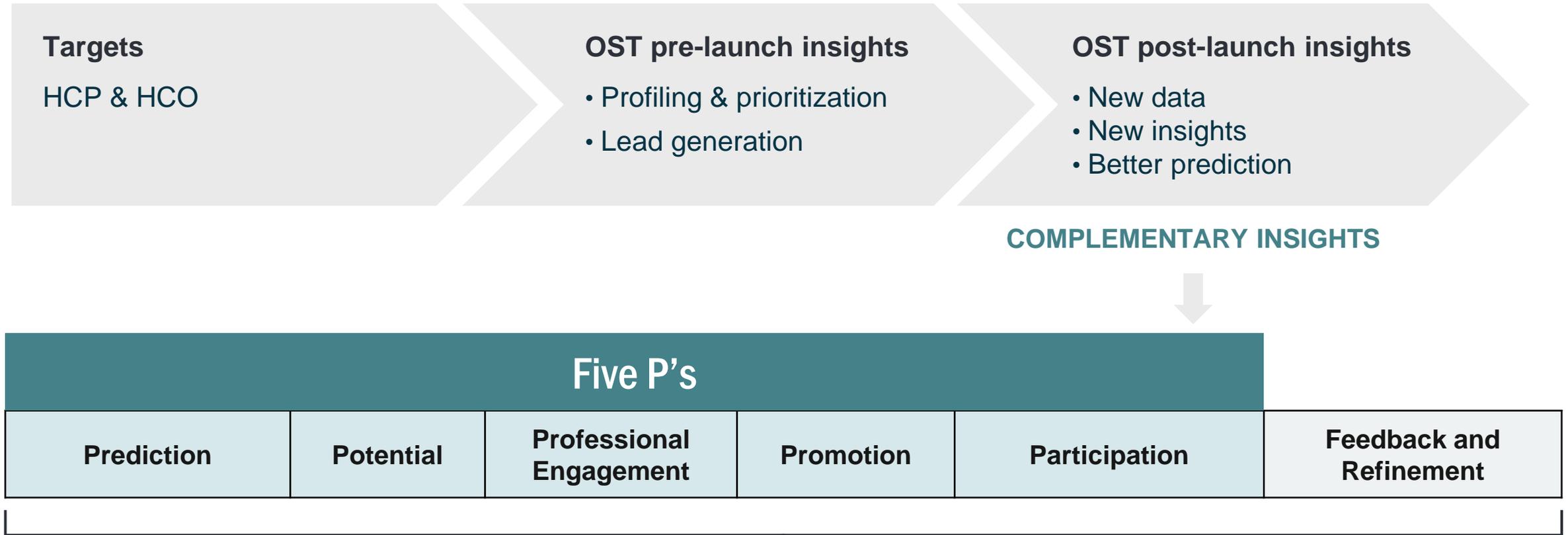
Real time rep Q&A engines to support queries

Complement human workflow with AI agents

# Implementation strategy: From data to insights to action, well coordinated through omnichannel support team



# Creating a precise and agile targeting strategy: The “Five P’s”



AI + Business rules analysis to ensure tracking of emerging real-time signals  
Keeping the long-term strategic imperatives in sight

# Generating alerts through a composite approach

## Affinity

Channel, message, content

Illustrative

- Prefer Short & Quick Formats
- Prefer Deep and Long Formats
- Prefer Interaction

## Prediction

Patient/HCP/HCO Dx/Tx/Rx/promo

### Patient Prediction: Claims Analysis

Look-a-like Analytics

Patient X  
NPI 1234567890

## Measurement

Correlation, T v. C, regression

### Overview of Promotion Modeling Approach

Brand Sales (NRx) (Dependent Variable)

Monthly HCP-Level Response Modeling

Response curve modeled to reflect diminishing impact on sales

Segment A

Segment B

Activity / Investment

$\beta_0$  Coefficient Sales not linked to promotions  
 $\beta_1$  Coefficient Carryover impact of prior promotions  
 $\beta_2$  Coefficient Rep Detailing / PDEs  
 $\beta_3$  Coefficient Samples  
 $\beta_4$  Coefficient Program  
 $\beta_x$  Coefficient Xth Promotion  
 $\beta_y$  Coefficient for competitor share

Sales<sub>(t,1)</sub> =  $\beta_0$  +  $\beta_1$  Sales<sub>(t-1,1)</sub> +  $\beta_2$  Details<sub>(t,1)</sub> +  $\beta_3$  Samples<sub>(t,1)</sub> +  $\beta_4$  Speaker Program<sub>(t,1)</sub> + ... +  $\beta_x$  Promotion<sub>(t,1)</sub> +  $\beta_y$  Competitor NRx<sub>(t,1)</sub>

HCP level monthly model using up to 24 recent months of performance and promotional activity data (Details in the following pages)

## Multivariate

Composite applied learnings

Universe of HCPs

Prediction Process

HCPs & HCOs most likely to Rx BRAZATI

Predicted Patients

Predicted Approaches

Weighted

Scored

Updated each month

### Suggestion to sales rep

Consider a detail or RTE to Dr. Smith because they have

- a patient soon to need therapy
- engaged in BrandHCP.com efficacy content last week

### Alert to marketing

Move HCP from Aware to Educated in HQ email campaign journey

### Trigger to digital partner

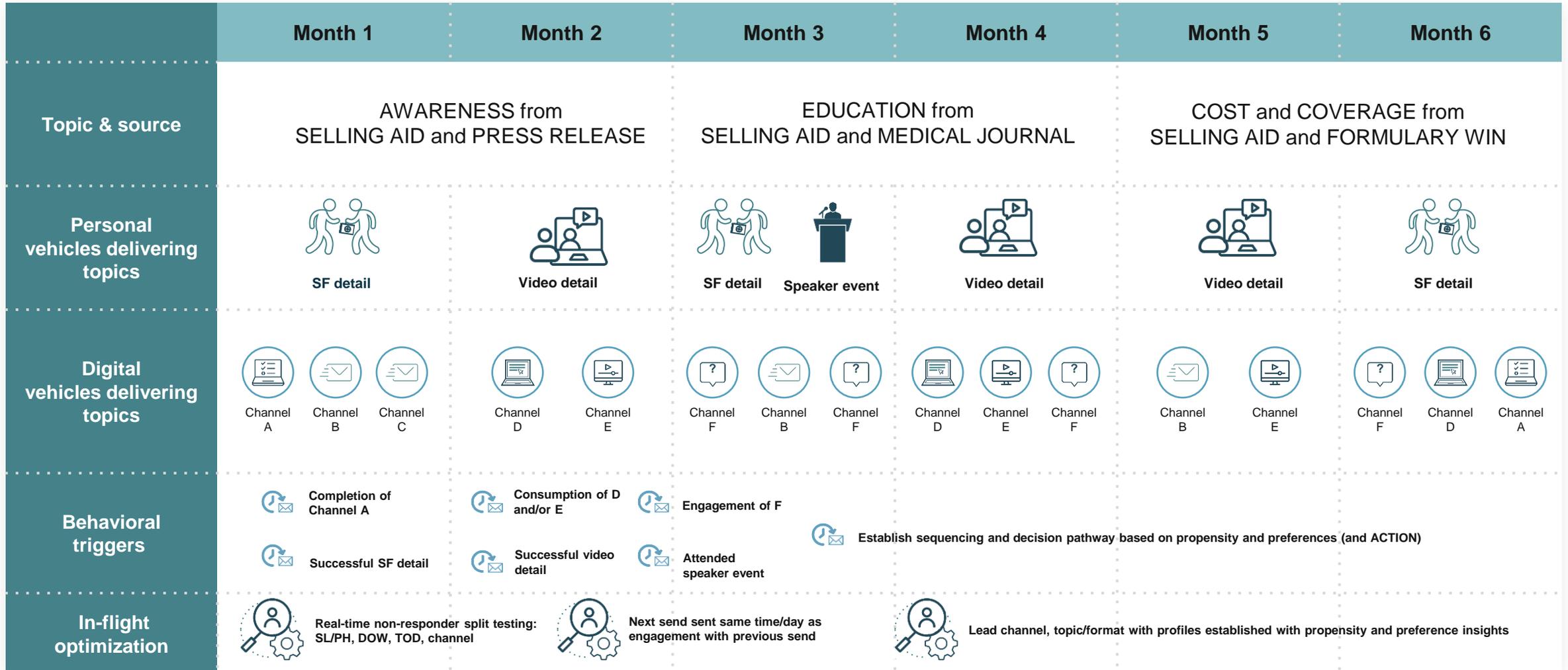
Modify efficacy message in 3rd party banner ads

OST follows up regarding automatic suggestions, alerts, triggers

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Supports execution of message or channel to HCP and/or HCO

# Coordinating promotion



# Humanized omnichannel: Adding value beyond NBA and traditional omnichannel

A trusted advisor that addresses specific local opportunities and ensures timely execution via adaptive support. This empowers the cohesive development and execution of actionable strategies that drive engagement and Rx.



## Applied Insights

- Clear, comprehensive explanations
- Meaningful conversations on what, why and how
- Regular training



## Timely Data

- Swift investigation of rep questions
- SLAs to ensure timely insights for action



## Adaptive Support

- Regular on-the-go support
- Delivered in portable, iPad-friendly formats



## Advocacy

- Serves as an advocate for commercial teams
- Improves cross-functional collaboration



## Custom Callouts

- Tailored, detailed analysis with specific call-outs
- Enabling promotional prioritization



## Customization

- Understands each customer's journey
- Recommends customer experiences
- Empowers personalized messaging

# The secret sauce

## Early

- Field sales JD and hiring profile
- Executive champions
- Consistent and clear messaging
- KBQ, KPI, measurement plan
- Training

## Mid

- Omnichannel field task force
- Regular OST/rep touchpoints
- Diligent tracking/ classification of feedback, questions and requests
- SLA of responses
- Clear and thorough replies
- Agile application of feedback
- Best practice/use case sharing
- Vetting of new data and analytics
- Consumer input: nomenclature and use cases
- Training

## On Going

- Scorecard and qualitative interviews
- Improvement call to action
- Standardization of FAQ
- Continued learning, business acumen
- Visibility to data source and caveats
- Vet data with KOLs
- Brand team support of messaging and tools in response to alerts
- Curated/“snackable” messaging
- Training

# Case study results



## Launch Ready and Operationally Efficient

- Established Data Strategy
- Created Data Warehouse & Analytical Platforms
- Sales Ops (Size & Structure, alignment, IC, targeting, Acct Plan)
- Medical and Managed Markets insights as appropriate
- Promoted collaborative cross-functional environment



## Qualitative Kudos

- “... accept a 15% smaller SF to have the OST”



## Incremental Promotion, Rx and Sales

- **212** Sales Details with Oncologists
- **>50%** New Patient Share in 1st year
- **2x Rx** when alert was provided (v. representative cohort of HCP)
- >100 HCPs w/ NPS post-Patient Prediction Alert
- 2x acceptance of Alerts (v. benchmark)
- At least \$8.2MM of 1st \$54MM of sales attributed to efforts
- Results from six different regression and correlation analyses

Award Winning



Panel Discussion with Heads of Sales, Marketing, D&A, Omni

# Learnings and Takeaways

# Keys to success: Data and organizational alignment

## Put data first

- Acquire and organize a large amount of data assets.
- Set a high bar for vendors on data delivery.

## Humanize your analytics

- Advanced analytics using ML/AI as appropriate
- Seamless customer experiences enabled by NBA + Local Knowledge of customer preferences/needs
- Adaptive support with explanations of what, why and how

## Drive implementation from the top

- Company leadership must:
- Advocate for the initiative.
  - Require activation of omnichannel insights across commercial activities.
  - Hold every department accountable for adopting the model and ensuring execution excellence.

## Build an omnichannel-ready sales team

- Sales reps must be willing to:
- Shift behavior based on analytics-derived insights.
  - Share on-the-ground insights to inform the effort.
  - Embrace the vision of 360-degree interaction with customers that cuts across in-person and digital channels.

# The future

1

Customers will DEMAND tailored, relevant and timely communications and interactions.

2

Omnichannel orchestration through holistic customer engagement will be the standard.

3

Life sciences companies will need to advance in their omnichannel journeys to stay competitive.

4

Next-best action will include a more collaborative and integrated approach.

5

Companies will implement customer-centric execution of promotion across communications.

6

Improved knowledge of the customer and increased engagement will drive Rx and market success.

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Execute, Measure  
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