Building omni that works — and evolves

A specialty pharma company's approach to HCP engagement

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Meet the Speakers

Christine Pillard

Associate Director, Digital Enablement

- 14+ years in Pharma/Biotech

- Expertise in omnichannel strategy, digital innovation, and customer experience design

David Laros

Partner

- 25+ years in Pharma/Biotech

- Expertise in advanced analytics, commercial effectiveness, and omnichannel engagement

Session objectives

Understand how to evolve an omnichannel model through real-world application

Learn how advanced tools can drive relevance and personalization

Leave with actionable lessons that bridge strategy and execution

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Beghou: Commercialization that works

Life sciences' long-term partner across the commercialization journey.

Helping clients drive operational excellence, elevate customer engagement and increase patient access.

Providing resilient solutions that connect:

Strategy + **Data** + **Teams** + **Tech**
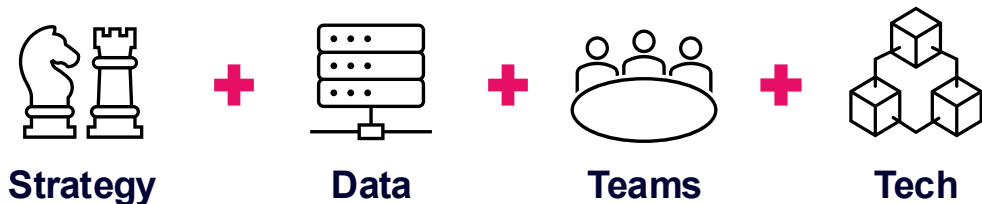
30+ years in life sciences

200+ clients

95% renewal rate YoY

10 offices across U.S. and India

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Key considerations for specialty pharma

Specialized products

Complex reimbursement

Niche HCP groups = highly valued

Specialty sales force

Extensive patient assistance & support programs

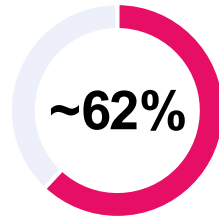Account and HCP targeting requirements

Data gaps

Account and HCP messaging requirements

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Why care? Why now?
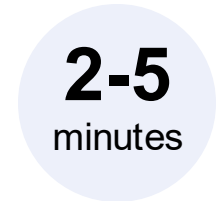
HCPs are overwhelmed and underwhelmed

Touchpoint overload (overwhelm)

~62%

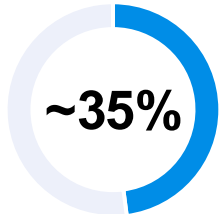**~62%** of HCPs report feeling overwhelmed by the volume of promotional content

Very limited time (overwhelm)

2-5 minutes

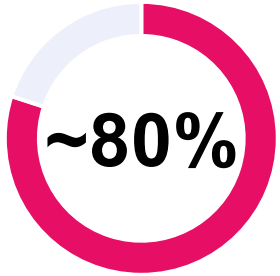In Urology & Orthopedics specialties, often just **2-5 minutes** per interaction with pharma reps

Generic outreach (underwhelm)

~35%

Only **35%** of HCPs feel pharma company's customer-facing resources effectively meet their need
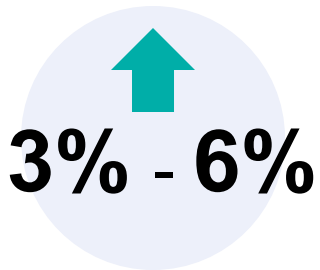
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Why care? Why now?

Omni is falling short

~80%

Almost **80%** of life sciences execs say their omnichannel efforts had little to no impact on customer engagement

- Data silos
- Internal silos
- Complex customer journeys

3% - 6%

Well-coordinated omni can yield 3% to 6% increase in sales and more for launch brands

Why care? Why now?

GenAI + customer engagement is heating up

87%
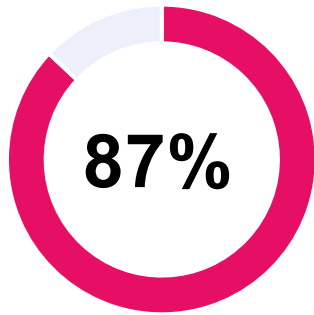
of life sciences commercial leaders are implementing GenAI in 2025

85%
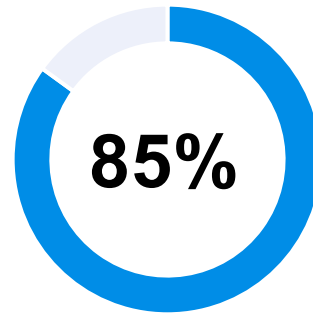
of teams implementing GenAI across at least two commercial functions

85%
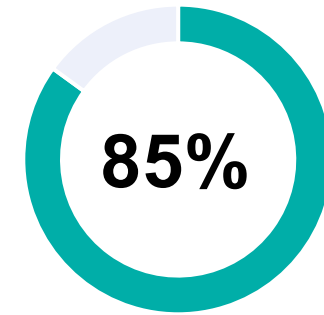
of teams implementing GenAI across three or more commercial functions

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Let's go back in time….

From email blasts to experience design: Why Endo reimagined omnichannel

Let's "do omnichannel"

The early days: A narrow start

Alignment opportunity

"Ah ha!" moment

Rethinking the roadmap

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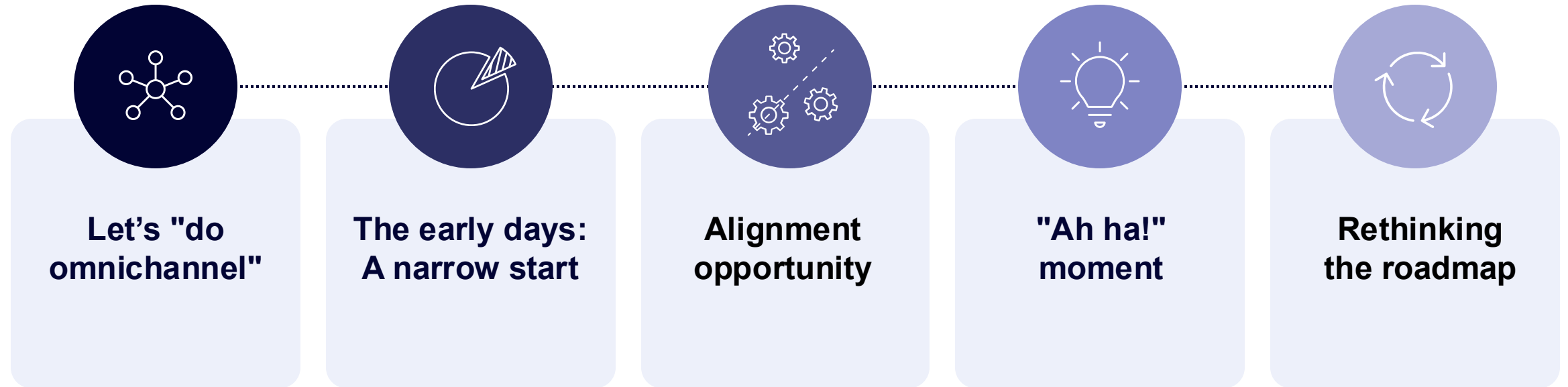
Redefining omnichannel: From marketing tactic to experience strategy

Our Endo omnichannel vision
Personalize. Optimize. Engage.

Delivering the right message to the right customer at the right time through the right channel.

Multi-channel marketing	→	Integrated omni marketing & sales	→	Omni customer experiences

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Suggestions and field adoption

Endo drives commercial success through agile and strategic promotion

Legacy situation

- Field engagement with NBA suggestions
- Suggestions that were **more tactical and less strategic**

Roll-out

- Involve Digital Enablement Leadership (**DEL**) field teams as advisors and partners
- Align with brand leadership to drive brand's **strategic priorities**
- **Regional roll-outs** and socialization

Continuous improvement

- New waves of suggestions roll-outs
- **Smart suggestions** based on rep's suggestion **affinity**
- New hire omni training curriculum and continuous feedback loop

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Suggestions and field adoption

Endo drives commercial success through agile and strategic promotion

Results

Rep **engagement rate with suggestions**

⬆ **2.5x** times

from ~20% to **~50%**

Deeper engagement

with key customer groups (e.g., APPs of Interest, REMS certified HCPs, etc.)

~30,000

suggestions for reps

across franchises in last one year, influencing **~10,000** rep calls and **~2,000** RTEs
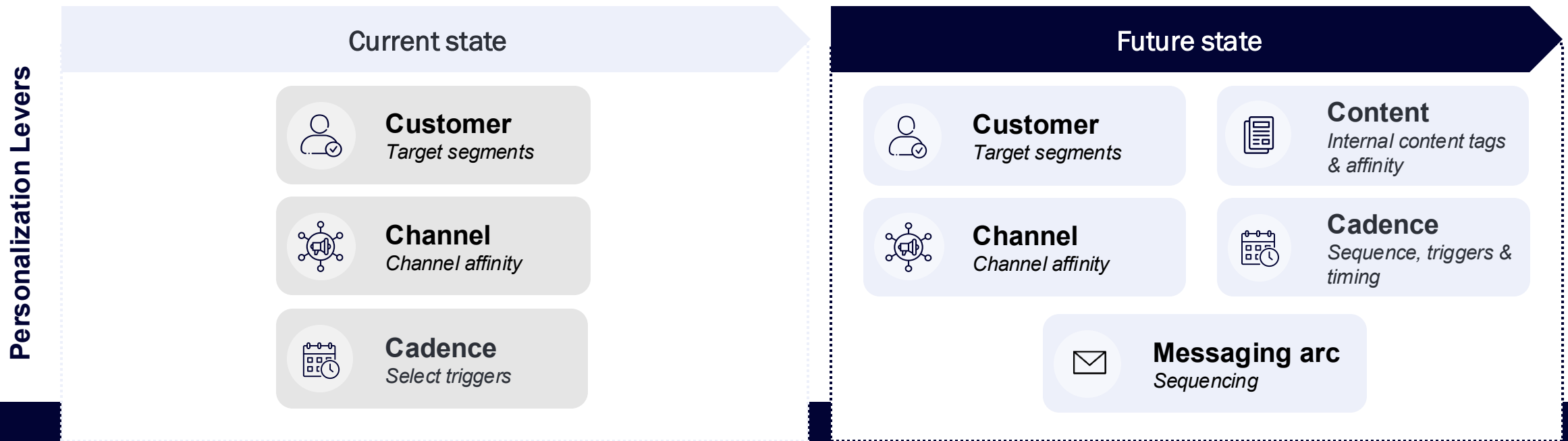
Expanded customer intelligence

— deeper insights into HCP preferences, accessibility, and engagement patterns

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Content tagging is a critical next insight to move towards realizing the personalized omnichannel customer experience

Personalization Levers

Current state

Customer
Target segments

Channel
Channel affinity

Cadence
Select triggers

Future state

Customer
Target segments

Content
Internal content tags & affinity

Channel
Channel affinity

Cadence
Sequence, triggers & timing

Messaging arc
Sequencing

Content analytics, HCP and HCO content affinity, more effective suggestions and alerts, additional rep-facing pre-call planning tools are all dependent on tagging our content

GenAI and content tagging

Legacy situation

- Segmentation-based promo
- **No content and message preference**
- Continue through its omni journey

Identified need

- Content tagging to understand **message and content preferences**
- Strategy-aligned collateral
- Comprehensive NBA
- **Hyper-personalized communications**

Implementation

- **Organizational buy-in** to support GenAI-based content tagging
- Content affinity to **inform HCP's message preferences and drive NBA**

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GenAI and content tagging

Results

1,000 +
pieces of marketing content tagged with key messages

Spans across multiple channels (HQ emails, RTEs, IVAs and other media library assets)

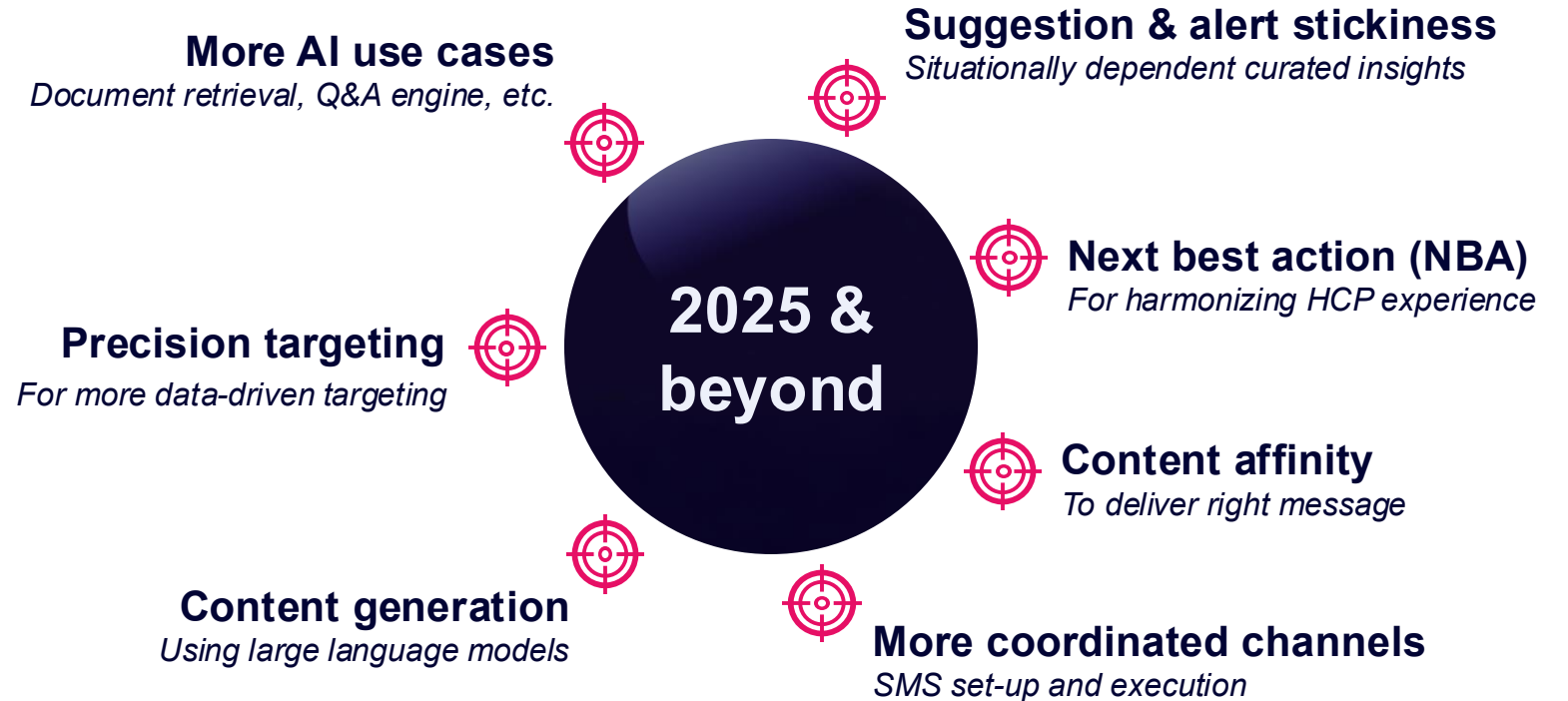Covers **subject lines, email bodies, pre-headers, attachments** and **slides**

Multi-modal tagging:
PDF, HTML, Text, Video and Audio formats

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Looking ahead

2025 & beyond

More AI use cases
Document retrieval, Q&A engine, etc.

Suggestion & alert stickiness
Situationally dependent curated insights

Next best action (NBA)
For harmonizing HCP experience

Precision targeting
For more data-driven targeting

Content affinity
To deliver right message

Content generation
Using large language models

More coordinated channels
SMS set-up and execution

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Real-world lessons and takeaways

01
___

If you want adoption, build
with the field–
not for them

02
___

Tagging + affinity = key
for content personalization

03
___

"Omni that works" evolves
with your organization, not
just your tech

Get in touch

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Questions?

Thank you