

Navigating the Journey to Effective Omnichannel Solutions

#MedComms Day

June 25, 2025

Webinar will begin
promptly at 11:00 ET



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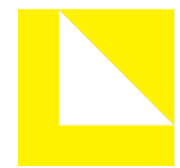


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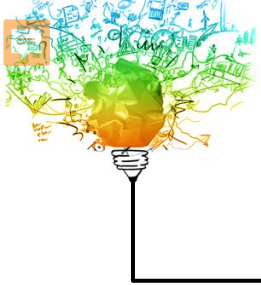
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ISMPP Announcements



ISMPP Academy will be in Boston

Save the date: **November 13-14, 2025**

ISMPP Academy delivers best practices education to professionals:

- Who work at biotechnology, small pharma, and medical device companies •
 - Who are newer to the field •
 - Who want to build their expertise •

Call for session proposals and encore abstracts opens July 8!



Agenda

1 Introductions & webinar focus

2 Omnichannel readiness

3 Audience personas

4 Content & channels: audience journeys

5 Metrics & technology for success

6 Summary

7 Q&A

6 Closing remarks

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Meet the faculty

MODERATOR



Owen Hall

Head of Digital
Envision Pharma

23+ years medical
communications experience
Focused on digital innovation
and strategy, customer
insights, omnichannel
solutions and meaningful
data

FACULTY



Tasmia Duza

Director, Medical Digital
Engagement, CVR, Bayer
HealthCare

20+ years of experience
supporting Bayer's medical
affairs teams

Provides a robust and deep
understanding of the
evolving and growing role of
medical affairs within the
pharmaceutical industry



Bettina Maurer

Human Health (HH)
International Customer
Experience Enablement MSD

20+ years of experience at
MSD across multiple countries.

Focused on driving
omnichannel maturity and
specializing in enhancing End-
to-End Customer Experience by
leveraging emerging
technologies



Joe Wunderle

VP, Portfolio Director,
Client Solutions
Envision Pharma

13+ years in the medical
communications industry

Focused on medical education,
HCP engagement, digital
strategies and implementation

What is Omnichannel?

Omnichannel is an insights-driven, audience-centric strategy, integrating multiple channels and touchpoints to deliver personalized, relevant content, messaging and interactions that is regularly refined through precise data analytics to provide increasingly effective outcomes.





Webinar focus

Medical Affairs teams are eager to implement omnichannel solutions but often struggle with the complexity of adoption.

This session will explore practical, incremental approaches to omnichannel implementation





Omnichannel readiness

“Achieving omnichannel maturity is about carefully considering all aspects of the organization that need to change – people, systems and processes.”

<https://www.digitalhealthglobal.com/omnichannel-maturity-its-not-about-the-technology/>



Omnichannel readiness

Undertaking an omnichannel readiness assessment helps you to understand **where your organization is on its omnichannel transformation** and highlights any gaps or strengths in your omnichannel adoption.

Criteria to consider evaluating

- Audience centricity
- Organization and leadership
- Measurement and decision-making
- Data
- Content
- Channels and capabilities
- Execution

Levels of omnichannel readiness

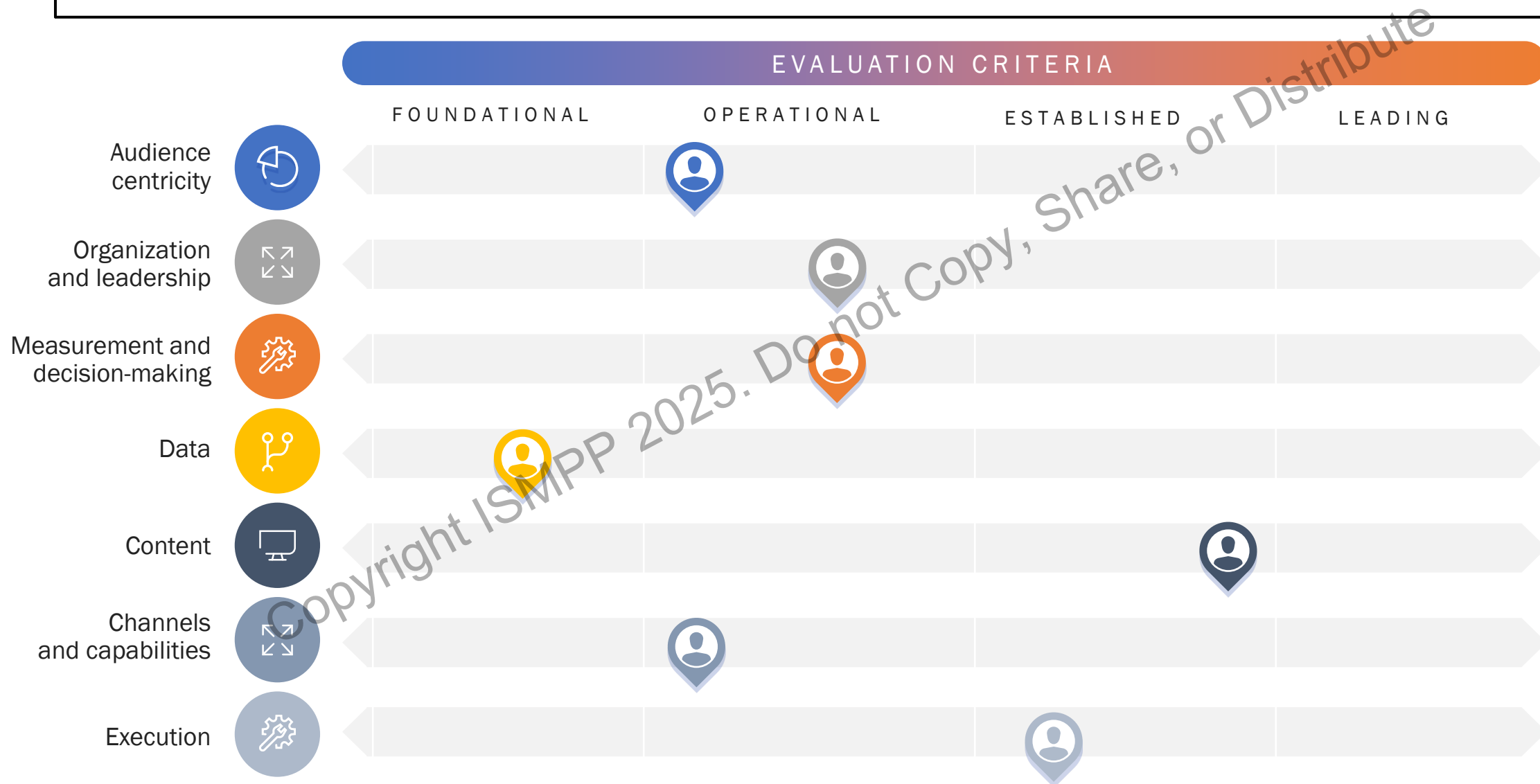
Foundational

Operational

Established

Leading

Example output: What is your omnichannel readiness score?





Omnichannel readiness poll



To what extent has your organization performed an omnichannel readiness assessment?

- We have completed a comprehensive omnichannel readiness assessment
- We have performed a partial omnichannel readiness assessment
- We have not performed an omnichannel readiness assessment but plan to do so
- We have not performed an omnichannel readiness assessment and have no plans to do so



Audience personas

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Audience personas

Having a deep understanding of your target audience and their unique needs ensures that relevant content is delivered at each touchpoint, resonating with them and compelling continued engagement along the educational continuum.

Helps to provide alignment between company and audience goals and objectives.

“ I think this common condition is just a minor issue and doesn't require treatment with advanced therapies.

Unaware

“ I want to be at the forefront of new developments. I take it upon myself to educate my peers to ensure as many patients can benefit from novel therapies as possible.

Advocate

Unaware

Questioner

Follower

Believer

Advocate



Develop audience personas in both primary care and specialist settings to raise awareness and educate on diagnosis and management

The approach taken

Collated in-depth internal and external insights to define personas for US and global markets



HCP surveys



1:1 interviews



Field findings



Advisory board reports



Social media listening



Cross-functional working sessions

Workshop 1: In-person / cross-functional



Review and validate HCP personas



Align on key medical education and communication goals for each persona

Workshop 2: Virtual / cross-functional



Prioritize HCP personas, organized along a belief continuum



Audience personas poll



Does your company use personas to understand your audiences?

- Yes, we use detailed personas for all our audience segments.
- Yes, but only for some specific audience segments.
- No, we do not use personas but are considering it.
- No, we do not use personas and have no plans to do so.



Content and channels: audience journeys

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Clearly defining the key content and channel mix, aligned to your strategic plan, provides structure to journey mapping

Asset/landscape milestones	Priority publications: Congress & manuscripts	Medical engagement and insights	Medical communication	Medical resources and training
Clinical trial secondary analysis read-out	Clinical trial PFS/OS and primary analysis	Global ad board	Clinical trial awareness	Clinical trial training
	Clinical trial manuscript (coordinated with congresses)	Steering committee at congress	Cross-asset medical education	Scientific platform and external slide kit updates
	Clinical trial secondary analysis and registry analysis	Consultancy series (Med Ed & SCE series)/1:1 consultancies at congresses	Congress CME	Cross-functional presentation formats for PRO data
		Strategic insight generation (structured/unstructured)	Congress symposium	Clinical trial secondary analysis training



Audience Journey Mapping

Unaware
Young HCP who prefers digital touchpoints

Questionnaire
Young HCP wants to experience in-person engagements

Believer
Experienced HCP – doesn't like attending congresses anymore

Advocate
Author on the publication, and presenter at the webinar

- ★ Key client milestone or event
- Blue font
Client owned/managed resource/touchpoint
- Orange font
3rd party platform/event



	Pre-Congress					Congress				Post-Congress			
	Online search	★ Visits journal website to read latest publications	Clicks through to watch video abstract	Visits disease awareness website	★ Receives an MSL email with details about data at upcoming congress	★ Attendees congress in-person or virtually	Request MSL meeting	In-person MSL meeting Invited to attend webinar	Scans QR code or clicks on science hub URL	Share trial data on social media	Receives an MSL email with congress highlights Including invitation to webinar	Virtual MSL meeting Invited to attend webinar	★ Attends webinar
	✓			✓ opts-in	✓	✓ Virtual	✓	✓	✓			✓	✓
	✓	✓	✓			✓	✓	✓	✓				✓
		✓	✓	✓	✓						✓		✓
	✓	✓ Author			✓	✓	✓	✓	✓		✓		✓ Presenter

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Audience Journey Mapping

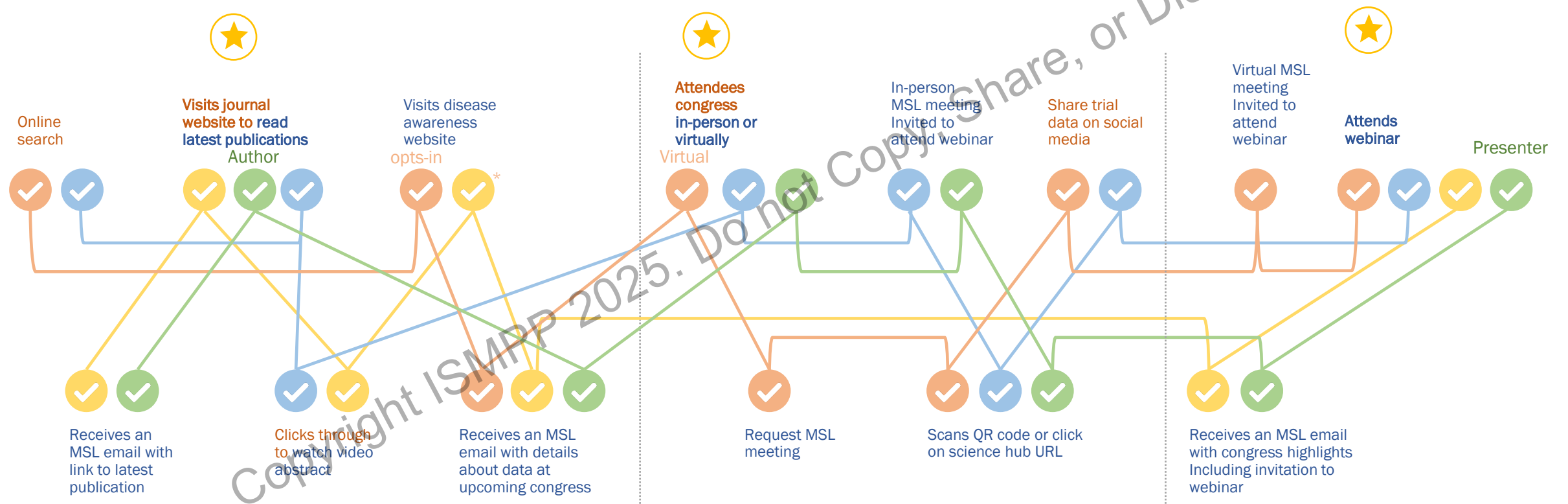
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Address gap in clinical care by enhancing understanding of disease burden and screening guidelines

The approach taken



Built an expert-led cross-functional team

- To understand the tools, insights, and compliance considerations



Generated audience segmentation insights

- Leveraging data science techniques



Identified existing content, and created polls and surveys

- To be repurposed and modularized



Developed an educational journey

- Strategically aligned with key communication topics



Leveraged a complex technology ecosystem

- To design and deliver a data-driven, automated campaign



Delivered via proactive emails and microsites

- Ensuring alignment with each step of the educational journey



Audience journeys poll



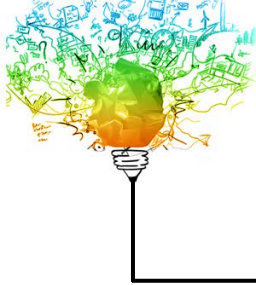
Does your company define audience journeys?

- Yes, we have formally documented audience journeys that guide our strategy and operations
- Somewhat - we've mapped some journeys but haven't fully integrated them into our processes
- No, but we recognize the value and plan to develop audience journey maps in the future
- No, we don't currently use audience journey mapping in our business approach



Metrics and technology for success

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Develop a measurement plan that aligns with your strategic objectives

Use defined KPIs to accurately track engagement, monitor the progression of your audiences through their educational continuum, implement intelligent, data-driven, adjustments and measure audience satisfaction

Some key questions:

- What metrics are aligned with strategic goals/objectives?
- What metrics reflect short-term versus long-term impact?
- Which metrics reflect scholarly, social, and societal impact?
- Which measures are appropriate for each medical affairs function?
- What data are readily accessible?
- How reliable are the data?

Some valuable categories of metrics:

- Reach rate and channel penetration
- Content interaction time & rate
- Conversion rate
- Net Promotor Score (NPS) and Customer Satisfaction Score (CSAT)
- Perceived scientific value
- Insight capture and utilization rate

Engagement analytics dashboard



A dashboard serves as a practical and visual tool that enables effective communication and engagement across teams and stakeholders with different levels of expertise, making complex information more accessible and understandable.



Engagement metrics poll



How well does your organization aggregate and analyze data from omnichannel touchpoints?

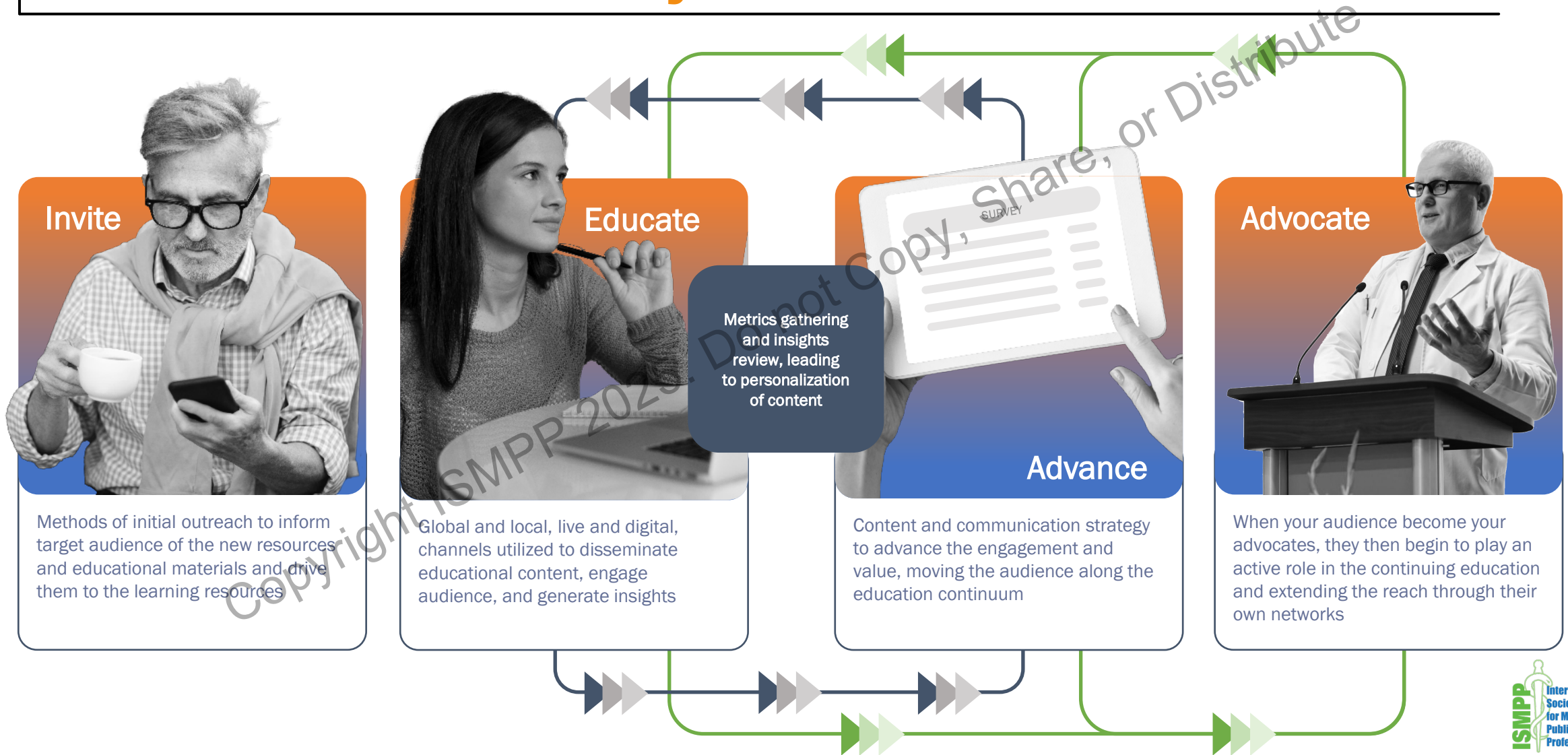
- **Very well** - we have integrated systems that provide comprehensive omnichannel analytics and insights
- **Moderately well** - we collect data from most channels but face some challenges in integration and analysis
- **Limited capability** - we collect data from some channels but struggle with aggregation and meaningful analysis
- **Not at all** - we currently don't have systems in place to effectively aggregate or analyze omnichannel data



Summary

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Achieving the omnichannel engagement and educational cycle

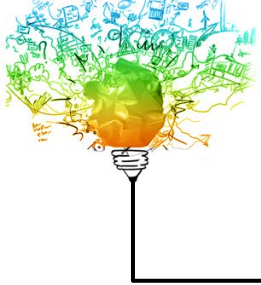




Q&A

Questions from the audience

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Key Takeaways

Omnichannel readiness

- Set-up some time to review your organizations readiness to adopt omnichannel
- Connect with your cross-functional colleagues, to all pull in the same direction
- It is okay to be at the beginning and to need to start with small actions

Content & channels: audience journeys

- Map out your organization's key milestones for the upcoming months
- Decide which are the primary touchpoints that you would like to orchestrate your audience being involved in
- Design some variations of customer journeys based on these touchpoints

Audience personas

- Review and categorise the different data sets that you have available to define your audience personas
- Consider where your audience personas might be on the education continuum
- Align your communication goals with you audience personas

Metrics & technology for success

- Metrics and insights are a catalyst for omnichannel, list out all the data that you are currently collecting
- Where can you effectively create more direct audience feedback loops
- How are you using technology to support the interpretation of the data you have access to



Closing remarks

Future forward statements



Upcoming ISMPP U Webinars

August 2025:

Designing Slide Presentations that Engage and Deliver

September 2025:

Strategic Social Media Selection for Data Dissemination: Optimizing HCP Engagement Across Platforms



ISMPP Podcast: In Plain Cite

Rethinking How We Prompt GenAI with Conor Grennan: Released today!

Challenges and opportunities in Publications Leadership: Release on July 8



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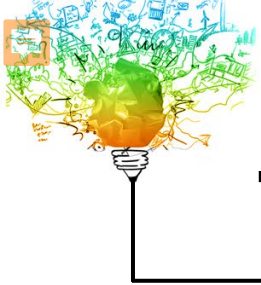
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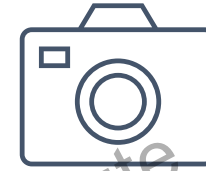
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