

Barriers to omnichannel planning in Medical Affairs

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What Is Omnichannel Planning?

- Traditional medical content delivery via multiple communication channels (multichannel) may be effective at enhancing reach but lacks an integrated and personalized approach to healthcare professional (HCP) and audience engagement^{1,2}
- Omnichannel planning is a tailored approach that ensures HCPs receive the content they are seeking in their preferred and trusted platforms, with the ultimate goal of enhancing patient care^{1,2}
 - Omnichannel planning strategies leverage data and analytics from HCP insights to curate more personalized and consistent methods for HCP engagement.³ This includes, but is not limited to, the format, length, and location of the content¹

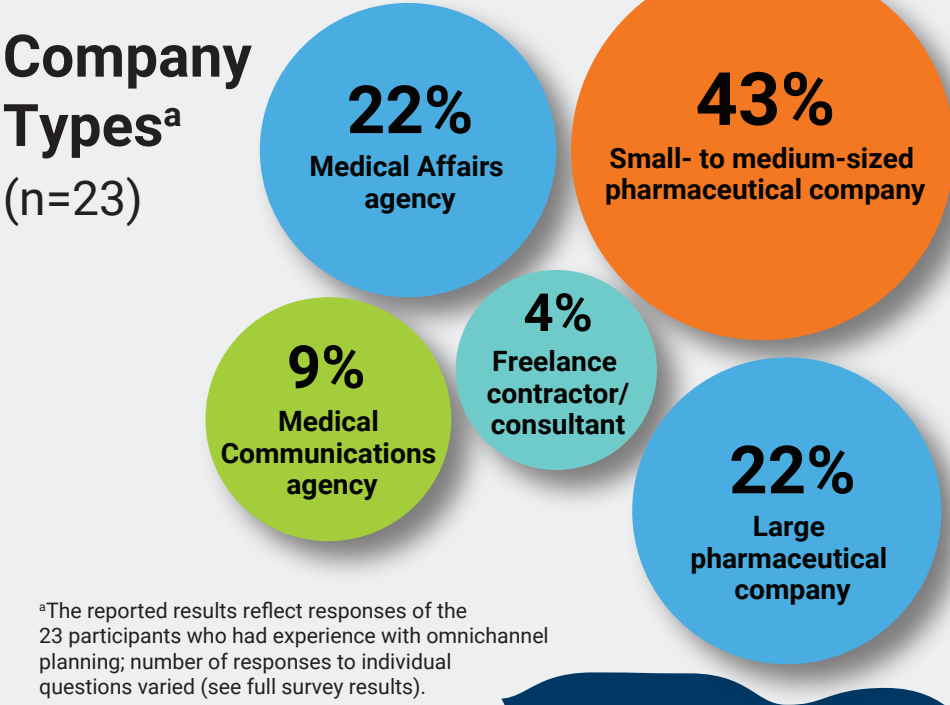
The Current Landscape

- Medical Affairs publication professionals see the benefit of omnichannel planning; however, ~42% are not currently employing omnichannel approaches⁴
- Identifying key barriers experienced by publication professionals in developing and executing Medical Affairs omnichannel plans is the first step in the long-term goal of more widespread omnichannel strategy adoption

Digging Deeper

To gain insights into the barriers of developing and executing omnichannel plans, we sent a 15-question survey (SurveyMonkey) to publication professionals via direct email, LinkedIn, and the ISMPP Connect forum in December 2023

A total of 53 respondents initiated the survey with **23 (43%) reporting relevant omnichannel planning experience**

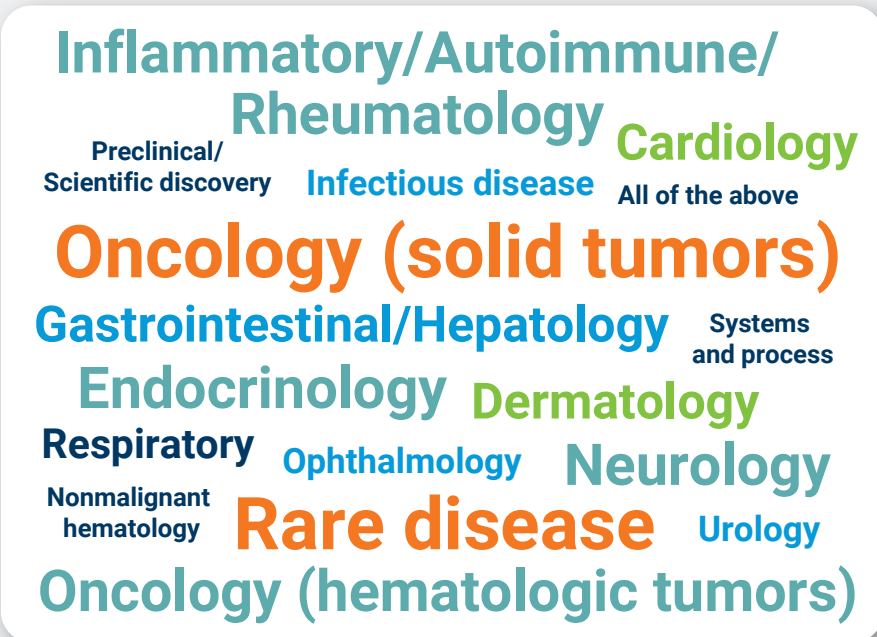


Of the 23 respondents who participated, **70% (14/20)** had **≥10 years of experience**

Therapeutic Areas

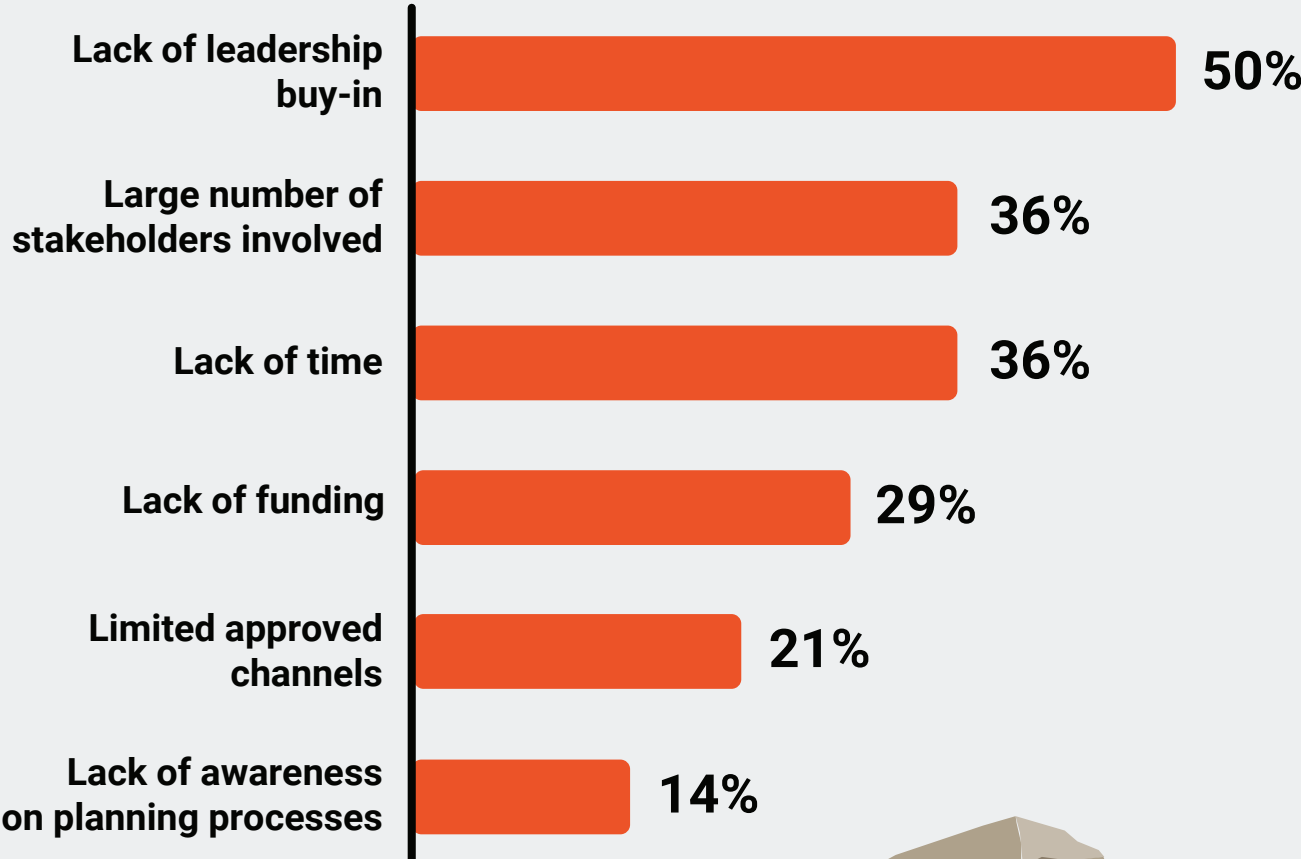
(n=18)

Respondents with experience in omnichannel planning represented a wide range of therapeutic areas



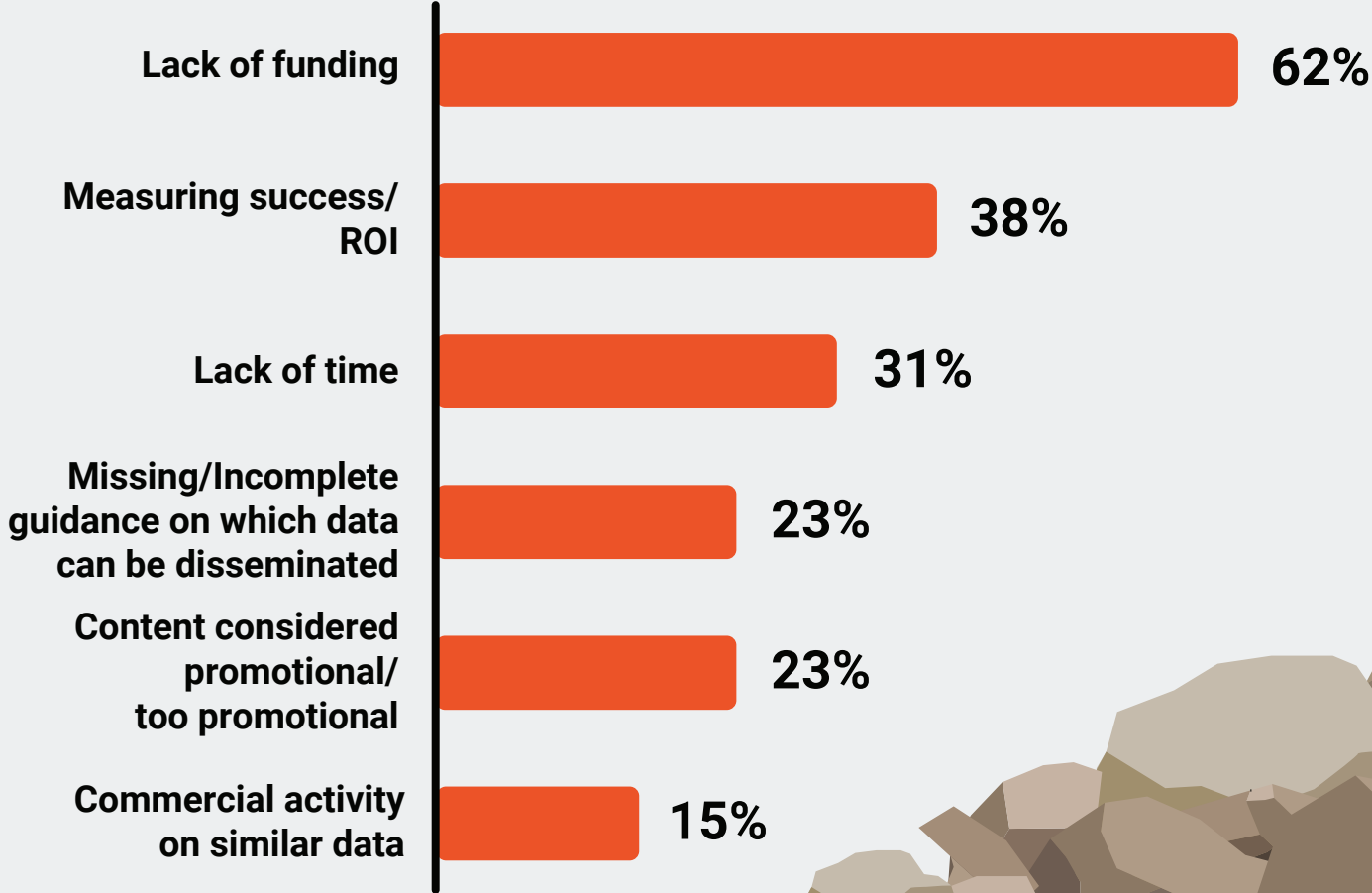
Experience and Barriers to Omnichannel Plan DEVELOPMENT

Most respondents (9/15; 60%) had experience developing a local or regional omnichannel plan, and 53% (8/15) had collected insights from target audiences, developed omnichannel communication objectives, or engaged with leadership on approval for an omnichannel plan



Experience and Barriers to Omnichannel Plan EXECUTION

Most respondents had experience providing feedback and insights to stakeholders (8/13; 62%) as well as engaging with leadership for buy-in (8/13; 62%) when executing omnichannel plans



Do Medical Affairs Professionals Have Guidance for Omnichannel Planning?

73% (8/11) of respondents **did not have guidance documents** for omnichannel development and execution

70% (7/10) of respondents **were unsure of or did not have a process** to get approval for use of a new channel in a Medical Affairs campaign

75% (9/12) of respondents **reported lack of or insufficient process** in place to **measure omnichannel tactical/campaign success**

Conclusions & Considerations

A limited number of respondents (43%) had relevant experience with omnichannel planning

Key barriers to omnichannel plan development and execution included **lack of leadership buy-in, funding, and internal guidance** as well as **difficulty demonstrating the value** of implementing omnichannel tactics

Participants highlighted the **unmet educational needs within Medical Affairs**, including lack of a roadmap showing the multistep approach to development, execution, and measurement of success of omnichannel plans

To address these barriers:

- Professional societies can provide more educational workshops on omnichannel planning in Medical Affairs
- Publication professionals can share best practices and case studies on omnichannel implementation

Implementing these strategies would lead to improvement of reach, engagement, and impact of medical content to HCPs and ultimately enhance patient care



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