



CX Transformation in Pharma

IS YOUR BRAND READY FOR **PRECISION MEDICINE?**



\$113 Billion

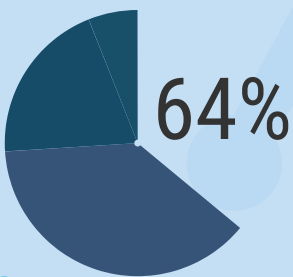
THE GLOBAL MARKET FOR **PRECISION MEDICINE** BY 2025

"Among **184** drugs launched between 2006 and 2011, less than half had achieved their peak-sales estimates five years after launch."¹

"By addressing multiple pain points along the patient journey, the use of a[n] (digital medication-companion) app hugely increased customer satisfaction, improved engagement and adherence, reduced treatment drop-offs, and led to an **8 percent revenue uplift** from better use of the drug."²

1, 2, & 3. Jan Ascher, et al (2018) *From product to customer experience: The new way to launch in pharma*. McKinsey

McKinsey's latest pharma study concluded that focusing on customer journeys rather than individual touchpoints **correlates with higher revenue growth**,



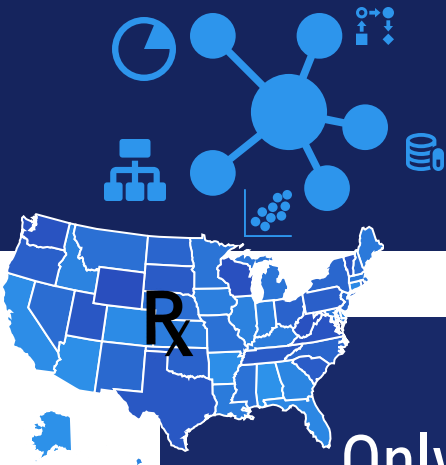
But

64% of U.S. Pharma brands do not always use customer data and insights to guide decision-making when seeking to optimize the customer journey

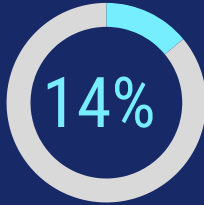
4, 5, 6 - ONR (2019) *Pan-Industry Study on CX Transformation in the United States*

"RIGHT DRUG, RIGHT PATIENT, RIGHT TIME" MEANS **A LOT** MORE THAN IT USED TO

Linking different types of customer data together effectively and intelligently is a critically important investment area when optimizing CX in Pharmaceuticals⁵



Only



of pharma brands are able to optimize the customer experience they offer, resulting in **increased revenue and profit margins**⁶

DOCTORS **DON'T** LIKE BEING BOMBARDED WITH FACE-TO-FACE VISITS BY SALES REPS...⁷



Not Again?!

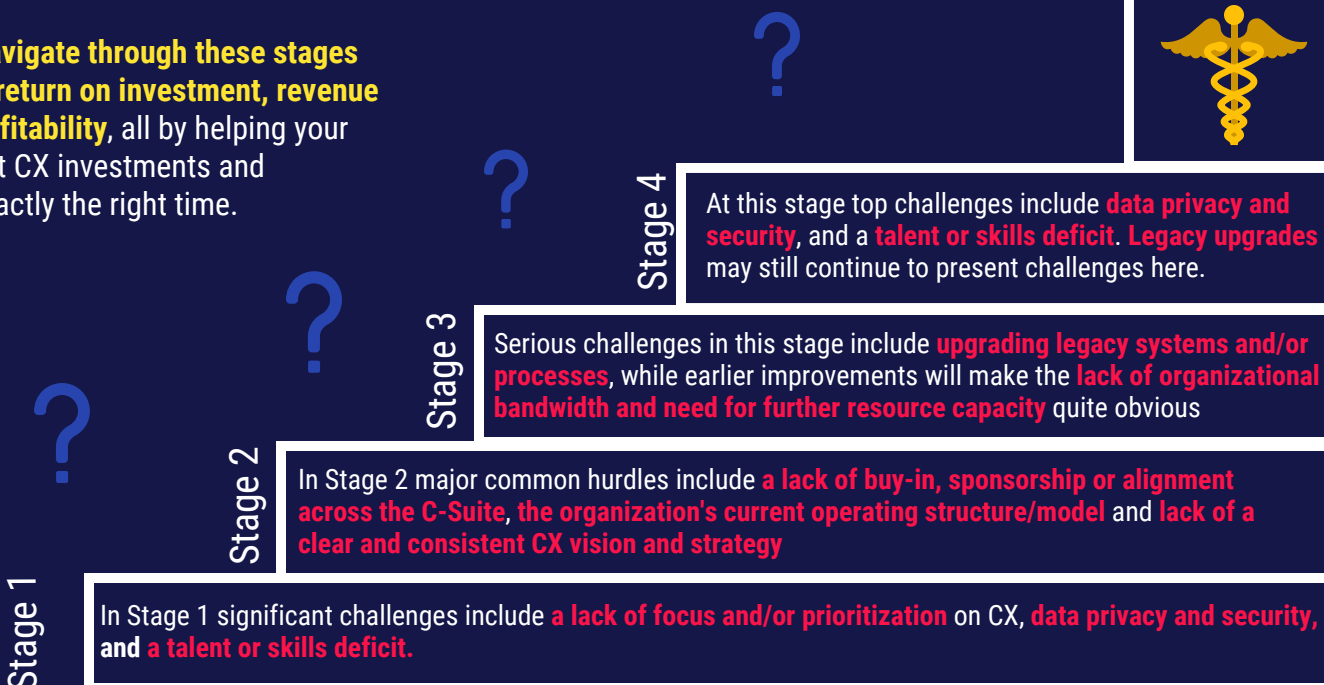
BUT THEY **DO** APPRECIATE CONTACT VIA DIGITAL CHANNELS AND REPS FROM THE MEDICAL COMMUNITY⁸



7, 8. Source: Tim van Tongeren, Carlos Capella (2019) *The State of Customer Experience in The Pharmaceutical Industry, 2018: HCP Interactions*. DT Associates

Many pharmaceutical brands recently adopted a cloud-based infrastructure or given it serious consideration. The vast amount of customer data and potential for increased data integration makes it easy to overlook the **significant increases in revenue and profit margin that a brand can generate through strategic investments in the CX transformation process.**

OnR can help you **navigate through these stages and maximize your return on investment, revenue and bottom-line profitability**, all by helping your brand make the right CX investments and improvements at exactly the right time.



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