# 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."<sup>2</sup>

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 Unit

#### RIGHT DRUG, RIGHT PATIENT, RIGHT TIME" MEANS <u>A LOT</u> 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 Pharmaceuticals<sup>5</sup>



Not

Again?!



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

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

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#### BUT CHEY DO APPRECIATE CONTACT VIA DIGITAL CHANNELS AND REPS FROM THE MEDICAL COMMUNITY®

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

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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.

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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.



At this stage top challenges include **data privacy and** security, and a talent or skills deficit. Legacy upgrace may still continue to present challenges here.

Serious challenges in this stage include **upgrading legacy systems and/or processes**, while earlier improvements will make the **lack of organizational** h and need for further resource capacity quite obvious

In Stage 2 major common hurdles include a lack of buy-in, sponsorship or alig across the C-Suite, the organization's current operating structure/model and lack of a clear and consistent CX vision and strategy

## Stage

In Stage 1 significant challenges include a lack of focus and/or prioritization on CX, data privacy and security, and a talent or skills deficit.

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