Case Study

Multichannel Virtual Sales Strategy for Oncology

Client Challenges

- A top 10 pharma client was facing a decrease in the prescription of their Brand X drug
- Field reps "value" was not fully realized

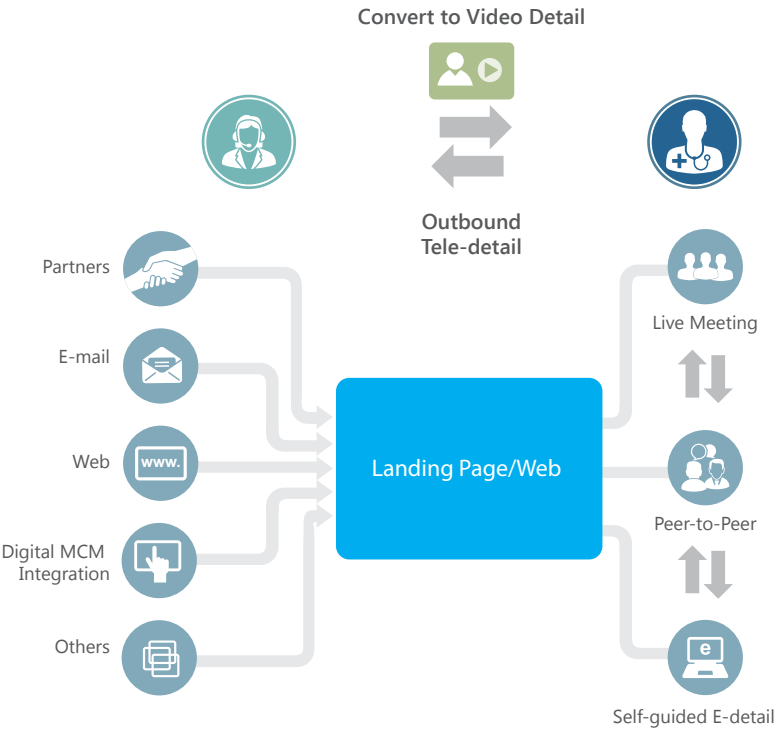
Solution

- Established an integrated multichannel (iMCM) enterprise program that would supplement field sales effort by leveraging virtual sales and on-demand integration with non-personal promotion channels to drive prescription impact
- Full inside sales and account support was made available online
- Inbound and outbound live video detailing was established
- Created landing pages with self-directed content
- Integration with over 15 different marketing partners (E-mails, third party web sites, text links, banner ads, promotional print pieces-leave behinds, direct mail, etc.)
- Integration with www.BRANDHCP.com website

KEY OUTCOMES

- Integrated MCM program executed
- Team of 5 inside sales reps
- Test (4,000 HCPs) and control (1,800 HCPs) groups were identified pre-program launch
- Average video detail length exceeded 10 minutes
- Inbound on-demand meetings of 130-160 per month
- Generated 70% of target HCP engagements on-demand
- Brand HCP web site acted as the hub for all engagements
- All channels tracked and managed through Phynyx™
- Persistent e-mail strategy leveraging ChannelHQ™ database

STRATEGIC IMPERATIVE - ALL CHANNELS CONNECTED



Solution Setup

- One common goal, highest value HCP engagement - Live
- Strong virtual sales team immersed in the entire program and goals
- Multichannel integration
- Engagement diversification and complete cross pollination
- True on-demand single-click access
- Persistent marketing and awareness
- Trigger/event-based communications (ie, e-commerce)
- HCP-level tracking, reporting, and analytics
- Device agnostic
- Seamless user experience

Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:

TALK TO US

Submit information request

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