Omnichannel strategy

Maximize every customer interaction

Deerfield Omnichannel:

Advanced healthcare professional (HCP) targeting, optimization, and reporting



Foundation Building

- Customer Segmentation
- Content Strategy
- Creative Concepting
- Story Mapping
- Journey state awareness
- Asset Development
- Media and Activation



Data-Driven Optimization

- Data Centricity
- Profile enrichment (CDP, DMP)
- CRM Database
- Trx/Nrx Data Refresh
- Website survey cohorts
- Analytics Tools (e.g., Power BI)
- Tagging and Data Audit

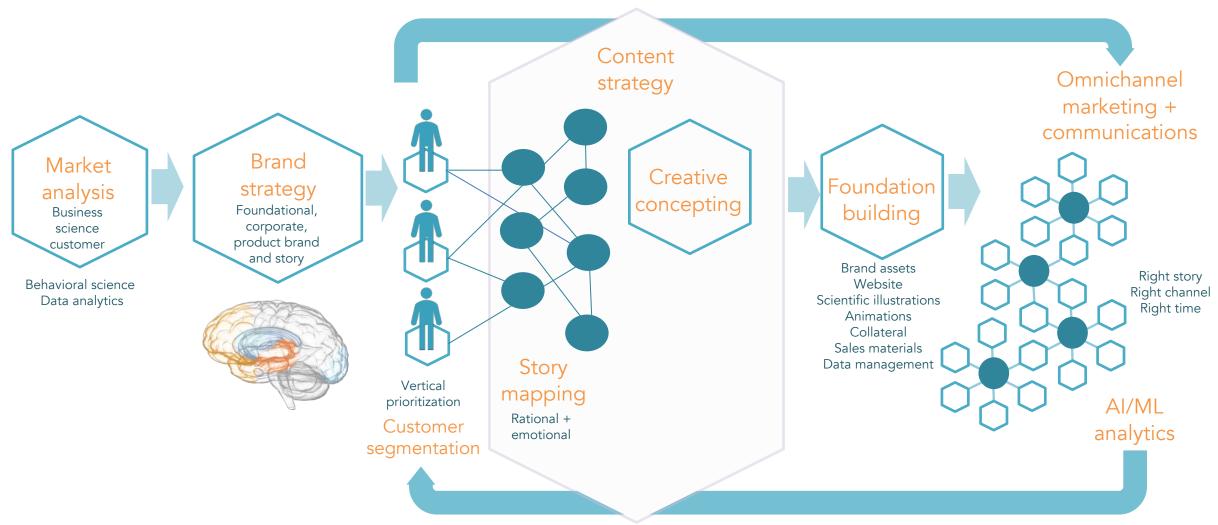


Measuring Success

- Physician level data
- Reach and frequency
- Attitudes and beliefs
- Journey progression
- Cost per reach
- Return on investment (ROI)



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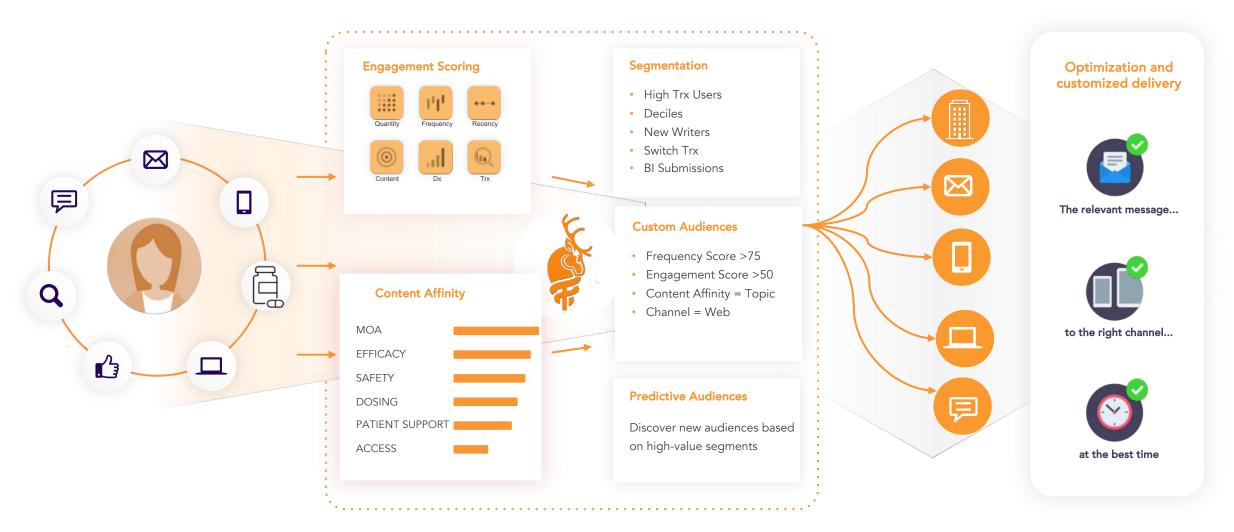
Omnichannel media ecosystem



Integration and coordination across all communication channels to create a tailored and seamless customer experience



HCP omnichannel ecosystem





An example path toward omnichannel

- The effectiveness of personal and NPP tactics are being governed by the silos in which they operate
- An omnichannel approach must be prioritized: Sales, CRM, marketing, and media are unable to reach their full potential of effectiveness
- Competitive advantage: Widen the gap over the next 5 years and increase the barriers for entry for competitors if operating with an omnichannel approach (before competitors figure it out)

The path to omnichannel maturity

Validate

Observe

Prepare

Build

Test/Learn

Predict

If/when omnichannel workstream can start

- Leadership commitment
- Workstream setup
- Goals and measurement
- Roadmap, milestones
- Sales data, target lists, segmentation
- Sales team buy-in
- IT/data/platform audit
- Privacy, legal, MLR
- Cross-team alignment
- Existing historical KPIs, conversions, etc

Benchmarks, current sales, channel activity, TRx, and channel performance

- Review historical channel data
- Build measurement framework
- Reporting audit and roadmap of updates, new reporting needs
- Set benchmarks to evaluate value of omnichannel

Journey maps, business rules, channel activation, website enhancements

- Implement digital capabilities to build and enrich customer profiles, prime profiles across platforms
- Collect, build, leverage customer research, ATUs, brand goals, strategic imperatives, target list priority
- Content categorization
- Enhance website, CRM

Creative variations for specific audience segments, reporting enhancements

- Creative variations built for specific segments/personas
- Media plan with tactics aligned to strategic imperatives to drive success toward goals
- Digital capabilities to capture attitudes and beliefs of targets
- Transparent reporting

Collect data, analyze, learn, optimize, pivot tactics, swap/create new creative

- Creative variations built for specific segments/personas
- A/B testing, sequential messaging, modular content
- Report on test-and-learn successes and failures
- ROI-focused creative/ tactics to prioritize what is working, pivot from what is not

Algorithms to move closer to Al and ML. Next best action and data-driven optimization with Deerfield's engine

- Optimize sooner with Deerfield's learning engine outputs for next best action across personal and NPP based on highest propensity to drive TRx/NRx
- Flexible media tactics configured for optimization automation (change/update upon receipt of new data)
- Influencer maps, digital customer scoring



Deerfield Media – HCP and patient

HCP and patient digital journeys converging at point of care

