

# Omnichannel strategy

Maximize every customer interaction



# Deerfield Omnichannel:

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



## Strategy

### Foundation Building

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



## Technology

### 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



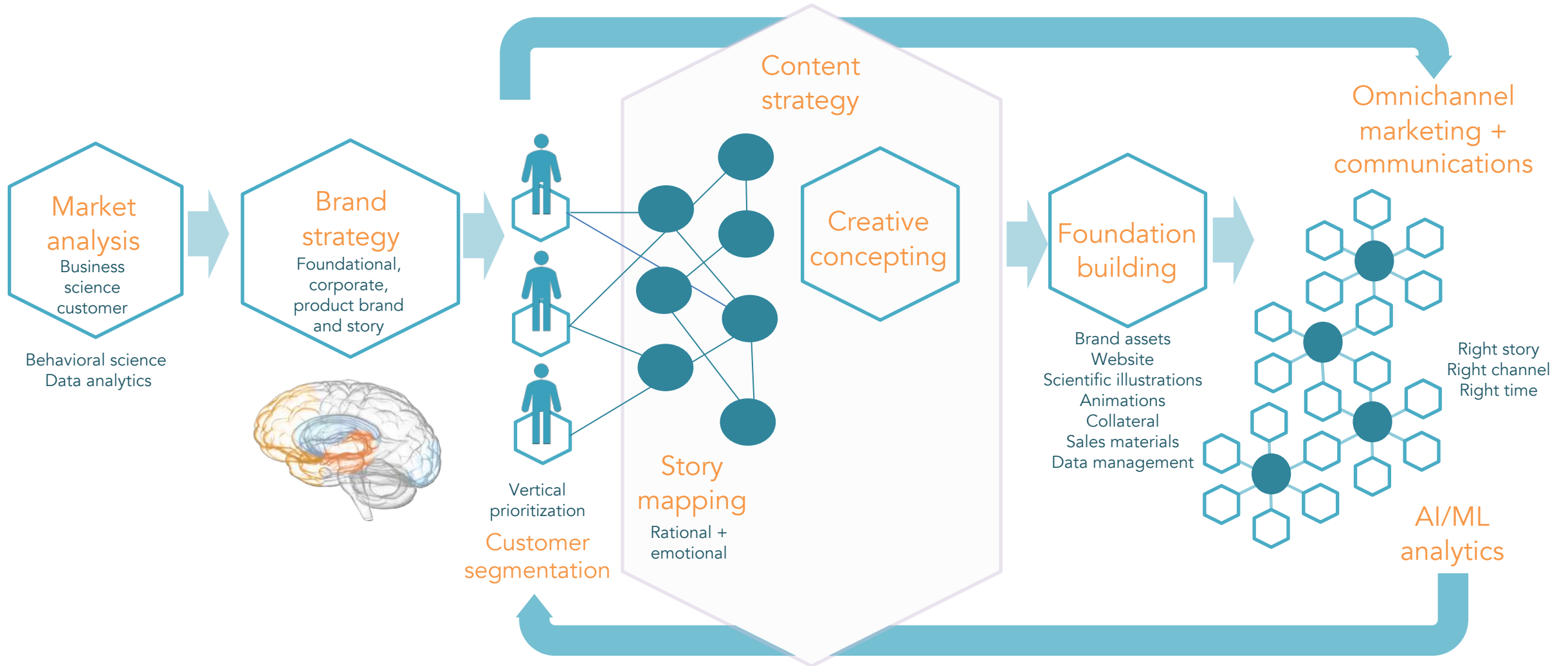
## Measure and Optimize

### Measuring Success

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



# Deerfield Omnichannel strategy



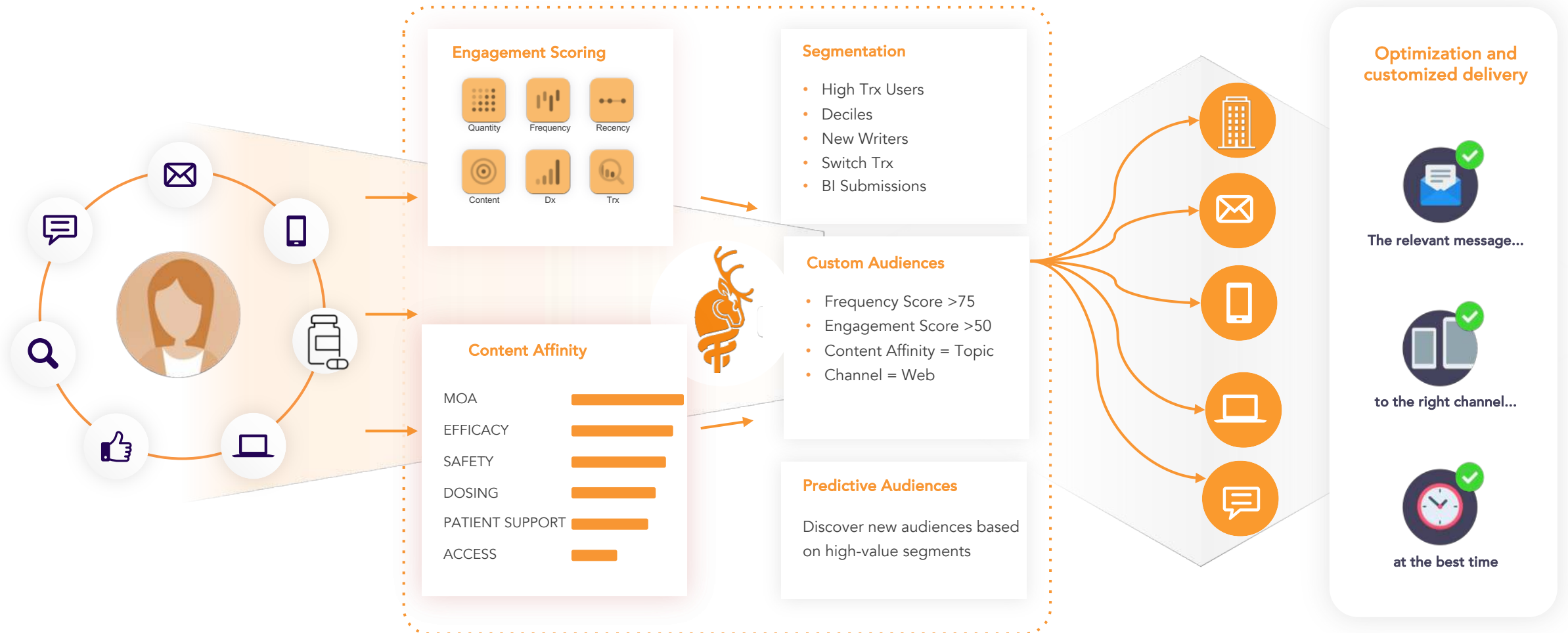
# Omnichannel media ecosystem



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



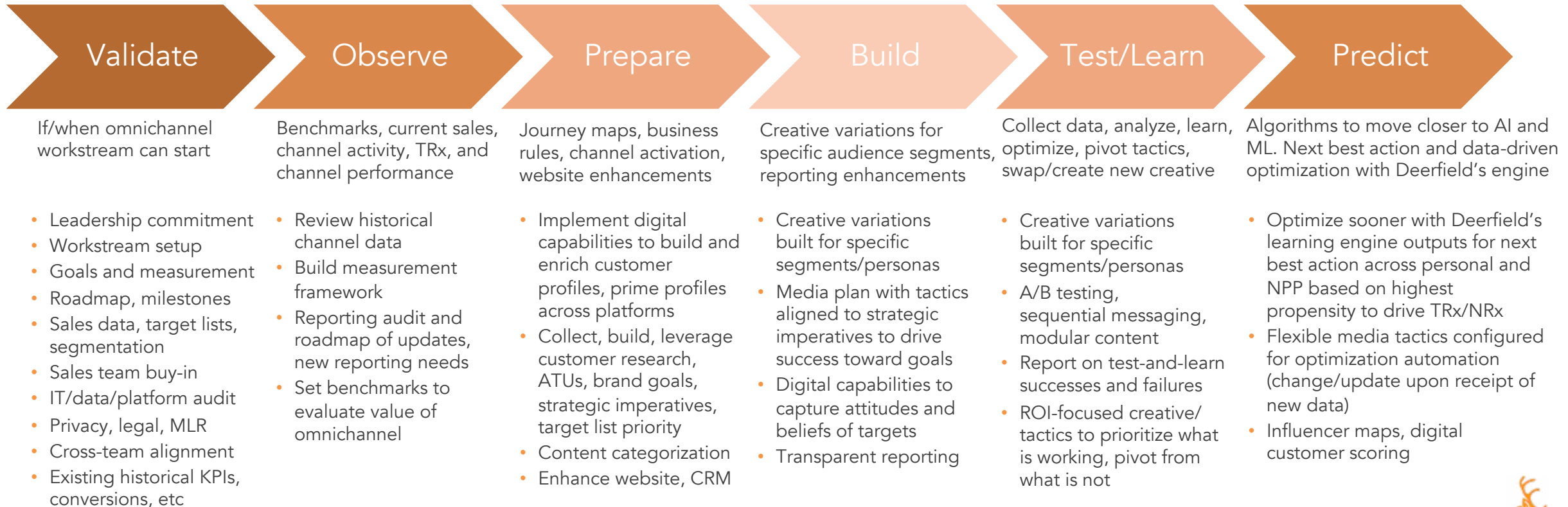
# HCP omnichannel ecosystem



# 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



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# Deerfield Media – HCP and patient

HCP and patient digital journeys converging at point of care

