

Top 20 Pharma Company Selects IQVIA OCE to Help Advance its Digital Focus

OCE improves collaboration and decision making for multiple field users engaging with the same complex accounts

Challenge

A top 20 pharmaceutical company has one of the largest field sales forces in the industry and needed a more integrated CRM platform to promote collaboration across teams. The organization lacked coordination as many sales and medical personnel were repeatedly contacting the same matrixed healthcare providers (HCPs). The company required better internal alignment to deliver superior customer experiences. Breaking down internal silos was a high priority because of their increasing focus on the Oncology and Specialized Medicines markets, which are characterized by multiple stakeholders in matrixed healthcare organizations (HCOs).

The Oncology group was dissatisfied with its current one-size-fits-all CRM solution. This application lacked the agility required to adapt to the 12 different field personas within the Oncology Unit. For example, the legacy CRM was unable to deploy specific features for Medical Science Liaisons versus those available for their diagnostic reps.



The oncology team sought a platform to:

- Support an account-based selling model
- Provide role-specific functionality
- Ensure an integrated and seamless experience for end users
- Deliver a simplified solution

Solution

The pharmaceutical company's Oncology and Specialized Medicine divisions chose Orchestrated Customer Engagement (OCE) to roll out first within the United States. IQVIA began by building prototypes that helped the customer visualize what the solution could do for them and how to configure OCE for specific use cases. In addition to demonstrating commitment to customer success, IQVIA also showed the versatility of OCE including the ease of data integration.

OCE provided differentiated capabilities and aligned touchpoints across commercial roles to help the customer build more relevant, trusted relationships with customers. Machine learning algorithms and advanced analytics processing numerous data sources generated customer insights, which allowed the client to better understand HCP interests, respect their preferences, and individualize communications.

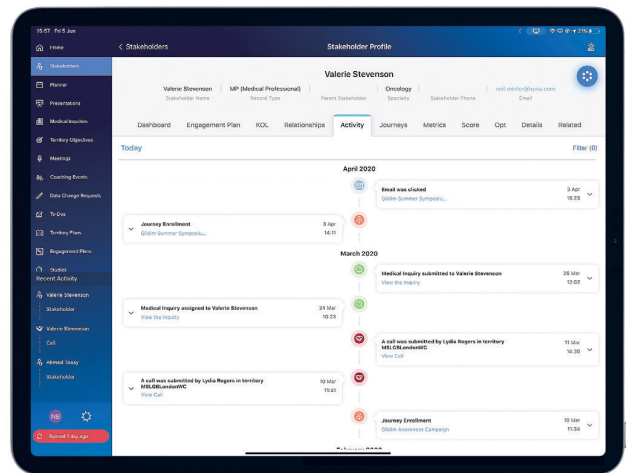
“Our decision to partner with IQVIA Technologies is about both OCE representing the next generation life science platform and our desire to work with such a great team that fosters partnership, innovation and transparency.”

— Senior customer representative

The enterprise-grade OCE platform also enhanced customer interactions by providing users in different functions with a continuously updated history of all calls across HCOs. This sophisticated functionality helped unify and coordinate sales, marketing and medical functions to optimize each ensuing engagement.

Results

OCE offered this top 20 pharmaceutical company an account-oriented engagement model that delivered specific functionality for different customer-facing personas and ensured that all roles shared a consistent view of every customer. This helped break down silos and increased collaboration among customer facing roles. The customer-centric account model enabled commercial departments to focus on customers' unmet needs rather than on functional responsibilities.



Multiple customer-facing roles view all types of prior HCP interactions in the Activity History.