

INFORMATION CLOSES THE LOOP

Improving Pharmaceutical Marketing Effectiveness

Siebel Pharma Closed Loop Marketing Solution Set

Pharmaceutical companies are faced with revenue and margin pressures on all fronts, including patent erosion and product recalls, suboptimal research pipelines, increasing regulations, and the growing influence of managed care and other payors. At the same time, traditional marketing practices are less effective than in the past. The evolution of customer entities, sales channel saturation, proliferation of newer channels and media, and the increase in regulations covering sales and marketing expenditures are compelling pharmaceutical companies to redefine their marketing practices.

Oracle's Siebel Pharma Closed Loop Marketing leverages information assets to improve the planning, execution, analysis, and adjustment of all marketing activities. It serves as an enabler of collaborative brand planning. And it provides a common platform to integrate marketing with all customer touchpoints in a consistent manner, as well as analysis tools to help organizations better understand campaign and marketing performance.

Improving Marketing Effectiveness in a Restrictive Environment

Sales-channel saturation and increased regulation are driving pharmaceutical companies to change their customer engagement model. These companies are undertaking a number of complex, interconnected business-process changes to address these industry challenges and to differentiate themselves in the market. A few industry leaders are creating competitive advantage by mastering best practices in their marketing models, thus gaining an edge over competitors. In the pharmaceutical industry, the following categories of marketing best practices must be implemented to achieve a competitive advantage

- Leverage nontraditional channels to complement the physician-sales channel
- Implement portfolio-based marketing
- Integrate marketing across all customer entities
- Realign and refocus marketing efforts more quickly and efficiently
- Increase companywide visibility of physician promotional activity
- Improve analysis of marketing return on investment (ROI)

Leverage Nontraditional Channels to Complement the Sales Channel

The declining effectiveness of standalone sales channels makes an integrated sales and marketing program more critical than ever. Companies that capitalize on the recent growth of direct-to-consumer advertising and other marketing avenues such as Web-based detailing, teledetailing, peer-to-peer education, and events to support and complement their sales models, can make selling easier for their representatives. Improving marketing efficiency by understanding the physician's prescribing habits, fulfilling unmet needs and values, and delivering value-added interactions results in increased physician loyalty, higher prescriptions, and larger market share.

Implement Portfolio-Based Marketing

Traditional marketing is focused on one brand or therapeutic area at a time, often missing the customer value to the organization as a whole. This can lead to suboptimal marketing spend and returns. Companies that adopt a broader approach have improved chances of gaining higher sales returns from a customer—thus improving their operational effectiveness.

Integrate Marketing Across All Customer Entities

The pharmaceutical market ecosystem consists of providers, payors, and patients, in addition to entities such as physicians, thought leaders, investigators, other healthcare professionals, managed-care organizations, government, research subjects, and consumers. The ability of pharmaceutical companies to integrate marketing activities across all customer entities will enable them to quickly take advantage of market opportunities, thus increasing revenues. For example, a thought-leader strategy can be blended with a sales strategy, leading to improved visibility into interactions across multiple customer touchpoints.

Realign and Refocus Marketing Efforts More Quickly and Efficiently

Pharmaceutical companies rely heavily on external partners for campaign design, execution, and data collection. Doing so impedes the marketing organization's ability to quickly evaluate marketing program effectiveness and respond with appropriate adjustments to the programs. The ability of a pharmaceutical company to realign and refocus its marketing efforts based on real-time customer response to marketing activity will enable it to take advantage of market opportunity more quickly, thus increasing revenues.

Increase Companywide Visibility of Physician Promotional Activity

Several states, including Vermont, Maine, California, and West Virginia, have mandated that pharmaceutical companies monitor, track, and report promotional spend at a healthcare-professional level. The scope, content, formats, and reporting timelines vary from state to state. Companies that enable processes to support a 360-degree view of the customer will not only be compliant with regulations, but will also improve operational efficiency by focusing on optimal investments based on state laws.

Improve Analysis of Marketing ROI

The proliferation of newer channels and newer tactics has made it more important than ever for companies to determine if they are getting positive and improved returns on their investments. Organizations that rigorously test the effectiveness of marketing campaigns across a wide spectrum of initiatives and have the tools in place to leverage and analyze information readily will be able to optimize marketing investments and improve ROI.

Implement Best Practices with Siebel Closed Loop Marketing Solution Set

Siebel Pharma Closed Loop Marketing Solution Set enables pharmaceutical companies to significantly improve marketing effectiveness by driving consistency across marketing and other customer-facing business processes. The solution set serves as an enabler of collaborative brand planning. It provides a common platform to integrate marketing with all customer touchpoints in a consistent manner, as well as analysis tools to better understand campaign and marketing performance. Siebel Pharma Closed Loop Marketing leverages information assets residing within the ecosystem to improve the planning, execution, analysis, and adjustment of all marketing activities.

Integrate Marketing Across All Business Processes

Siebel Pharma Closed Loop Marketing supports a wide variety of marketing, scientific liaison, and related processes, such as

- Direct-to-professional marketing
- Key opinion-leader management
- Investigator and subject management
- Direct-to-patient marketing
- Direct-to-consumer marketing

Siebel Pharma Closed Loop Marketing enables both standalone processes as well as integrated processes for use in all the areas mentioned above. For example, use of the solution set enables a pharmaceutical company to maintain consistent relationships with physicians as they move from being prescribers to investigators to thought leaders.

Processes supported by Siebel Pharma Closed Loop Marketing include marketing planning, event planning and execution, campaign planning, segmentation, and multichannel execution across field sales, e-detailing, teledetailing, Web, e-mail, newsletter, direct mail, and events, to enable customized interactions and differential detailing and analysis.

Increase Brand-Planning Effectiveness

Siebel Pharma Closed Loop Marketing provides a central repository for brand planning, thus providing brand team members with a collaborative operational tool to create, modify, and update brand plans and to plan budgets and forecasts. They can also use the solution set to create and execute tactical components associated with a brand plan, such as programs and campaign events; leverage built-in analytic capabilities to create complex segments; and analyze campaign and marketing ROI.

Siebel Pharma Closed Loop Marketing provides brand managers with a common language, both within a country and around the globe. It provides a window into marketing strategies and leads to improved coordination and consistency, allowing brand teams to create and share best practices.

Leverage Nontraditional Channels to Complement the Sales Channel

Siebel Pharma Closed Loop Marketing enables the integration of nontraditional channels to complement the field sales channel, making it possible to have a consistent and continuous dialogue with customers through their preferred channels.

For example, it's possible to create a strategy for ongoing interaction with various customer segments. The initial interaction may be through one channel (such as field sales), and based on the response to the product detail, the system can automatically trigger an e-mail to the physician two weeks later, inviting him or her to attend an event that would address some of the concerns raised during the face-to-face detail. The follow-up to the event could be a second sales call with the sales representative and his or her manager, with a customized presentation reinforcing the information delivered during the event. Addressing unmet needs of the physician in this way will add value to each interaction and improve the relationship and market share with the physician.

Realign and Refocus Marketing Efforts Quickly and Efficiently

Siebel Pharma Closed Loop Marketing enables real-time assessment of marketing activities and realignment of tactics based on the responses. Using built-in analysis capabilities, it's possible for a brand manager to assess correlation between marketing strategies/channels and responses, thereby providing the brand manager with the capability to modify campaign strategies along the way to focus on those that generate the most impact. In addition to technology support, it's equally important to reexamine organizational and process capabilities to adapt to real-time, one-on-one marketing.

Improve Analysis of Marketing ROI

Using built-in, easy-to-use analytics optimized for each user's role, brand teams can quickly assess the performance of marketing strategies as measured by responses, prescriptions, sales, consumer/patient registrations for programs, event attendees, and more, to determine which programs are having the most impact, and through which channel. Siebel Pharma Closed Loop Marketing allows prebuilt aggregations of performance measures spanning products, time, and geography to be provided to brand teams so they can assess marketing ROI at various levels, thus fine-tuning and optimizing marketing investments.

Novartis France: Case Study

Novartis France was looking for a way to better align its marketing and sales business processes, better manage customer information, and improve marketing-spend effectiveness. The company developed original frameworks that incorporated new processes, while at the same time taking a deliberate approach to managing change through improved cross-functional team collaboration.

The company standardized on Oracle's Siebel Pharma Closed Loop Marketing Solution Set as the enabling technology to accomplish these objectives.

Novartis has been able to successfully implement models for cross-functional process enablement that seamlessly align product plans with customer action plans, improve customer-targeting effectiveness, and improve physician congress management across specialty and primary care businesses.

Using Siebel Pharma Closed Loop Marketing Solution Set, Novartis has successfully executed hundreds of campaigns targeted at physicians. The investment paid off through an increase in revenues and cost savings, including

- 7 percent improvement in targeting effectiveness
- Increased access to hard-to-see physicians, with the use of nontraditional channels such as phone, fax, e-mail, and direct mail
- Improved campaign efficiency
- 30 percent reallocation of resources based on physician value
- 75 percent time savings on 3.3 full-time equivalents
- 85 percent reduction on data extraction costs
- 10 percent budget savings through avoided cancellations in congresses

CONTACT US

For more information on Oracle's Siebel Pharma Closed Loop Marketing Solution Set, call **+1.800.ORACLE1** to speak to an Oracle representative, or visit oracle.com/industries/life_sciences/pharm.html



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