

## Oracle CRM for Life Sciences – Closed-Loop Marketing Solution for the Pharmaceutical Sales Model

Oracle offers a complete Sales and Marketing solution that closes the loop between the market planning and sales execution processes.

Oracle's Closed-Loop Marketing Solution enables life sciences sales and marketing staff to deliver the right messages at the right time for each customer encounter. Personalized, multi-channel communications and continuous feedback help increase quality customer interactions.

### Oracle Life Sciences Closed-Loop Marketing Solution Highlights:

- Personalized content delivery
- Open content assembly
- One-click customer measurement
- Repurpose and reuse content across customers and channels

### Challenge: Transform to a New Commercial Model

The healthcare ecosystem is changing. Healthcare payers are increasingly mandating the drugs that participating providers can prescribe. While many of the most effective and profitable drugs are coming off patent in the next few years, specialty therapeutic areas like anti-viral and oncology are growth areas that need to be targeted, in addition to primary care. The range of stakeholders and influencers that pharmaceutical firms need to educate and influence is expanding to physicians, payers, providers, and consumers, via technology as well as traditional interpersonal interactions. Concurrently, it is becoming more difficult to schedule interpersonal interactions with providers, and getting adequate time to educate and influence. Oracle's Closed-Loop Marketing Solution for the Pharmaceutical Sales Model helps increase the quality and duration of interactions by providing marketing messages personalized in real-time for sales staff.

### Increase Detailing Quality with Targeted Messaging for Each Customer

Oracle's Closed-Loop Marketing solution applies personalized content delivery (PCD) and assembly, pre-integrated with CRM, to help pharmaceutical firms increase detailing quality and duration. Sales representatives easily access relevant messaging for each customer. This helps representatives become an informative, trusted knowledge source, as well as increasing detailing time and persuasiveness. Furthermore, sales reps reduce pre-call planning and increase productivity via suggested message recommendations. Key personalized content delivery capabilities include:

- One-click customer response / assessment to help gather information quickly
- Sample and sign enables rapid recording of sample distribution and compliance
- Controlled messaging distribution closely couples brand team planning efforts with what is actually delivered to customers

### Key Advantages

- Increase detailing quality with targeted messaging for customers
- Gain continuous feedback and insight from customer interactions
- Align communications and processes across multiple channels

A personalized content assembly tool helps create multi-customer eDetailing presentations. This open, non-proprietary platform allows customers to leverage existing assets for detailing, which saves customers time and money. Key capabilities include:

- Define suggested messages to guide sales reps through stakeholder interactions
- Assemble presentations quickly using drag and drop
- Repurpose and reuse content based on permissions

By leveraging advanced, personalized content delivery and assembly, Oracle's Closed Loop Marketing Solution increases detailing quality and duration, and helps brand teams ensure delivery of relevant messages.

### Gain Continuous Feedback and Insight from Customer Interactions

Oracle's Closed-Loop Marketing solution helps teams plan, execute, and track customer feedback on launches and campaigns. As a result, interaction information is transformed into actionable insights.

Key capabilities include:

- Design campaigns, including user-defined segmentation, event and program flow, and multiple communications channels
- Design questionnaires to capture customer responses that measure success
- Automatically share PCD eDetailing parameters and responses with Siebel Pharma call reporting
- Drive analytics based on timely, seamless capture of customer feedback

The Oracle Solution is designed for continuous improvement, from marketing strategy through sales execution to results measurement. As a result, brand teams can execute successful launches and campaigns, as well as understand customer feedback and concerns.

### Align Communications and Processes across Multiple Channels

The range of stakeholder and the electronic channels they use has expanded dramatically in recent years. The need has never been greater for solutions that enable message targeting and reuse. Oracle's Closed-Loop Marketing solution is designed to leverage content consistently across multiple channels, including physician and patient portals, tablet-PCs for eDetailing, web marketing, email marketing, wireless and SMS messaging, and call centers. Key capabilities include:

- Deliver consistent messaging and interactions across channels
- Create campaigns quickly for targeted segments
- Reuse content across channels

Oracle aligns communications across multiple channels to increase your consistency, efficiency, and effectiveness.

### Summary

Oracle's Closed-Loop Marketing solution for the Pharma Sales Model enables life sciences sales and marketing staff to deliver the right messages at the right time for each customer encounter. Personalized, multi-channel communications and continuous feedback help increase quality customer interactions, such as full-product eDetailing.

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