

Oracle Marketing Cloud for Life Sciences

“Now that we can target prospects based on web pages they’ve visited or assets they’ve downloaded, our campaigns are much more focused and deliver far better results.”

*Laura Snowden
Marketing Manager
ZirMed*

Oracle Marketing Cloud for Life Sciences helps pharmaceutical and biotechnology manufacturing marketers systematically design and deliver relevant marketing content that promotes brand and products, satisfies compliance and audit requirements, increases revenue, and reduces costs.

KEY CHALLENGES

Pharmaceutical and biotechnology manufacturers marketing organizations face very unique challenges. The buying process has become extremely complex with multiple players and complex layers. As a result, traditional in-person marketing processes have become increasingly expensive, difficult to track and measure, and too inefficient to deliver results.

The urgency to maximize revenue quickly against stiff competition within strict compliance requirements makes it painfully clear that conventional marketing methods centered on sales reps delivering product details are not enough. Life sciences marketers struggle to deal with:

- Decrease in physician access – According to Accenture, by 2015, 50% of all HCP interactions will be non-personal. And today only 56% of HCPs are willing to meet with reps with the average rep interaction lasting only 98 seconds and a full product discussion occurs in only 15% of face to face meetings. They simply don’t have enough time to meet with reps about product education even though they want to learn more product information.
- Increase in digital channels – 30% of HCPs want marketing content delivered via digital media instead of in person meetings. And they want to review materials at their own time.
- Rise in influencers and stakeholders – The changing healthcare industry is requiring accountable care across multiple stakeholders. It is hard to orchestrate compliant communication to peers, KOLs, office staff, payers, and other influencers across in-person, digital, and social channels. Plus it’s hard to measure success.
- Stiff penalties for non-compliance – Brand teams need to deploy approved messaging across all channels and need the means to track message views.
- Marketing and sales collaboration – The rise in digital channel use requires integration of in-person promotions with digital promotions to reach customers with consistent messaging.

To achieve competitive advantage, marketers must replace past methods and begin the journey to Modern Marketing where technology and expertise deliver the power they need to succeed.

MARKETING SOLUTIONS FOR PHARMACEUTICALS, BIOTECHNOLOGY, AND MANUFACTURERS

Oracle Marketing Cloud for Life Sciences mitigates the key challenges for pharmaceutical, and biotechnology companies while raising the revenue performance of their organizations. Modern Marketers can take advantage of these capabilities and use cases:

- **Brand managers** deploy approved, proven, and branded templates for campaigns.
- **Digital marketers** launch medical educational nurture campaigns on the recommendation of a drug by Key Opinion Leader.
- **Sales** e-mails prescribers to enroll them in product education nurture campaigns.
- **Managed care marketing operation teams** launch educational nurture campaigns to providers on drug formulary approvals.

Oracle Marketing Cloud for Life Sciences offers leading tools and solutions:

- **Data washing machine** – One click integration for leading CRM vendors; ability for data standardization and hygiene all on the cloud.
- **Campaign canvas** – Simple powerful white boarding to create multi-channel campaigns.
- **AppCloud for marketers** – Easily integrate social media, direct mail, and other connectors in one click choosing from more than 100 apps.
- **Campaigns** – Leverage best practice templates and dynamic content to send highly personalized and relevant communications. Preconfigured programs for HCPs include: Live Medical Event, Digital Medical Event, eDetailing, and Formulary. Campaigns for consumers include: Community Development, Medication Adherence, Consumer Medication Conversion, and Consumer Disease Awareness.
- **Secure hypersites and landing pages** – Use data from e-mail responses, social networks, look-alike data models, and online behaviors to build personalized dynamic microsites or landing pages to help build exceptional experiences.
- **Engaging Email Templates** – Give your marketing and sales teams the ability to send targeted, trackable, and measurable campaigns from an iPad or web browser with preapproved content and templates. Increase agility while improving visibility.
- **Insight Features of Oracle Marketing Cloud** – Track how marketing efforts are driving engagement and ultimately wallet share. Produce high-level dashboards and drill into specific details by campaign.

DELIVER AND TRACK COMPLIANT COMMUNICATION

Oracle Marketing Cloud for Life Sciences features compliance capabilities that enable administrators to configure the system to save a copy of every e-mail sent through the software to a destination of your choice.

CREATE AND EXTEND RELATIONSHIPS ACROSS ALL CHANNELS

Oracle Marketing Cloud for Life Sciences can help you create and send highly personalized education materials. Content can be segmented by target interests and branded according to the relationship. Automated campaigns use social, profile, and website data to send communications for immediate engagement when target audiences are most interested.

REDUCE MARKETING PROGRAM COSTS

Marketing campaigns can be complex, time-consuming, and expensive. Oracle Marketing Cloud for Life Sciences makes it easy with intuitive templates and workflows. Manual campaign tasks can be eliminated and replaced with Modern Marketing methods across print, e-mail, website, and telemarketing channels.

INCREASE PRODUCTIVITY WITH IMMEDIATE INSIGHTS

Digital Body Language and website activities turn insights into opportunities. Take advantage of prospect profile information for immediate awareness to trigger personal responses aligned to the process with content in context.

USE EDUCATION PROGRAMS TO REDUCE COSTS

Education programs focused on risk mitigation can reduce claims, cut costs, and improve retention. Oracle helps life sciences marketers specifically target education programs and campaigns based on profile information.

GAIN MARKETING VISIBILITY AND MEASUREMENT

Aligning marketing efforts with results can be difficult. Oracle makes it easy with the Insight feature, a comprehensive marketing reporting and analytics component of Oracle Marketing Cloud for Life Sciences.

Insight puts powerful reporting and website analytics at a marketer's fingertips, providing valuable information and easy-to-understand dashboards that quickly assess marketing impact.

HIGHLIGHTS FOR THE LIFE SCIENCES INDUSTRY

- **Agile marketing automation for modern life sciences needs.** Build agile marketing campaigns, execute them across all channels, and reach all influencers to drive prescriptions and revenue.
- **360° customer view for dynamic targeting and segmentation.** A unified marketing database enables out-of-the-box integration with leading CRM systems such as Oracle Sales Cloud, Salesforce.com, Microsoft Dynamics CRM, and Oracle's Siebel CRM On Demand. You can also bring custom data from other internal and external sources.
- **Sales and marketing collaboration.** Customer profiles integrated with CRM applications. Engage with customers on mobile devices with compliant communications.
- **Compliant multichannel communications.** Brand teams can deploy compliant messaging across all channels. Sales reps can send approved e-mail templates to their customers. Secure marketing automation with automatic archiving of all messages for auditing purposes, controlled user access to the application, dedicated IP, single sign-on, and secure websites.
- **Oracle Marketing AppCloud.** With more than 100 apps, Oracle Marketing AppCloud enables you to evaluate and integrate marketing, sales, and social media applications into Oracle Marketing Cloud.

CUSTOMER SUCCESS IS OUR KEY DIFFERENTIATOR

- **SmartStart Implementation Service.** Oracle's innovative methodology accelerates the success of your implementation. In three days, Oracle gets you started by ensuring that Oracle Marketing Cloud is synced with your CRM database, forms and tracking are on, and your segmentation and prioritization are up and running.
- **Oracle account team.** Customers benefit from support, success, and expert teams knowledgeable in

marketing best practices and in implementing Oracle Marketing Cloud.

- **Professional services and certified partners.** Oracle and its partners offer a range of professional services to support your implementation and day-to-day management of Oracle Marketing Cloud.
- **Ongoing certification through education.** Oracle offers classes to expand your understanding of marketing best practices as well as Oracle-specific product knowledge.
- **Topliners community.** Join the growing community of thousands of Modern Marketers using the Oracle Marketing Cloud. Connect and share through a vibrant online community and local events.

KEY FEATURES

- Easily create agile multi-channel digital campaigns.
- Create secure microsites and landing pages. Tag your own microsites and include them in campaigns and programs.
- Build or import compliant email templates, forms, and landing pages.
- Securely track e-mail views, form views, and landing page activity.
- 360° view of customer interactions, engagement, and outcomes.
- Data washing machine and integration to CRM
- Measure and track customer body language, score customers, and progressively nurture customers via modern marketing funnel
- Analytics and dashboards to measure digital campaign effectiveness

KEY BENEFITS

- Connect cross-channel, content, and social marketing with data management and activation.
- Target hard to reach healthcare professionals and providers to deliver personalized and relevant messages across all channels.
- Leverage best practice templates and dynamic content to send highly personalized communications.
- Nurture and drive healthcare professionals across the

Rx and buyer journey.

- Easily whiteboard and execute cross channel campaigns across all touch points.
- Deploy marketing approved messaging to all channels and track views, opens, downloads.
- Integrate with leading CRM systems and other internal

data sources for marketing and sales collaboration.

- Track how marketing efforts drive engagement, new prescriptions, and revenue.

Learn more about Oracle Marketing Cloud at: oracle.com/marketingcloud

About Oracle Marketing Cloud

Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They use award-winning technology and expertise to transform marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing with data management and activation along with hundreds of app and data partners enables them to target, engage, convert, analyze, and use award-winning marketing technology and expertise to deliver personalized customer experiences at every interaction. Visit oracle.com/marketingcloud.