

Global specialty pharma deploys OCE Remote Engagement in two weeks for immediate increase in HCP details

Accelerated implementation of the virtual solution amidst COVID-19 empowered sales team to quickly resume engagements

Challenge

A global specialty pharmaceutical company based in the United Kingdom had ambitious growth plans to institute a comprehensive omni-channel sales strategy, but the unanticipated limitation of physical access from COVID-19 was preventing reps from connecting with their customers. As an emerging pharma company, they had incurred an initially steep drop off in HCP details after global restrictions were mandated. The customer needed to quickly address these constraints so their commercial teams could resume engagements through a new remote channel.

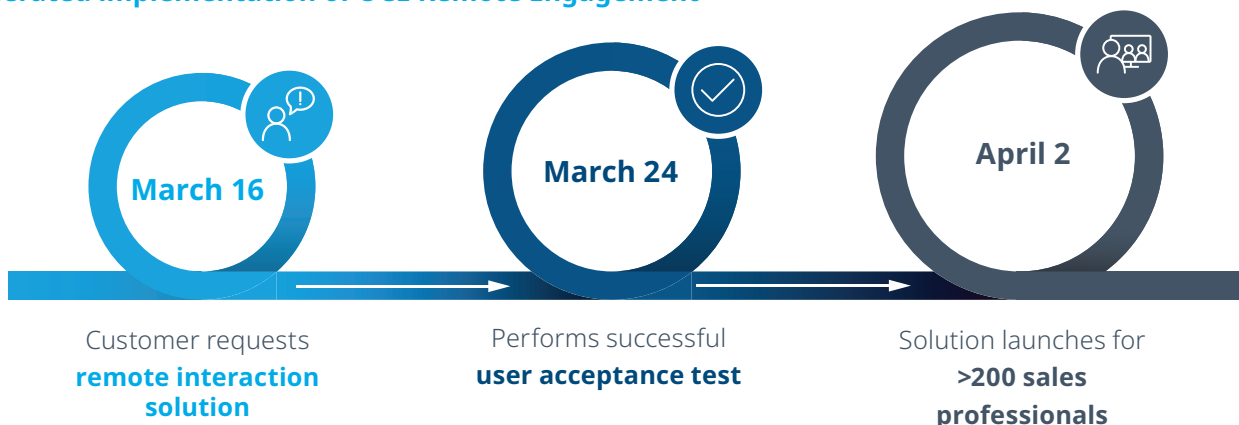
Solution

Senior leaders within the client's organization were early adopters and strong proponents of [IQVIA's Orchestrated](#)

[Customer Engagement \(OCE\)](#). They were already leveraging OCE's embedded intelligence and sophisticated algorithms in executing more targeted and effective campaigns to HCPs. Providing the ability to deliver a consistent experience to HCPs, both face-to-face and remotely, made the OCE Remote Engagement add-on an easy and logical decision to virtually interact with customers during the pandemic. Deploying the solution and training the team in less than 2 weeks enabled the company to maintain business continuity without a gap in service.

Harnessing the power of IQVIA Connected Intelligence™, the client also adopted IQVIA Orchestrated Analytics to process a variety of data sources and provide connected actionable insights to a diverse group of their commercial users. In doing so, the customer teams had a more comprehensive understanding of all customer touchpoints and preferences in order to continuously improve personalized engagement and content.

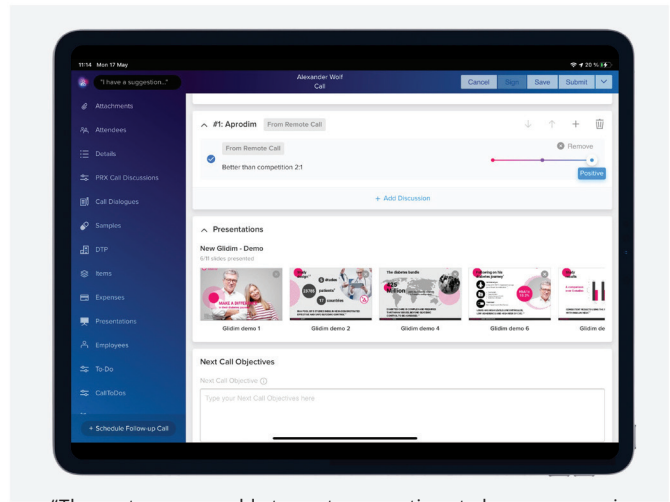
Accelerated implementation of OCE Remote Engagement



Results

The rapid deployment of OCE Remote Engagement to counter in-person restrictions allowed the client to successfully hold remote engagements with HCPs and maintain business continuity. The IQVIA implementation services and delivery teams delivered the User Acceptance Testing (UAT) within one week and the sales force went live to immediately leverage the add-on application just one week later. This was critical to quickly address client priorities to ensure the health and welfare of their customers, protect employee safety, and continue to interact with HCPs remotely without interruption.

Since the application seamlessly integrates with OCE Personal, the customer could combine information acquired from virtual interactions with data captured from face-to-face and other channels. Call topics, reactions and results were now all captured in the OCE Activity History to help reps track progress, identify customer preferences, enhance HCP profiling, and fine tune their overall account strategies. Commercial teams can further use the data to track and measure impact against business objectives and activities, leveraging this information to improve operating effectiveness across all sales and marketing efforts.



“The customer was able to capture reactions to key messages in the OCE call report to influence future interactions”

By leveraging this intuitive virtual interaction channel, this emerging pharma company saw an immediate rebound in HCP details, with a 74% increase in detailing one month post implementation despite not having direct access to their customers. Adoption by all customer-facing roles has been extremely high due to the ease of implementation, flexible scheduling options, and the ability to deliver more personalized engagements remotely, made possible through IQVIA's Orchestrated Customer Engagement platform.



OCE Remote Engagement capabilities enabled the client's sales reps to increase HCP details by 74%
