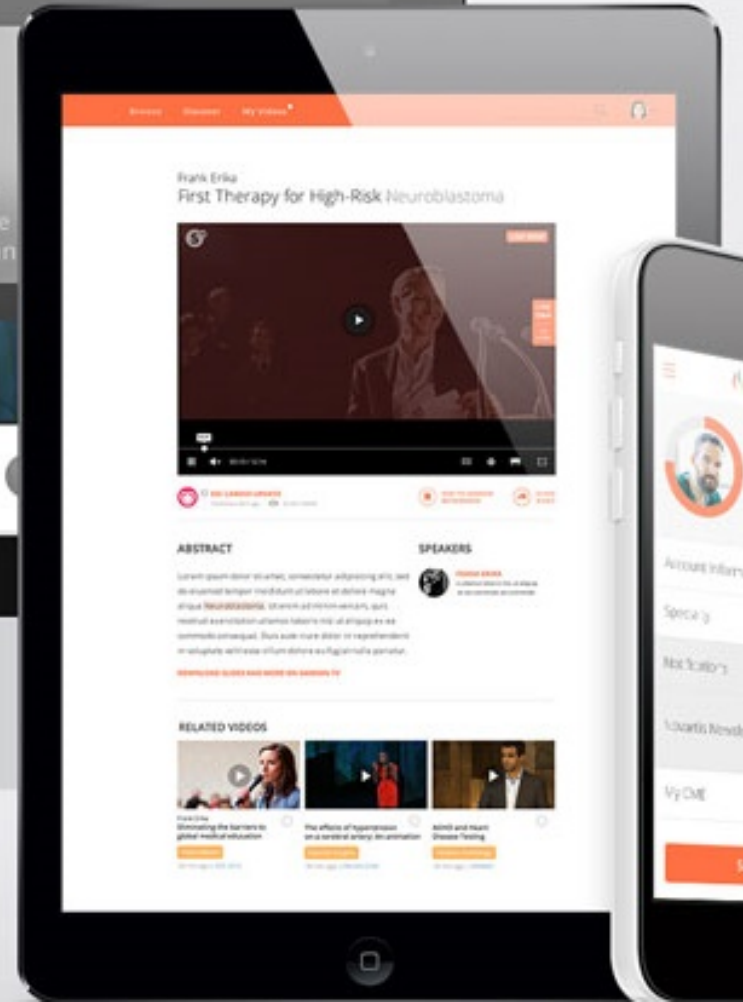


UPCOMING



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KEY

- AEM / MAP / ANALYTICS / TARGET
- HLS
- GLOBAL

A global leading pharma company

Increase ROI through improved engagement using personalized content and channel management

ISSUE

Engaging Health Care Professionals (HCPs) in a highly regulated environment has become increasingly more challenging. Traditional marketing tactics are often costly, ineffective, and require difficult to implement and monitor compliance controls.

SOLUTION

Deloitte worked with a leading Pharma company to design and build a digital engagement platform to maximize marketing ROI and capitalize on the increasing trend of HCPs accessing medical information through digital channels, leveraging Adobe Digital Marketing Cloud solutions (AEM, Analytics, Target, Campaign). The responsive web design delivered unbiased and personalized medical content to HCPs across desktop, tablet, and mobile devices. The platform also enabled streaming of on-demand and live videos from scientific congresses and symposia.

IMPACT

The first global pilot of the platform reached over 13,000 HCPs across 60+ countries. Using the power and scale of Adobe Digital Marketing Cloud, the Pharma company was able to engage four times the number of HCPs at 1/4 the costs compared to the prior year marketing efforts. Net Promoter Scores for the pilot beat industry benchmarks and proved HCPs were highly satisfied with the overall digital experience. Most important, with the new platform HCPs from around the world had access to an extensive library of medical information they could leverage to improve patient care and outcomes.