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Deloitte's Next Best Engagement for the Healthcare Industry

Creating Meaningful Conversations with Healthcare professionals (HCP)

Healthcare companies are increasingly looking for better ways to connect with HCPs through sales and marketing channels where engagement is personalized and delivered at the moment of need.

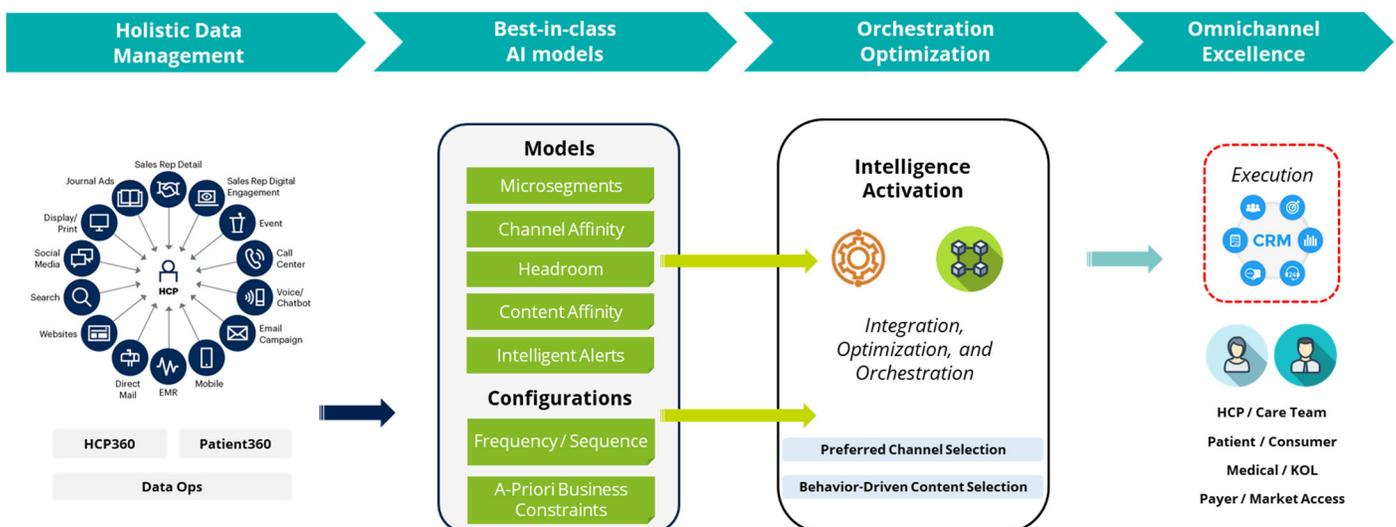
Take a closer look at how Deloitte's Next Best Engagement (NBE) solution is helping healthcare companies take control of "sense and respond" HCP engagement with a focus on driving improved experiences and delivering incremental sales.

The industry is broadly pursuing Next Best Engagement (NBE) to create more relevant and personalized engagement with Health Care Professionals. More progressive solutions are needed to harness the full value of connected data, analytics, and technology to support dynamic engagement that has a measurable impact on growth.

Challenges to Overcome

- Precision Engagement** Amidst channel fragmentation, companies want to engage with HCPs through **preferred channels**. This requires more precise targeting and customized engagement.
- Organizational Alignment** Mis-aligned Sales and Marketing, Technology and Analytics functions makes it difficult to scale and execute at the "speed of need."
- Interconnected Data & Analytics** Fragmented data and disconnected analytics prevent organizations from gaining a rich profile of customers, which curtails **personalized engagement at moments that matter**.

We address these problems by encompassing data management, deep AI/ML and intelligent orchestration into an end-to-end solution for Next Best Engagement.



Driving improved experiences for HCPs and incremental revenue for Brands

Deloitte's Next Best Engagement framework is designed to answer the most pressing questions supported by a flexible data and analytics-driven decisioning and orchestration engine. It is an engagement optimization solution that is configured with your environment in mind.

Unlike other products, Deloitte's Next Best Engagement is easy to activate, quick to deploy, and can integrate within your existing commercial analytics ecosystem to generate insight and inform strategy across the commercial function. We have a standardized data workbench and robust analytic models to rapidly connect and organize data for maximum insight. Deloitte's AI decision models provide a holistic customer profile:

Micro-segmentation Who is critical to contact?

Headroom Analysis What is upside potential?

Channel/Content Effectiveness How to best reach and what to say?

Dynamic Alerts What is changing in behavior or engagement?

Do these commercial challenges sound familiar? Deloitte's Next Best Engagement can help you!

- **Where do I invest?**
Channel spend recommendations to drive campaign ROI, with performance informing future budgets.
- **With Whom Should I Engage?**
In-depth analysis of target personas and predicted behavioral responses across various channel-and content combinations.
- **When Should I Engage?**
Insights that align timely marketing messages and behavioral nudges along the end-to-end journey.
- **With What Should I Engage?**
Content customizations that are both relevant and authentic, taking the holistic customer view into account

Client Impact

NBE is designed for impact: What does success look like?

50% to 65% increase in HCP prescribing volume for those receiving predictive triggers

1% to 2% NBRx share growth among nontarget HCPs who received representative-driven emails

4% to 7% increase in digital engagement with a decline of 15% to 20% in promotional spend

1% to 2% lift in sales with half of the lift from field-call activation

2x to 4x increase in share among HCPs who were engaged through triggers versus those not

15% to 20% increase in promotional deliverables and 30% to 35% increase in engagement

Deloitte's NBE is helping healthcare brands adopt AI capabilities to drive omnichannel excellence for brands globally with maximum reusability.

- A self-service NBE configuration platform that enables "build once, deploy many" efficiencies
- Utilizes a standardized commercial healthcare data model
- Allows any combination of Deloitte analytic models and libraries of priority business rules.
- Compatible with leading orchestration engines and activation platforms
- Can be customized to your specific operational needs.

Let's start the conversation.

Visit www.deloitte.com/us/commercial-life-sciences or contact us for more information.

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