



Act now
Multichannel
e-detailing

The simple way to extend the
customer experience

Anthill™

Get started on multichannel today

It's a myth that the life sciences don't get multichannel. The industry clearly does understand the benefits – and also appreciates the challenge of implementing it.

The fact is that, while companies are changing, there are established practices that need to be taken into account. The regulations that the industry faces have, over many years, created a specific way of working that is hard to change overnight.

Multichannel requires new ways of working and many more tactics. The websites, apps, social media platforms, and video channels all need developing, approving, implementing, measuring and constant updating to remain relevant. And that requires investment – and not just in the technology and content but also in people to ensure that there are the skills to make it happen.

The result? Despite a lot of interest in – and knowledge of – multichannel, it is a step too far for many companies.

How to break the deadlock

At Anthill, we are big fans of multichannel, but we also understand the challenges and want to deliver practical solutions. So we have developed a way to avoid the ‘all or nothing’ choice that forces many companies to put the breaks on multichannel implementation.

The answer is actually quite simple: work with your existing systems and infrastructure.

Most companies have switched from paper to digital e-detailing systems. Rather than developing entirely new multichannel systems, why not augment what is already in place?

Building multichannel around e-detailing adds value to what is already being delivered to customers, can be implemented by the existing organisation, and also allows the gradual development of internal competencies.

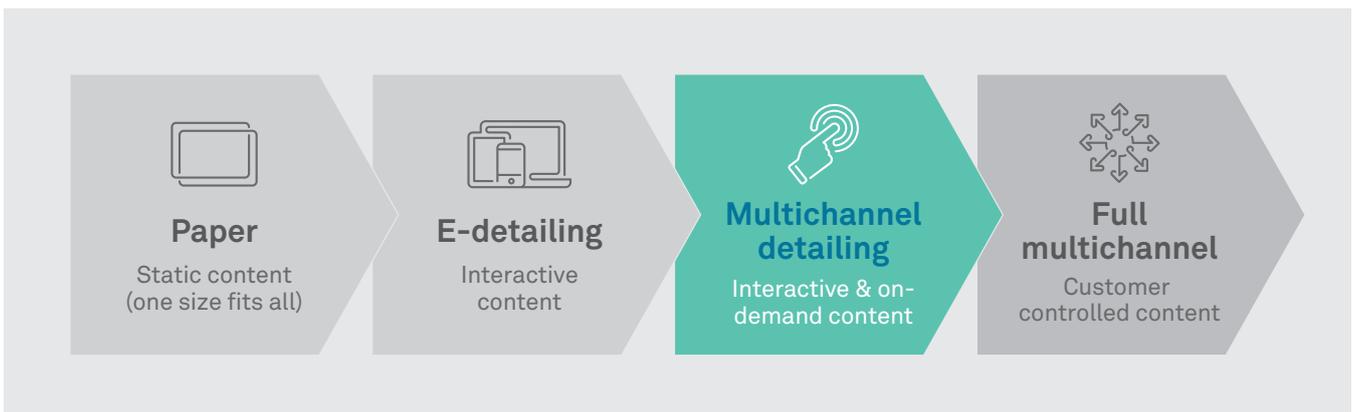
It's not the final destination but rather starts the process. Supporting existing e-detailing with new channels is, for many companies, a good way to get things moving.

“Rather than developing entirely new multichannel systems, why not augment what is already in place?”

How to plan your digital journey

Anthill often partners with life science companies to plan out their digital journeys. Seeing digital adoption as a process, enables you to take a step-by-step approach and maintain momentum.

Every company is different but a very simplified digital journey would look like this:



Digital transformation can be seen as a journey with clearly defined steps

By understanding where you are, you can see your next move, and also make longer-term plans. For many life science companies right now, the immediate step is multichannel detailing.

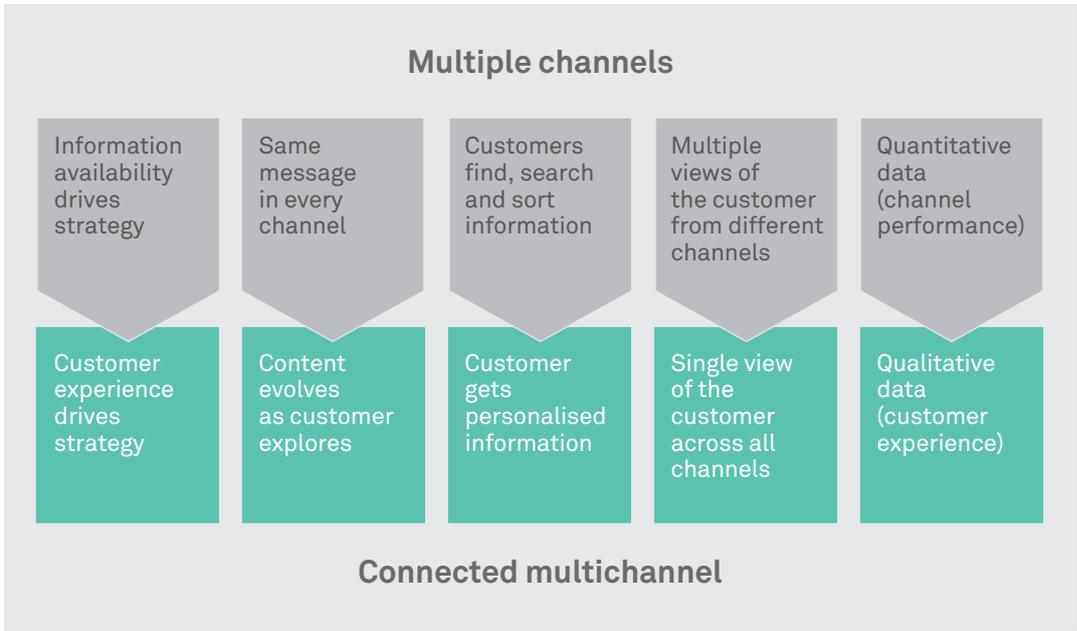
How to think about multichannel

To start adding more value to your e-detailing, it is first necessary to understand what multichannel really means – and what it offers healthcare professionals.

Too often, multichannel is interpreted as simply building more channels. Because they exist in isolation from one another, this is really ‘multiple channels’, rather than true multichannel.

For Anthill, multichannel means providing one seamless customer experience. The real benefits – both for you and healthcare professionals – come when channels are connected.

Connecting channels enables you to provide a far better customer experience

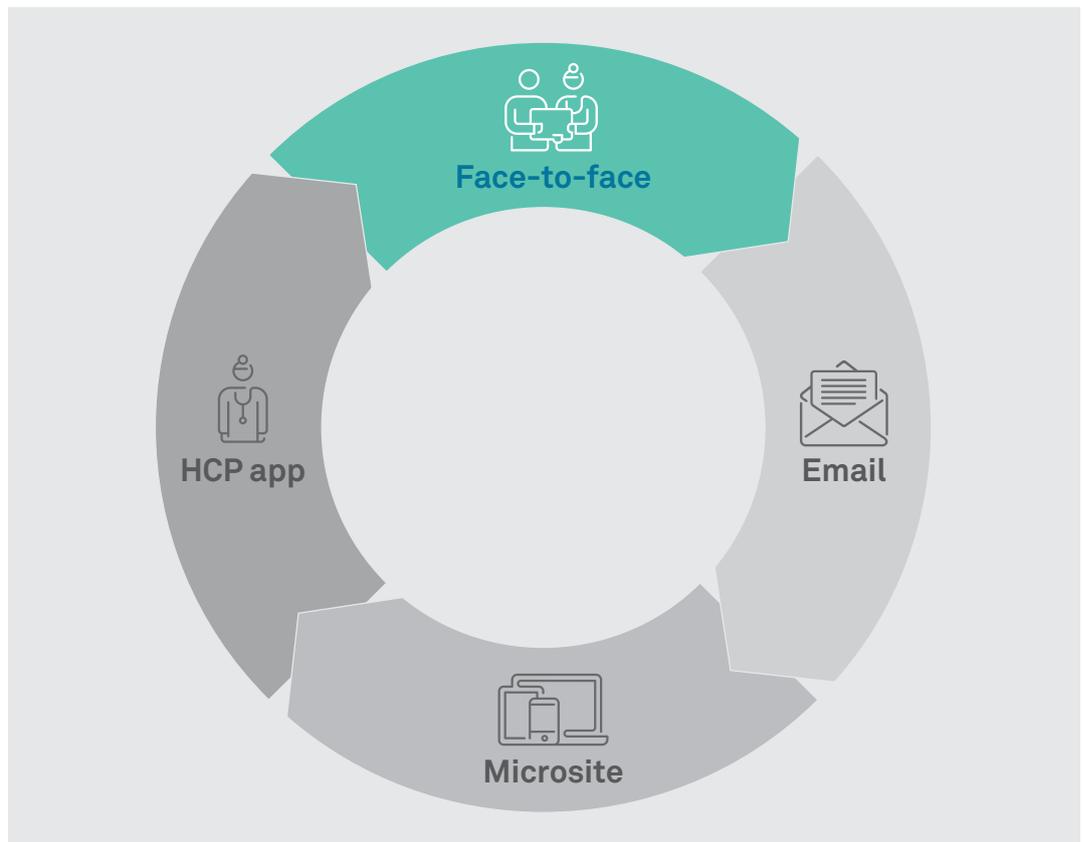


Why connected multichannel improves customer experience

Would you visit multiple channels if it was the same message everywhere? Most people would answer no. Yet this is precisely what happens when channels are created in isolation – customers just get more of the same.

By thinking about multichannel as a connected system, however, you are able to create experiences that have real value. Rather than just putting stuff ‘out there’, one channel leads to the next.

Your story should evolve – each touchpoint with unique content



Knowing this enables you to create a story that unfolds in different ways, in different channels. And that encourages customers to explore your content.

This is precisely the kind of communication service that healthcare professionals now expect. We are living in the digital era and, in daily life, have all experienced how the bar has been raised on the quality of service delivery. In healthcare, we need to adjust to these new expectations.



Example: e-detailer to webinar

Information on the reimbursement scheme is built into the e-detailer. Because the scheme is complex, the company has organised a webinar with the payer as the keynote speaker to explain more details.

From the e-detailer, the rep therefore sends an email invitation to this webinar, connecting them to this session.

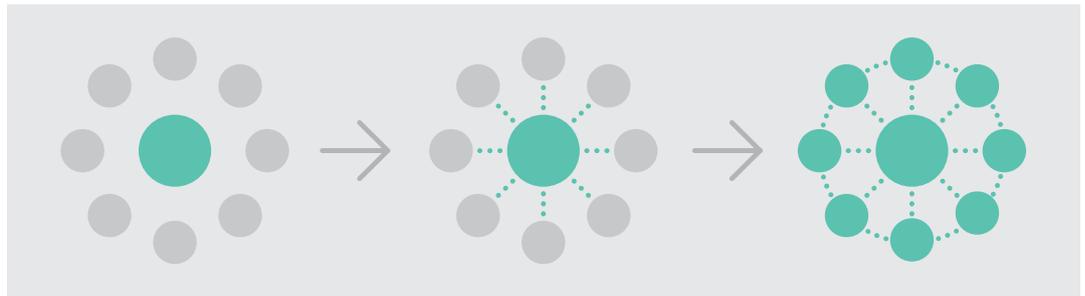
**“Would you visit
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How e-detailing makes your channels visible

Making e-detailing your starting point is not only practical for many companies, it also offers a specific advantage: findability.

Unfortunately, in digital communications, just because you build something doesn't mean that people will come. There has to be desire for what is offered and – just as importantly – they have to know how to find it.

Use a smart e-detailing system to connect healthcare professionals to new channels



Building a multichannel system around e-detailing helps overcome this problem. Your customer-facing staff are already in contact with healthcare professionals and can use a smart e-detailing system to connect them to new channels. And by enabling further exploration of topics, considerable extra value is added to your detailing work.

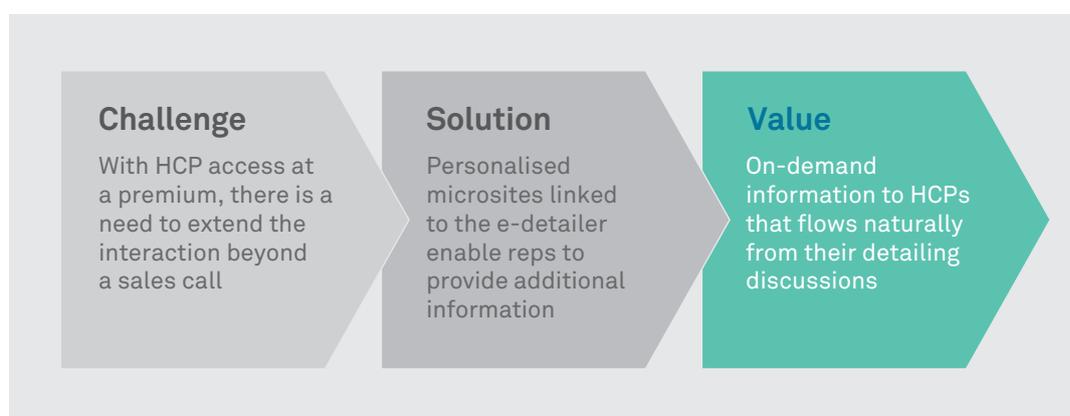
How to start personalising the customer experience

Because your customer-facing staff are connecting healthcare professionals to new channels, they can personalise the experience. Doctors interested in a particular topic can be guided to information sources to learn more. Those that want a more hands-on experience can get content like diagnosis tools and simulation exercises.

This is a very simple way to do personalised content. Enabling staff to draw healthcare professionals' attention to content in other channels immediately gets you a long way.

The level of personalisation can then be taken further. One approach that has proven popular with Anthill's clients is to connect e-detailing to microsites. These are individualised websites that are automatically created for each healthcare professional, containing content that reflects their interests and how they personally interacted with a presentation.

Microsites can be connected to your e-detailer to personalise the customer experience



This kind of system is relatively easy to put in place, as it connects with your existing e-detailing presentations. Yet it delivers a lot of value to healthcare professionals – providing not only information on demand but also the kind of ‘just for you’ services that people increasingly expect from digital communications.

In effect, you enable customers to move from a personalised e-detailing experience to a personalised online one.



Example: ‘others also liked...’

A smart way to connect channels from e-detailing is by using ‘social proof’. Just like we experience on Amazon.com with ‘people also bought’, noting what a HCP’s peers recently accessed is a ‘non-pushy’ way to enable content exploration with the added benefit of implicit endorsement.

Which channels to deploy with e-detailing?

There are no right answers (or wrong ones) when it comes to planning your communications. It all depends on your objective and the expectations and requirements of your audiences. Anything is possible.

Example	Benefit
Product use videos	An online video resource that explains how a pharmacological treatment or medical device should be used. This can be particularly helpful for nurses and can be shared with patients, if appropriate.
E-learning mobile application	A complete e-learning course in a mobile app that provides quality education, on demand. This enables HCPs to review information whenever or wherever they require it.
Personalised microsite	A 'just for you experience' in which every HCP receives a personalised microsite that reflects their interactions with an e-detailer, enabling them to go deeper into topics of interest.
Online conference	Bring HCPs together globally in an online conference. Invitations can be issued directly from an e-detailer so that customer-facing staff can reinforce the forum's value during meetings.
Sample ordering system	Key in some markets, sample ordering can be built into an e-detailer to make the process simple and carry on naturally from a detailing conversation.
Patient materials store	Under-pressure HCPs welcome useful information that can be shared with patients. In an e-detailer, these can be accessed via a 'shopping cart' with HCPs choosing which materials they need to share.

“By understanding what the multi-channel options are, you can create precisely the right customer experience”

Why simple multichannel usually works best

What really matters isn't the number of channels on offer but the experience that's provided to healthcare professionals. Keeping this in mind helps to avoid 'mission creep' and addition of extra channels that don't bring more value.

Remember that disconnected channels give a disconnected customer experience. It's far better to have just a few channels that truly connect, in the sense of building a story and providing useful tools and services.



Example: 'shopping cart'

Any time that a rep presents results of a study that an HCP wants more details on, the item is added into the 'shopping cart' built into the e-detailer. At the end of the call, the rep sends all the materials to the HCP. An automated system then sends a follow-up email on behalf of the rep.

The case for building multichannel around e-detailing

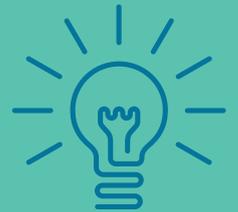
E-detailing offers a great starting point to develop your multichannel communications. Not only do most companies have an e-detailing system in place, but they also have established procedures and competencies to deal with it.

It also doesn't make sense to ignore your main channel. The life science industry has invested a lot in face-to-face customer interaction. By giving staff the opportunity to extend these relationships, and provide more value to doctors, the return on this investment is increased.

And, with audiences forgetting more than 60% of information in the first 24 hours, encouraging on-going engagement in other channels is essential for good communication. While customer-facing staff cannot visit every doctor daily, your multichannel communications can.

We all know that multichannel is the future for life science communication. The question is just when and how to go about it.

Waiting is understandable, but doesn't enable organisations to build up the competencies that multichannel requires. Those that don't start to act now will have the same problems in five years. Using existing e-detailing systems as a springboard breaks the deadlock and gets you moving.



Anthill™

Anthill is a digital agency specializing in the life science industry. We believe that customer-relevant communication should be as valuable as the product itself – and is essential to generate the right treatment outcomes.

Combining strategy, creativity and technological excellence, Anthill delivers complete digital solutions and high-value content that powers today's e-detailing, closed loop marketing and multichannel solutions.

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