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HOW TO IMPROVE
THE HCP JOURNEY IN
ONCOLOGY
WITH EXEEVO OMNIPRESENCE

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Oncology is advancing faster than almost any other therapeutic area towards personalized medicine, promising hope for patients while also creating new challenges for oncologists (ONCs) and healthcare professionals (HCPs). Despite significant investment by the pharma industry, both physicians and patients believe that pharmaceutical companies' tools, resources, and services provided are not enough.

The need for transformation is further amplified by recent changes, such as the rise of digital engagement and remote patient care. These advancements offer a golden opportunity for forward-thinking oncology providers. A recent study found that oncology companies can invest $50 to $75 million in incremental sales for every $1 billion in current sales simply by enhancing customer experience (CX).[1]

To meet physician expectations and offer the next-level CX in oncology today, companies need to be digitalized across all customer touchpoints. That's why choosing the right platform that removes internal barriers and supports a genuinely digital-first engagement model which goes beyond rep-triggered emails and next-best-action recommendations is crucial.

You need a CX-focused platform with capabilities to make digital engagement work. One that allows Commercial, Medical, and Marketing teams to collaborate seamlessly for better customer service. That leverages the power of advanced analytics and machine learning (ML) models to generate more accurate predictions for personalization at scale.

In this whitepaper, we've detailed six areas where you can leverage a modern CX platform that offers these advanced capabilities, like Omnipresence, to make that shift and elevate your oncology CX successfully.

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1 SMOOTH MEDICAL INFORMATION ACCESS
TO SUPPORT HEALTH CARE PROFESSIONALS

Both primary care physicians (PCPs) and ONCs value easier-to-access medical information and they need it now more than ever. A recent study measuring the oncology CX of top pharmaceutical companies found that better access to information and reps went hand in hand with higher net promoter scores (NPS).[2]

Access Distribution by NPS Segment

For customers that had differential access across companies

	No Access	Restricted Access	Accessible
High-NPS Companies	7%	18%	75%
Low-NPS Companies	37%	4%	59%

% of MDs (n=28)

● No Access ● Restricted Access ● Accessible
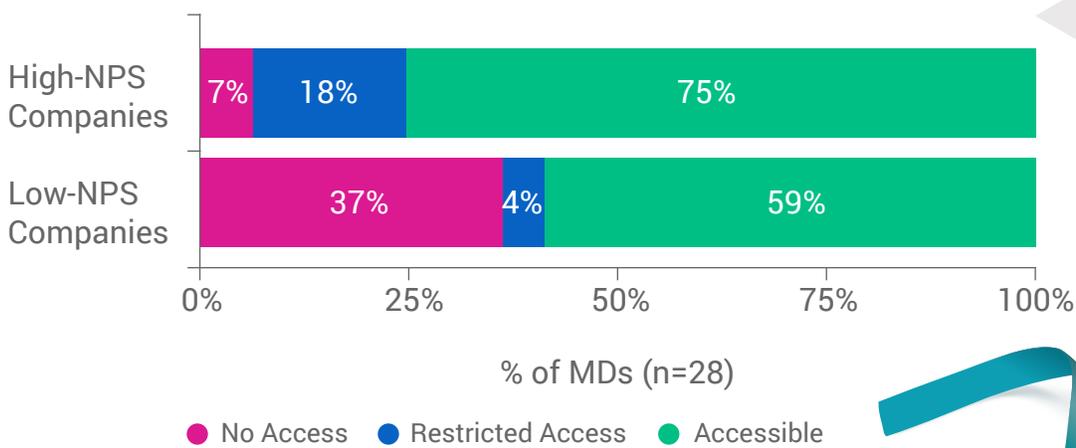
Note: the NPS calculation here includes only those companies for which the access information was available

Easier to access medical information, means higher NPS scores.

Understandably, cancer patients have many questions throughout their treatment, and most often than not, the burden falls on the PCPs and ONCs to answer these questions.

Accordingly, a recent Accenture study found that 55% of ONCs who started their patients on newly launched products cited "greater access to information for new products" as the reason for the change.[3] And with face-to-face access declining, you now need to provide this information digitally or risk being overlooked by prescribers.

Another factor to consider is the way the information is delivered. If you rely solely on a single tactic, like rep-triggered emails, or disregard your physician's topic preferences and you risk your emails being labelled as "spam".

With Omnipresence, you can leverage built-in omnichannel capabilities to diversify the way physicians gain access to the medical information they're looking for by:

Offering self-service portals for ONCs looking for a short piece of information about your product. With online portals, you can also offer PCPs easy access to the information they typically have to ask ONCs for, such as patient support materials or common adverse drug reactions and how best they can manage them.

Simplifying case management and click-to-call request options to allow physicians to reach medical science liaisons (MSLs) who have the information needed to help them with critical and time-sensitive requests thanks to a unified customer profile.

Improved tailoring of Commercial team's calls with ONCs to serve them the information they need by relying on advanced analytics and predictions available on their mobile device.

Allowing Commercial and Marketing teams to take advantage of end-to-end compliant of offline and online event management to easily set up virtual congresses, peer-to-peer events, and webcasts.
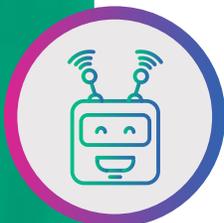
Implementing intelligent chatbots and automated omnichannel touchpoints to offer a faster and more personalized CX to physicians who prefer to self serve.

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2 — FACILITATE COMMUNICATION BETWEEN PATIENTS AND THEIR HCPS

Communication barriers between physicians and patients have long been an issue in oncology. Both physicians and patients feel frustrated by the inconsistency or lack of communication as patients move through the system.[4]

A great example of a pharma company helping bridge the communication gap between physicians and patients is the HERconnection program for patients receiving Perjata®. The company provides patients with information about HER2 breast cancers; a welcome kit with a treatment planner; a patient-support line with phone, email, mobile, and online support; and help with reimbursement issues. Offering this type of patient support removes the onus of informing patients staying away from physicians and simplifies communication.

Your teams can offer the same level of support with Omnipresence allowing them to :

Take advantage of low-code/no-code portals to provide treatment-related information and resources and even create a care plan to help coordinate care for cancer patients.

Implement intelligent chatbots to help with physician or patient requests or commonly asked questions.

Provide call center features with phone and mobile support when required.

Easily integrate Medical teams to generate learnings that improve CX by introducing pre- and post-event surveys or polls.

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3 IMPROVE HEALTH LITERACY

Physicians do not have time to be there at every step of the patient's journey or answer all their questions. So, more and more patients often rely on online resources to get answers. *"Patients are getting information, but I don't know about the quality or consistency of that information,"* says Michael Kurman, M.D. and President at Michael Kurman Consulting, LLC. *"It could be everything from what can be found in a library to information that is useful to being unhelpful to even being inaccurate."*[4]

Even if physicians can recommend accredited resources, the information is typically not patient-friendly. *"Many times, patient information, whether it be through a pharma company or an institution, is written in a way that is not necessarily understandable,"* says Jill DeSimone, President, U.S. Oncology, at Merck.[4]

Hence, oncologists and PCPs are looking to pharma and biopharma for help. But there's more to patient-centric content than just the language used. The type, accessibility, and channels on which it is available are just as important.

Omnipresence offers both Medical and Commercial teams the content creation and distribution tools necessary to improve health literacy:

Low-code/no-code development tools that allow the creation of commonly used formats such as HTML, PowerPoint, and PDF for responsive digital content. Along with omnichannel capabilities, Commercial and Marketing teams also can tailor medical content to each channel.

The Med-Legal approval bottleneck can be eliminated, thanks to simplified and compliant content creation, with approval workflows and version control, all run through MS Teams, for each of collaboration.
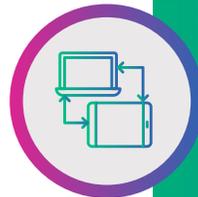
Marketing and Medical teams can use omnichannel planning to provide content tailored according to the different treatment stages to either physicians or patients.

Intelligent chatbots and intelligent patient portals can be used to offer patients a go-to self-service resource that can help answer time-sensitive questions.

INFORMATION AND EDUCATION ON
4 FINANCIAL ASSISTANCE

Anyone in oncology knows that financial assistance for cancer patients is critical. More than half of the US cancer survivors say they worry about paying health bills, have high medical costs, or have delayed medical care due to costs. 33% of cancer survivors say that they have more than one of these problems.[5] Although there are financial assistance programs available, only 1 in 5 patients is aware of them.[6]

Physicians share the same view; in a recent Accenture survey, 63% of oncologists said that affordability programs for patients are particularly helpful.[3] That's why educating patients by making information about these services readily available can help you significantly improve your CX.

With Omnipresence, you can do more than simply share that information when requested you can:

Simplify access to medical information by providing it on self-service portals, intelligent chatbots, and online resources.

Leverage automated omnichannel journey planning to tailor information to both patients and physicians based on where they are in the treatment journey.

Offer call center support. Your teams can quickly assist patients and physicians in choosing and accessing patient support programs.

Ensure Medical teams can offer to match patient profiles with clinical trials, thanks to a unified data platform.
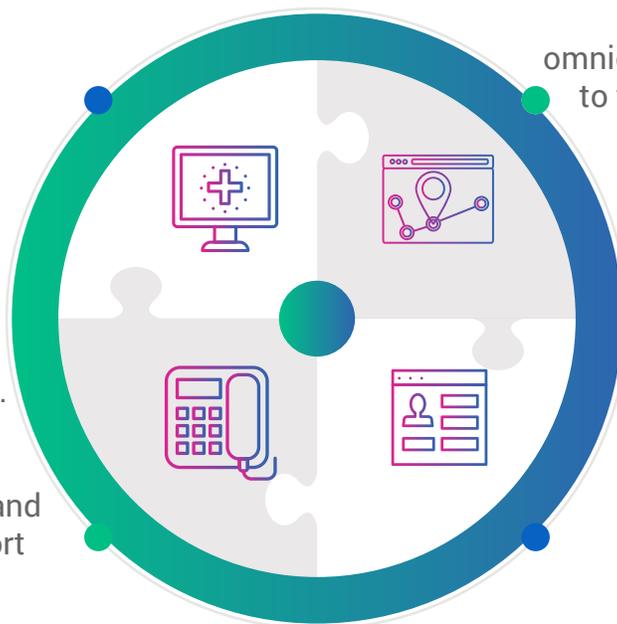
IN A RECENT ACCENTURE SURVEY, **63% OF ONCOLOGISTS** SAID THAT AFFORDABILITY PROGRAMS FOR PATIENTS ARE PARTICULARLY HELPFUL

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5 ESTABLISH A PARTNERSHIP WITH HCPS THROUGH PERSONALIZATION

In the days when face-to-face interactions were the norm, personalizing physician interactions was not complicated. Reps developed a deep relationship with physicians, which allowed them to offer a more "human" approach.

But in a recent survey, 43% of HCPs and 46% of oncologists said that they are currently restricting who for professional reasons can enter their offices, A.K.A no pharmaceutical reps.[3] This means that pharma companies have no choice but to personalize their digital CXs, especially in oncology.

Like all customers, physicians have been spoiled by companies like Netflix and Amazon that offer them a tailor-made experience every time they're online. Now they expect this level of personalization in the social media ads you serve, the emails you send, and every other interaction they have with your brand.

That's why you'll need advanced capabilities like predictive algorithms, Machine Learning (ML) models and artificial intelligence powered (AI-powered) insights to predict what your customers are looking for and then adapt to that in the blink of an eye.

This is where Omnipresence truly shines. The platform is built with the unification, scalability, and availability needed to implement AI solutions.

AI Infrastructure

Availability:
Insights, analytics and AI powered recommendations need to be available to every user

1

2

3

Unification:
Operational siloes are replaced by a unified platform to support advanced analytics can be applied

Scalability
A digital ecosystem that allows the scalability of AI-powered features to optimize every aspect of the customer experience
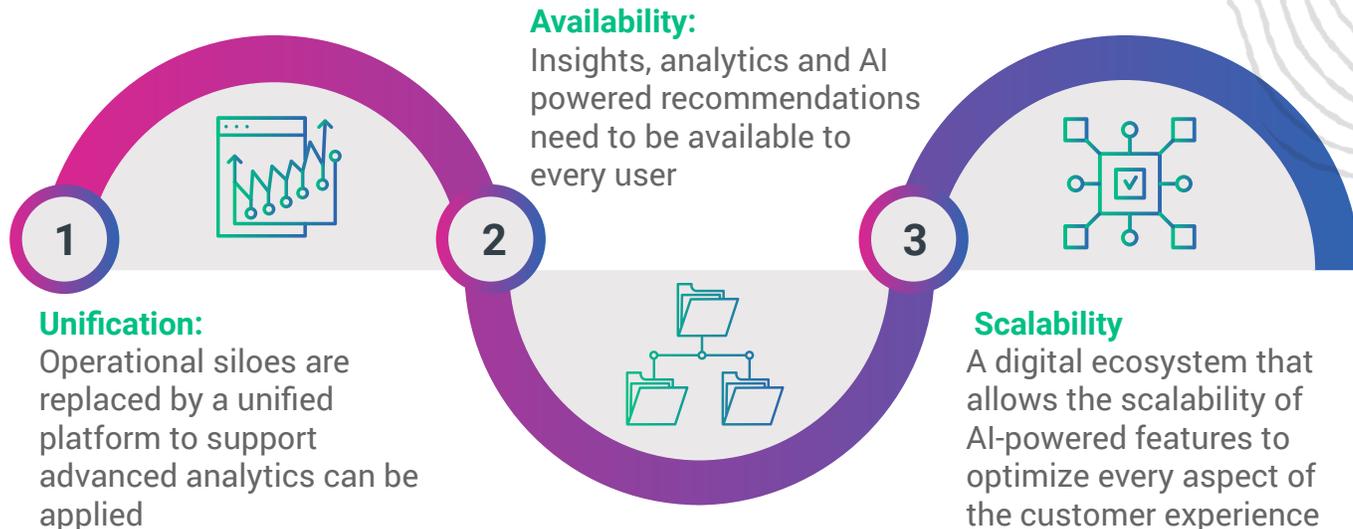
43% AND 46%
OF HCPS OF ONCOLOGISTS

SAID THAT THEY ARE CURRENTLY RESTRICTING WHO FOR PROFESSIONAL REASONS CAN ENTER THEIR OFFICES

Some of the capabilities Omnipresence can provide your teams include :

Responsive AI-powered portals that serve up personalized content to both PCPs and ONCs are most likely to be interested in data points based on collected and predictive models.

A unified customer view for seamless hand-off and collaboration between medical and commercial teams, plus personalized support for each physician.
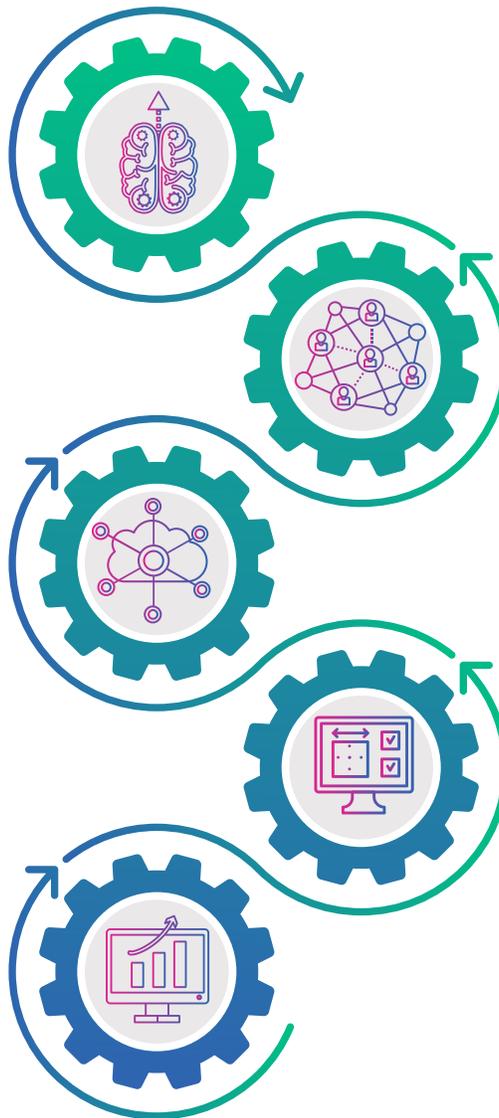
A unified customer profile that allows smart dynamic segmentation for personalized marketing emails, messages, and content suggestions.

Embedded dashboards that serve up physician preferences and current interest areas in real-time for a more tailored and rewarding experiences.

AI-powered insights and predictions for field and medical reps to personalize both digital and physical engagements with their HCPs.

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EMPOWER A
MULTI-MODAL TEAM APPROACH

6

In a recent Reuters survey, 39% of industry professionals agreed that increased collaboration between different departments improves CX offered by pharmaceutical companies.[7]

This is especially true in oncology where 6 to 10 roles are involved in shaping CX, including clinical nurse educators (CNEs), field reimbursement managers (FRMs), key account managers (KAMs), medical science liaisons (MSLs), and others.

While internal collaboration is crucial, achieving it requires the right technology. When asked about the challenges of collaboration, industry professionals cited obstructive internal structure as 1 of the top 3 hurdles to overcome.[7] This disconnection between departments often stems from legacy systems and siloed data servers.

Omnipresence was built with interoperability in mind and offers the essential tools that allow a coordinated and united approach for customer service in oncology:

Easy integrations with essential tools like Microsoft Teams or Microsoft Office help different functions to collaborate effectively to offer a unified customer engagement.

A Mobile app is available for all portable devices so that all team members can have on the go access to critical customer information.

Unified 360-degree customer profiles allow seamless hand-off of customer information between different departments for a unified front.

Real-time customer data and insights, which ensure that all departments are acting on the latest customer preferences.

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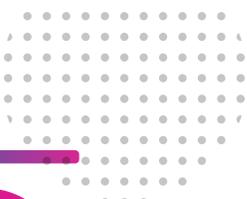
COLLECT MORE DATA AND
MAP OUT THE CUSTOMER JOURNEY

CX in pharma generally, and in oncology specifically, is far from perfect. NPS scores for oncology manufactures are drastically low with only 20% having a positive NPS.[2]

Pharma and non-pharma net promoter scores

Each circle represents one oncology manufacturer

+$75M in incremental sales for every billion in current sales

Customer experience in oncology and its impact on business.

Walmart — Best Buy — Southwest Airlines — Apple — Amazon

-60% -50% -40% -30% -20% -10% 0% 10% 20% 30% 40% 50%
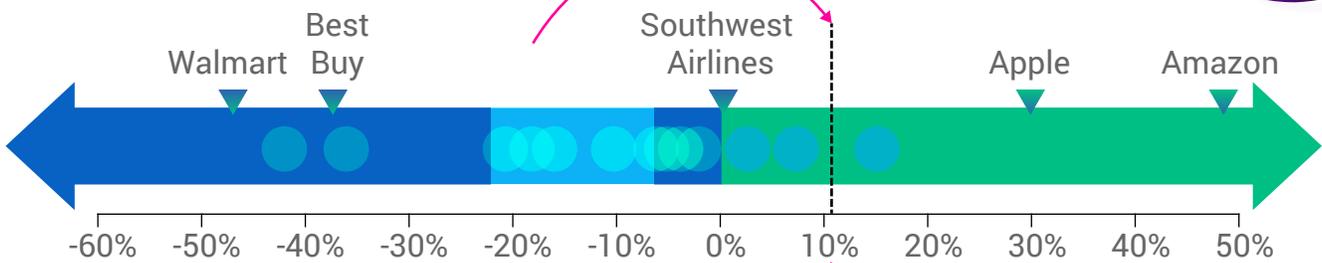
16 oncology companies with negative NPS

+$50M in incremental sales for every billion in current sales

4 oncology companies with positive NPS

(n=259)

The key to offering better CXs is rich data. Only by leveraging rich data can pharmaceutical companies effectively apply their deep expertise to better connect clinicians, patients, and other stakeholders. In fact, gathering the deeper insights needed to map out the intricate oncology physician journey can only be done with the help of advanced analytics and trained algorithms. Artificial intelligence (AI) and machine learning (ML) make it possible to bridge the divide between internal teams and apply the company's collective knowledge for better CX outcomes.

Omnipresence offers the capabilities needed to consolidate data from different channels and the infrastructure that can generate advanced insights from this data in real-time. It allows your teams to go beyond information typically generated by customer relationship management (CRMs). It surfaces advanced insights such as topic preferences, interaction with online medical content, recent searches in physician portals, and the latest medical inquiries.

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In short, Omnipresence teams will have the tools they need to:

Map the physician journey throughout different departments, thanks to a unified customer view.

Generate more relevant data per touchpoint and use that data to feed machine learning algorithms for more accurate predictions.

Create the internal connections needed to provide better support that can aid in improving patient outcomes.
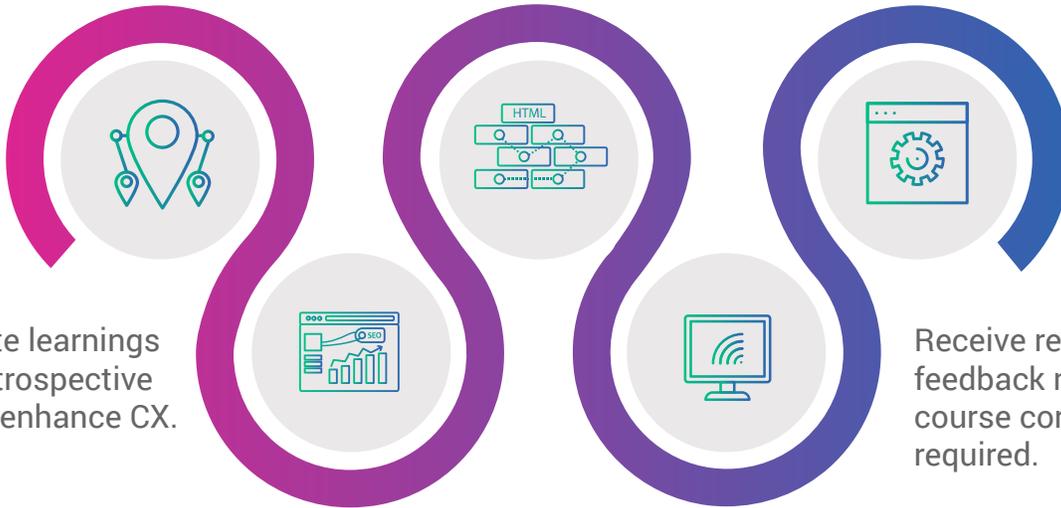
Generate learnings from retrospective data to enhance CX.

Receive real-time feedback necessary to course correct when required.

Cancer patients require unique and long-term support, as a result, so do the physicians treating them. Oncology providers who understand their needs and provide personalized digital support will become trusted partners and uncover crucial learnings for future products. The same applies to other therapeutic areas in life sciences. The organizations that are able to effectively personalize their support to physicians and patients at scale will co

Offering personalized support that meets your customers' expectations can no longer be done with traditional CRM software. You need modern platforms built with advanced capabilities that allow personalization at scale. Platforms like Omnipresence offer your teams with tools like AI-insights, ML models, automation, and a unified data model that provides the infrastructure for a seamless CX.

See Omnipresence live and discover how Omnipresence can help your organization improve health outcomes with next-generation health experiences.

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