Healthcare Practitioner (HCP) Multi-Channel Engagement Optimization

Increase prescription volume through impactful segmentation and messaging

HCP attention is fragmented. Having insight into the best way to reach them is critical.

For many pharmaceutical companies, communicating to healthcare practitioners is a struggle. Physicians are constantly on the move assisting patients and collaborating with colleagues. As a result, most require multi-touch, multi-channel messaging to capture and hold their attention.

Pharmaceutical companies have taken note of this reality and are communicating across multiple channels to get their message in front of physicians, yet just 20% use cross-channel data and attribution to evaluate all marketing touchpoints.[1] Employing analytic strategies that evaluate multi-channel campaigns within the individual channel silos will not tell the full story or may overestimate a single channel's impact on influencing new scripts.

To truly gauge the efficacy of a multi-channel marketing strategy and ROI, it's critical for you to evaluate activity across channels in a unified analytics database. Epsilon's HCP Multi-Channel Engagement Optimization is designed to help capture and analyze levels of engagement across channels, categorize individual profiles based on activity and activate those learnings to optimize future segmentation and campaign strategies.

Optimize outreach across channels

Epsilon's HCP Multi-Channel Engagement Optimization helps you deliver an optimized message to a healthcare practitioner's preferred channel(s), resulting in increased brand engagement and a higher volume of written prescriptions.

DID YOU KNOW?

31%

of marketers struggle to connect points of engagement and analytics.[2]

Sources:
1. The CMO Club. "The CMO Solution Guide: Demystifying Omni-Channel Marketing to Create a Winning Strategy for CMOs" in partnership with Rakuten Marketing. October, 2015.

2. CMO Council in Partnership with RedPoint Global. "Empowering the Data-Driven Customer Strategy: Address Customer Engagement from the Foundation Up". March, 2017.

Engage more effectively with HCPs

Epsilon's HCP Multi-Channel Engagement Optimization provides you with insight into individual campaign interactions that are highly correlated to prescribing activity. By segmenting practitioners into groups based on varying degrees of multi-channel engagement and analyzing the performance of each channel communication, Epsilon can recommend optimal messaging and channel delivery for future campaign strategies.

Using Epsilon's HCP Multi-Channel Engagement Optimization, you can realize:

- Increased response, retention, conversion and revenue

- Improved practitioner engagement with your brands

- Visibility into the efficacy of multi-channel contact strategies

Multi-Channel Engagement Optimization, designed for Healthcare

When you partner with us, you'll get a solution that:

- Looks at engagement across channels, providing you with channel agnostic, multi-variant test results that can be used to optimize future marketing campaigns

- Analyzes complex data sets across multi-channel engagements, expediting in-market application of model segments

- Provides you with aggregate and individual level reporting, enabling a transparent view into individual practitioner's actions across channels

To learn more call 1.800.309.0505 or visit epsilon.com.

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Is Epsilon HCP Multi-Channel Engagement Optimization right for you?

☐ Are you seeing a decline in engagement from your multi-channel marketing program?

☐ Do you know which channel HCPs are most likely to engage?

☐ Are you able to segment your HCPs into groups based on their engagement behavior?

☐ Are you able to evaluate the efficacy of each marketing channel?

☐ Can you determine which messaging delivers the best results?

☐ Is your current vendor able to analyze and test results across multiple channels?

☐ How do you segment your healthcare practitioner contacts?