



White Paper Closed Loop Marketing for Pharma and Life Sciences. CoreContent

70% of PDA users claim it is essential to professional practice, and 34% use it during patient consultations.

Pharma companies recognize the need for transitioning to a service-based business model that is focused on understanding customers' needs and providing solutions. Closed loop marketing (CLM), which was originally recognized in the financial and retail industries, is the concept of using customer feedback to improve the efficiency of personalized promotion. Customer behavior and information are used to direct and tune marketing strategies, thus creating an optimized closed-loop system.

What is the crucial need for CLM and what are the key benefits of using it within pharma industry?

The popularity of personal digital assistants (PDA), especially tablet devices, opened the door to a wide adoption of CLM in the pharma industry. These real-time devices make it easier for users to gain insights, see feedback, analyze data and tailor approaches on-the-go. The new technology is the driver for CLM to gain business traction:

- Healthcare Practitioners need instant 24/7 access to volumes of diverse, critical information in order to maintain an efficient practice and ensure the best patient/customer experience. For this reason, they increasingly utilize digital information for learning purposes as well as for their regular practice activities.
- Life science companies face the urgent need for personalized information delivery. They tend to combine traditional sales models, *e.g.*, face-to-face meetings, calls, *etc.*, with a multi-channel integrated campaign approach, *e.g.*, social media or web-based sampling, *etc.*
- Medical professionals rely on the ability to provide the most accurate and unbiased information to their customers. Skillfully customized and relevant medical information applied through a multichannel closed loop improves the chances that a customer will go for this very information.

The key benefits of applying CLM for pharmaceuticals include:

- The ability to analyze and act on data will result in targeted campaigns and tactics with well-defined customer groups and segments.

- Personalized content delivery will result in actionable insights generated from end of cycle performance indicators and reporting.
- Increased awareness and transparency of sales and marketing expenditures will result in strategic promotional planning from cycle to cycle, as well as improved promotional ROI and overall cost reduction.

CLM comprises content delivery and technology stands behind it.



Technology behind CLM

In digital world, technology is the foundation that drives development of every tool. The CLM process technologically consists of several key aspects:

- Applications for customers and end-users, *e.g.*, tablet specifications, contact center, social media applications, *etc.*

- Processes managing the data flow, e.g., HCP/customer targeting and content out to the channels; activity tracking back, etc.
- Data repositories for HCP activity and customer data management, and as part of an enterprise data warehouse.
- Integration with other systems, e.g., CRM, ERP, SFA, HCP aggregate spend, etc.

Content in CLM

The objective of CLM is to introduce content that will provide a more meaningful dialogue with the doctor and enable quality interactions with the HCP.

Compelling content is the very core of efficient CLM. The CLM can be only an actionable solution with well thought out, targeted content containing rich graphics, relevant data, smooth navigation, videos, testimonials, and vivid case studies.

Content Reuse. Managing the Compliance

According to www.glossary.pharma-mkting.com

The medical-legal review (MLR) process ensures that all pharmaceutical product promotions are medically accurate and comply with FDA regulations and other applicable laws. This process is carried out within pharma companies by the regulatory affairs and legal departments in conjunction with medical affairs (medical staff). All educational, technical and promotion materials are reviewed.

With the purpose of maximum efficiency and value, life science companies successfully apply cross-channel content delivery with “write once, reuse multiple times” vision, but there is one more factor that has a direct impact on this efficiency - content management must

still address medical, legal and regulatory (MLR) review in a similar manner.

With the increasing number of marketing channels combined with the time and resource demands that MLR requires, content management is bound to streamline MLR so that content is approved for multiple purposes. For example, often the same content is MLR reviewed for a printed brochure, but then requires another round of approvals for digital presentation on website or mobile device.

Content Tagging. Efficiency

Tagging is basically a way to classify content. Content tagging and metadata are vital for content use analysis, further CLM reports processing, and orchestrating the best customer interaction by ensuring relevant content and messaging is targeted to healthcare practitioners based on each customer's unique needs and preferred channel. This information, stored and approved via the content management system is critical — if the content subsets are not properly tagged, their use cannot be effectively tracked.

Version Control

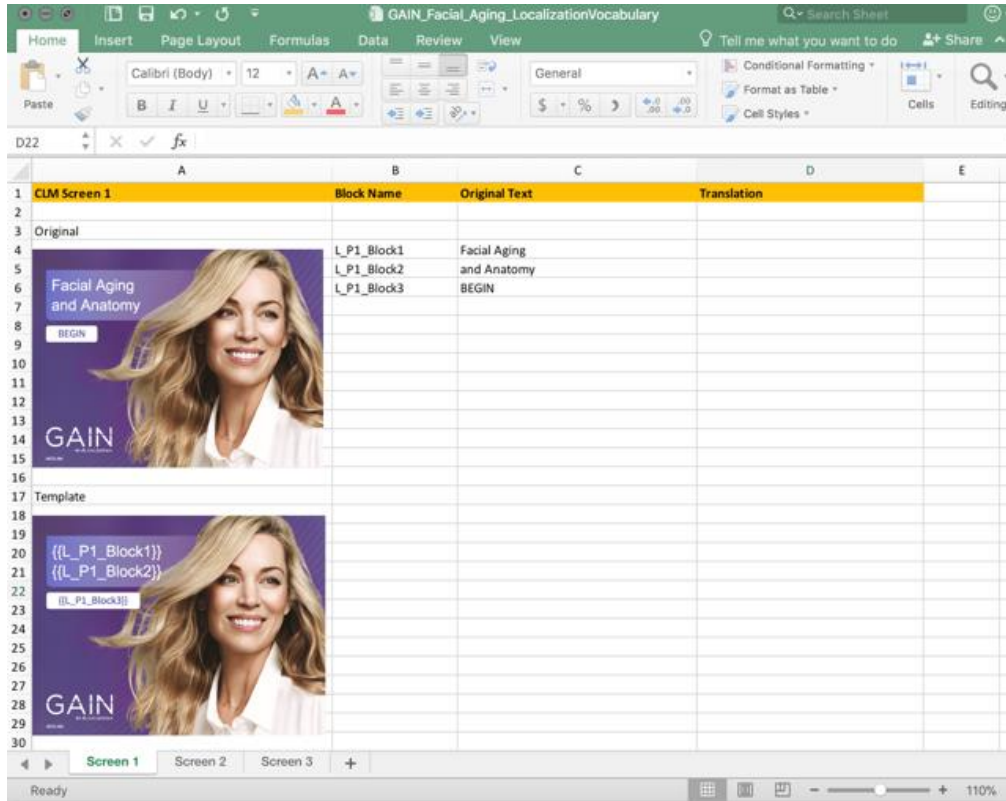
It is obvious that exclusively correct and updated content can be applied to each of the channels utilizing it. Here a sophisticated content management system can add value by verifying applied updates, tracking which channels are utilizing which piece of content and its versions, managing content tagging and metadata, providing content accessibility to the content owners as well as notifying content users of the updates.

CoreValue's Content Orchestration Solution to drive CLM

In the global Pharma industry, technology capabilities for (CLM) has moved beyond basic electronic PDF presentations to an intelligent stage where data and information can be utilized to provide targeted content and specific messaging to HCPs.

CoreContent, a content management and orchestration system by CoreValue, allows a content orchestrator to create comprehensive CLM modules by combining different types of content into a sequential presentation.

- Content distributed via our system may include audio, video, interactive HTML5 applications, surveys, quizzes, documents, presentations, *etc.*
- CLM modules are adaptable and can be used both over the web and in mobile apps for better customer experience.
- CoreContent allows exhaustive analysis of CLM usage by showing what part of the CLM was viewed, and also displaying interactive stats of survey and quiz results. This supports the providers in making more accurate predictions about the desired content and distribution channels.
- CoreContent conforms to industry-specific regulations and makes it possible for providers and users to address medical, legal and regulatory (MLR) review.



CoreContent functionality includes:

Electronic PDF

- Presentations as initial conversion of PDF.
- Native screen.
- Quantitative data tracking.
- In-presentation preference data capture.

Interactive presentation

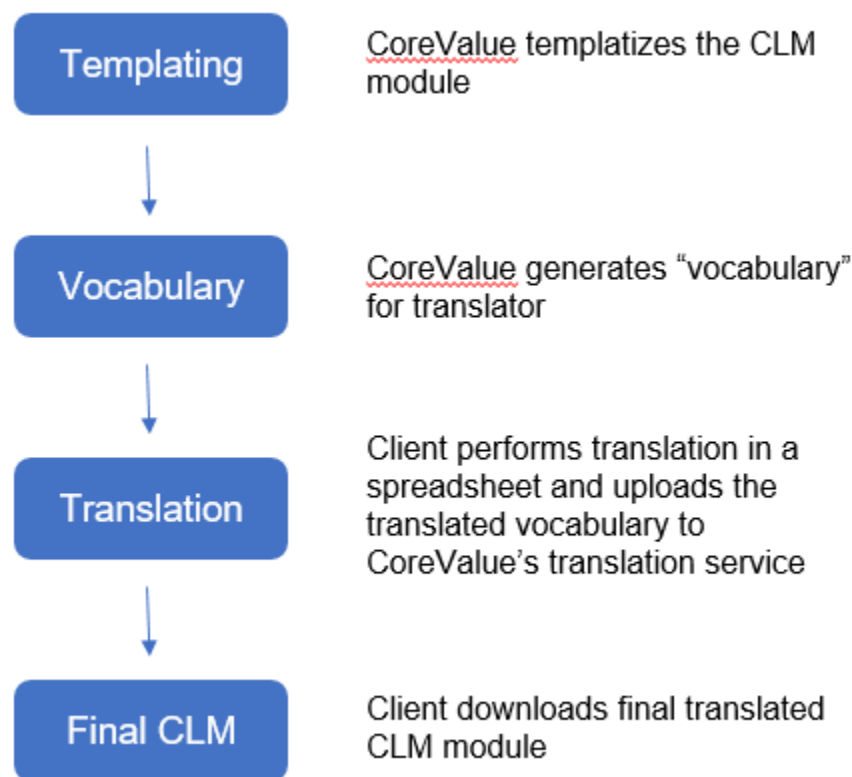
- Materials as native HTML5 electronic presentations.
- Interactive presentations designed to deliver specific messaging to individual HCP segments.
- Combining multiple content types into a single CLM module

Analytics

- Segmentation of CLM views
- Interactive stats on surveys/quizzes

Localization for CLM

- Generating localized CLM using CLM template and translation “vocabulary”



To enhance user experience, life science companies can utilize content management systems like CoreContent in order to

- Deliver content specifically adjusted to HCP needs
- Enhance the user experience for both field reps and HCPs.
- Streamline the operations and reduce the cost of digital content distribution and localization.

CLM is about having a tool for a strategy that technology can help to utilize. Pharma companies need effective solutions to close the loop, unlock the value of their CLM platform for field sales, and optimize marketing dollars.

About CoreValue

CoreValue is a US-based Software and Technology Services firm, providing traditional Cloud based CRM implementation services and Mobile applications to industries such as Pharmatech, Healthcare, and Finance. Customers trust CoreValue with Infrastructure services utilizing qualified and experienced staff in Data Science, Data Management, Database Services, Quality Assurance and traditional development. CoreValue focuses on customer success with application development with complex data integrations for 60+ Customers, including startups, and Fortune 50 through 500 companies.

CoreContent is a unique flagman content orchestration platform that delivers digital media content to user's mobile devices. The system will offer content providers the ability to prepare, package and deliver the content to subscribed devices using different subscription models.

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