OPTIMISING PHARMA'S CUSTOMER EXPERIENCE JOURNEY

Customer experience is a key driver of product adoption in any industry – and this is no exception for the pharmaceutical realm. How can pharma create the best customer experience journey for their customers based on their preferences for learning, adoption and support?

PHASE 1: PRODUCT AWARENESS

Engaging customers at congress

Top five reasons HCPs will not attend a pharma company's booth Top five reasons HCPs will attend a pharma company's booth 16.2% 22.1% 37.5% 47.0% 23.0% 18.8% 47.0% 21.4% Unappealing Lack of More high Aggressive Innovative Activities to Interested design or learning priority events marketing interesting or by current in pipeline relationship aspects take part in with company (e.g. VR) opportunities to attend relevant products information

91% of HCPs want to be contacted before a congress and 81% of HCPs want to contacted within two weeks after by pharma companies.

Source: ZS, 2024

Designing digital advertising

Offer quality not quantity:
64% HCPs feel overwhelmed by the volume of pharma's digital comms.



Don't forget data:

49% pharma say they need to learn how to better use data to offer a more personalised experience.



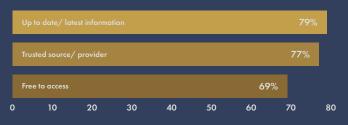
Understand UX:

51% pharma say that enhancing user experiences across all digital platforms is key.

Source: Graphite Digital, 2023 and EPG Healh, 2024

What makes a winning website?

What do HCPs look for when using a particular website?





Younger HCPs are more likely to value pharma product websites as critical than older HCPs.

Source: EPG Health, 2024

PHASE 2: FIELD FORCE ACTIVITIES

In a survey, healthcare professionals gave higher customer experience scores to MSLs then sales reps in all key areas, particularly in digital.



PHASE 3: SUPPORT AND EDUCATION



of HCPs want more or better access to guidelines for patient management and treatment.



of HCPs want better access to patient case studies.



of HCPs want more resources/ tools to share with patients.

Source: EPG Health, 2024

HOW TO GET FEEDBACK ON CUSTOMER EXPERIENCE?

While over half of HCPs generally give feedback aligned to learning when asked, most pharma companies regard data and analysis as a **big challenge**.

Top reasons HCPs participate:











Opportunity to test knowledge

Clear explanation of the purpose and benefits

Exclusive access to high value content

Only 35% of pharma marketers confirm that data and insights are comprehensively acted on. This drops to 18% for medical affairs.

Source: EPG Health, 2024