

# 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



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

Source: ZS, 2024

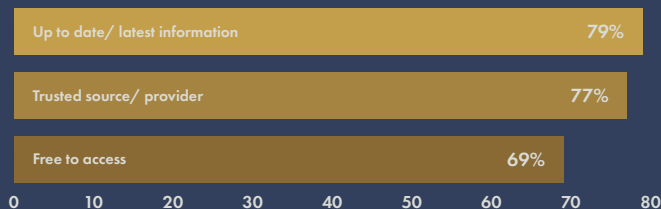
## Designing digital advertising

- 1 Offer quality not quantity:** **64%** HCPs feel overwhelmed by the volume of pharma's digital comms.
- 2 Don't forget data:** **49%** pharma say they need to learn how to better use data to offer a more personalised experience.
- 3 Understand UX:** **51%** pharma say that enhancing user experiences across all digital platforms is key.

Source: Graphite Digital, 2023 and EPG Health, 2024

## What makes a winning website?

What do HCPs look for when using a particular website?

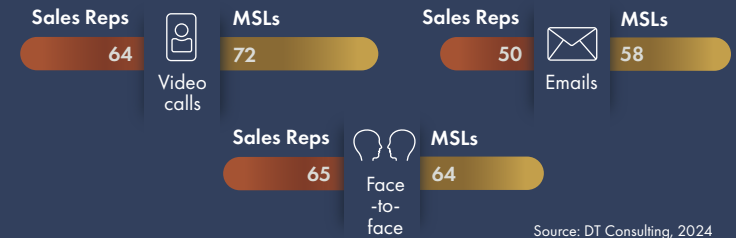


**Younger HCPs** are more likely to value **pharma product websites** as **critical** than older HCPs.

Source: EPG Health, 2024

## PHASE 2: FIELD FORCE ACTIVITIES

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



Source: DT Consulting, 2024

## PHASE 3: SUPPORT AND EDUCATION



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** (Icon: Brain)
- Clear explanation of the purpose and benefits** (Icon: Checkmarks)
- Exclusive access to high value content** (Icon: Diamond)

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