Modern digital ecosystems can leverage the knowledge and habits of consumer behavior to reduce learning curves for sales reps, marketers, and doctors on devices they already use, mirroring the experience to which these professionals are accustomed.

The Value of Modern Digital Ecosystems for Life Sciences Commercial Teams

Exploring Alternatives to Salesforce-Based CRM Partners to Improve Business Outcomes

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Introduction

The commercial side of life sciences organizations (LSOs) has embraced new digital tools to reach healthcare providers (HCPs) and healthcare organizations (HCOs) with critical information about new therapies and devices and the conditions they can help cure or manage. Accelerating a trend already underway, HCPs have exploited new digital channels to acquire the latest medical data on medicines and devices considering COVID-19 restrictions on personal visits.

Many HCOs have restricted or reduced access to prescribers by life sciences field sales reps in recent years, and COVID-19 protocols turned this situation into a near lockout of office visits. In many cases, digitally native and younger HCPs prefer to engage with sales reps through email, remote meetings, social media chat, or company portals to get the information they need. LSOs should not simply adapt to these new methods of engagement to reach these HCPs and maintain their competitive edge; rather, they should potentially reorganize around the emerging needs of these customers and their patients.

Many LSOs have recognized the need to streamline their communications with HCPs and HCOs by coordinating their messages between sales, marketing, and medical affairs while systematically breaking down silos within their organizations through better cross-departmental collaboration. This new coordination and internal visibility can result in more relevant and impactful communications between LSOs and doctors, often while reducing the overall number of messages. Duplication and conflicting messages from different groups within the brands are being eliminated. Greater emphasis by commercial teams on key account management for pricing and reimbursement negotiations has sometimes resulted in a void at the role traditionally occupied by medical affairs reps. LSOs hope that by increasing digital engagement for both key account managers and medical sciences liaisons, these two types of customer-facing roles will also be more effective through increased coordination using silo-busting digital engagement platforms.

Focusing efforts on digital transformation has created new opportunities beyond the traditional focus on HCP activities. Constructing patient journeys and supporting care plans with big data from internal and external sources, analyzed using advanced analytics and artificial intelligence (AI) techniques, is allowing LSOs to understand and support patients and

AT A GLANCE

KEY STATS
According to IDC's May 2021 *Industry AI Path*:

» Over 60% of life sciences organizations already have AI algorithms in place for healthcare suggestion generation or plan to deploy such algorithms in 2021.

» 17% of life sciences organizations plan to deploy AI algorithms in subsequent years.

clinicians through the point-of-care process as never before. The explosion in real-world evidence (RWE) in the form of electronic health records (EHRs), claims data, clinical trial records, and patient-reported data including from Internet of Things (IoT)-capable wearable devices or Internet of Medical Things (IoMT) has allowed firms to reconstruct these patient journeys in fine detail while accounting for important patient differentiators such as age, socioeconomic conditions, comorbidities, and other medications that patients may be using.

In addition, external sources of data on prescriptions, affiliations, and clinical trial participation can help these commercial teams find the doctors and HCOs most likely to be treating patients who could benefit from their therapies. Looking at this data in a holistic manner together with internal sources such as customer relationship management (CRM), marketing responses, and sales force automation (SFA) can provide sales reps and commercial teams with valuable insights about HCPs and the patients they are treating. The resulting platform-generated "suggestions," or next-best actions recommended to field sales and other professionals can be valuable time-savers for both sales reps and doctors and can impact sales in a significantly, benefiting all stakeholders including patients.

Life sciences companies are investing in AI and analytics to increase the effectiveness and relevance of these engagements with healthcare providers.

However, the quality and real-time nature of the suggestions are dependent on the platform's ability to ingest data from multiple sources in real time using life sciences–trained algorithms to make sense of the data. Currently, many CRM providers utilize a single source of data, which reduces the ability to serve up sophisticated insights.

LSOs are investing in AI and analytics to increase the effectiveness and relevance of these engagements with HCPs. A recent IDC survey found that over 60% of life sciences respondents already have AI algorithms in place or are planning to deploy them in 2021, with another 17% planning to deploy in subsequent years (see Figure 1).

FIGURE 1: *Use of AI in Suggestion Generation for HCP Engagement*
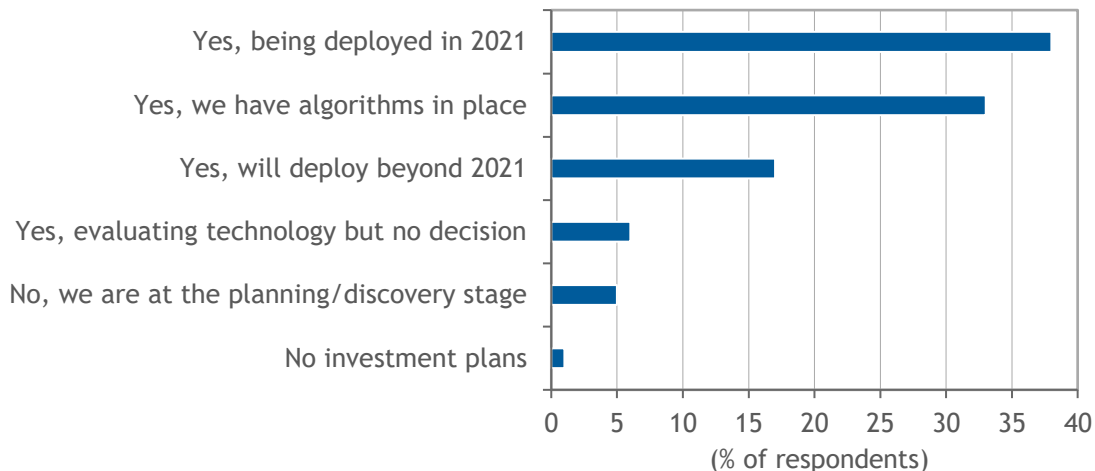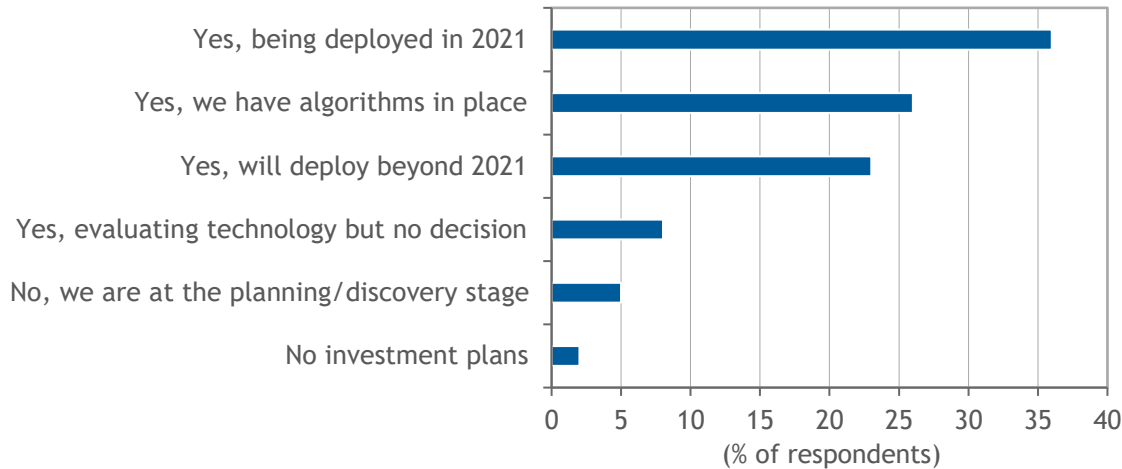

n = 100

Base = life sciences respondents

Source: IDC's Industry AI Path, May 2021

Similar percentages of these life sciences IT professionals described their use of AI in omnichannel marketing content for HCPs (see Figure 2).

FIGURE 2: *AI in Marketing Omnichannel Content Management*

Horizontal bar chart titled "(% of respondents)":
- Yes, being deployed in 2021 — ~36
- Yes, we have algorithms in place — ~26
- Yes, will deploy beyond 2021 — ~23
- Yes, evaluating technology but no decision — ~8
- No, we are at the planning/discovery stage — ~5
- No investment plans — ~2

X-axis: 0, 5, 10, 15, 20, 25, 30, 35, 40

n = 100

Base = life sciences respondents

Source: IDC's Industry AI Path, May 2021

Considering Exeevo

Exeevo and its life sciences platforms are the result of a strategic alliance established in 2017 between Indegene and Microsoft and a strategic collaboration with Syneos Health in 2020. Exeevo has evolved from a CRM-focused platform for commercial teams to supporting the entire journey from clinical to commercial through a cross-functional business platform that enables LSOs to design and execute the complex customer experiences (CXs) needed to succeed in an increasingly digital-first market.

Exeevo's unified, intelligent, and agile cloud-based platforms provide a digital ecosystem with advanced capabilities in CRM, marketing automation, contact centers, event management, commercial operations, expert engagement, content and knowledge management, digital self-service, HCP and patient apps, clinical trial recruitment, and customer and patient insights for multiple top 30 pharmaceutical, biotech, and medical device makers. Exeevo's business platforms are built on Microsoft technology and provide an accelerated path to innovation and an ever-growing set of capabilities across life sciences commercial and patient operations.

Exeevo's three platforms address the use cases described in the following sections:

Exeevo Omnipresence

Exeevo Omnipresence improves customer experience use cases from engagement to operations with HCPs, hospital systems and pharmacists (HCOs), and payers. It is a modern technology platform that exceeds traditional life sciences CRM and marketing alternatives by including omnichannel engagement and AI capabilities in a unified ecosystem.

Exeevo Omnicare

Exeevo Omnicare improves patient experience (PX) use cases from trial to therapy for patients, consumers, and carers. It brings together Microsoft Dynamics 365 and Microsoft Cloud for Healthcare to replace fragmented point solutions with an enterprisewide platform for the future.

Exeevo Omnisight

Exeevo Omnisight improves insight generation use cases to enable life sciences organizations to personalize and automate their CX and PX use cases. It provides multiple life sciences-trained AI, machine learning (ML), and natural language processing (NLP) algorithms that allow organizations to generate and operationalize rich, standardized, extendable deep insights without lengthy customizations.

Constantly pushing the boundaries of what is possible in the industry with a focus on agility, scalability, and intelligence, Exeevo is committed to the transformative power of health experiences in the pursuit of sustainable health outcomes.

Challenges

Exeevo's platforms are built with Microsoft Business Applications (Dynamics 365, Azure, Power Platform) and Modern Workplace applications (Teams and Office). The unified nature of Exeevo's platforms is therefore best suited to life sciences organizations looking to transition from Salesforce-based partners such as Veeva and IQVIA to take advantage of Microsoft's large investments in its business applications offering. Microsoft is using AI to improve productivity and support the rapid digital transformation needed to accelerate business outcomes. Microsoft's emerging vision for AI-driven employee collaboration spans the entire organization.

Organizations looking to keep their modular approach to commercial, medical, and marketing technology can still purchase the applications selectively, but large and midsize LSOs looking to solve the internal challenge of siloed departments will benefit most from Exeevo's platforms. The platforms provide more collaborative and intelligent CRM capabilities across commercial, medical, marketing departments. Purchasers can also benefit from a single subscription model with no hidden costs to avoid "subscription creep."

Conclusion: Unified Digital Engagement Systems for Life Sciences and Healthcare

Doctors, field sales reps, and other life sciences commercial professionals have participated in the digital revolution in their everyday lives as professionals, parents, students, and consumers and have become accustomed to searching for and receiving the information they need, when they want it, on their personal devices. Providers of technology for healthcare and life sciences professionals can leverage the consumerization of technology to simplify and enhance the interactions between providers and life sciences organizations.

Modern digital ecosystems can leverage the knowledge and habits of consumer behavior to reduce learning curves for sales reps, marketers, and doctors on devices they already use, mirroring the features and software these professionals are accustomed to in their personal and work lives. With vendors streamlining these experiences on virtually any device and leveraging technology platforms that are already familiar, HCPs, patients, and life sciences companies may find that their tasks transition seamlessly from the office digital experience to the home experience. If technology vendors are successful in streamlining the office-to-home experience, we may all find that we can achieve the healthcare we need and save some time and money in the process.

About the Analyst

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Michael Townsend is a Research Director for IDC Health Insights responsible for Commercial Life Sciences and Life Sciences Commercial Strategies. He provides research-based advisory and consulting services, as well as market analysis on key topics within the commercial life sciences industry.

MESSAGE FROM THE SPONSOR

About Exeevo

Exeevo is a unified, intelligent, and agile digital ecosystem for life sciences organizations to revolutionize the experiences provided to healthcare teams and patients in their journey towards sustainable health outcomes. Built with Microsoft clouds including Dynamics 365, Azure and Teams as well as Cloud for Healthcare, Exeevo platforms are verticalized for customer and patient experiences with use cases to help improve customer and patient engagement, operations, productivity, and personalization.

Learn more about Exeevo's:

Mission and industry expertise

Omnipresence for HCP Experiences

Omnicare for Patient Experiences

Omnisight for HCP and Patient Insights

Platform Overviews

IDC Custom Solutions

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