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Omni Benchmark: Year in Review

CSL White Paper

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Introduction

In 2020 the pharmaceutical industry's adoption of omnichannel marketing was expanded drastically due to the COVID 19 pandemic. Pharma companies, who were once heavily reliant on field sales approach, had to adapt and develop effective inbound marketing strategies to maintain HCP engagement.

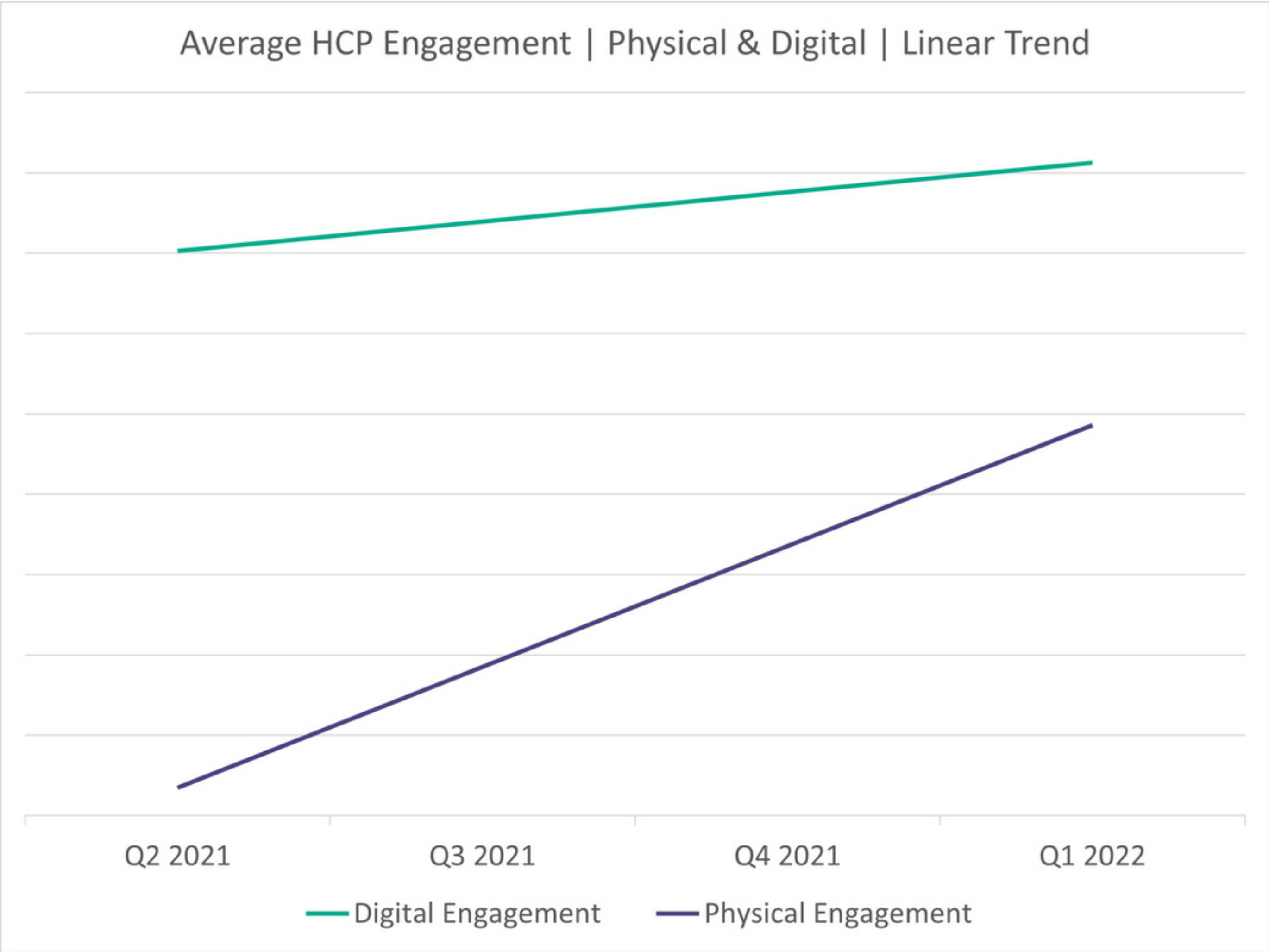
In collaboration with market-leading pharma companies across Oncology, Respiratory, Neurology, Pain and other therapy areas, CSL developed a solution that allowed our members to contextualise their key metrics in relation to the wider industry and therapy area.

Omni Benchmark has now been live for a full year. As we look back on the past year, several key trends have emerged that may give us a glimpse into where the industry is going in 2022 and beyond.

Digital & Physical

As we touched on in our white paper, Pharma's Omnichannel Challenges, the role of the pharma sales rep was drastically impacted during the COVID 19 pandemic. The face-to-face sales rep went from the industry's primary activation channel to unviable overnight. This accelerated the scramble for HCP consent for digital contact, with varied success across companies and therapy areas.

As we move into 2022 and beyond, physical activity shows a significant rebound as field reps mange to get back in front of HCPs. However, we also see a continual growth in digital engagement with HCPs.



In a post-Covid world, digital communication is a crucial element in the pharma sales activation repertoire. Not only will digital communication continue to be important post-Covid, but by extension so will consent. We expect pharma to hone their digital messaging to really drive engagement and maximise their ROI on HCP consent. The flipside of the coin is that HCPs are now exposed to more digital content, so companies will have to carefully curate their digital communications to cut through.

Activity Mix

A central challenge post-Covid is to get the sales and marketing activation mix right. Overall, we are seeing an increase in general activity, which is driven by significant increases in F2F calls and meetings, but also virtual channels such as calls, meetings, and webinars.

Activity Type | Rank & Change | Q1 2022 vs Q4 2021

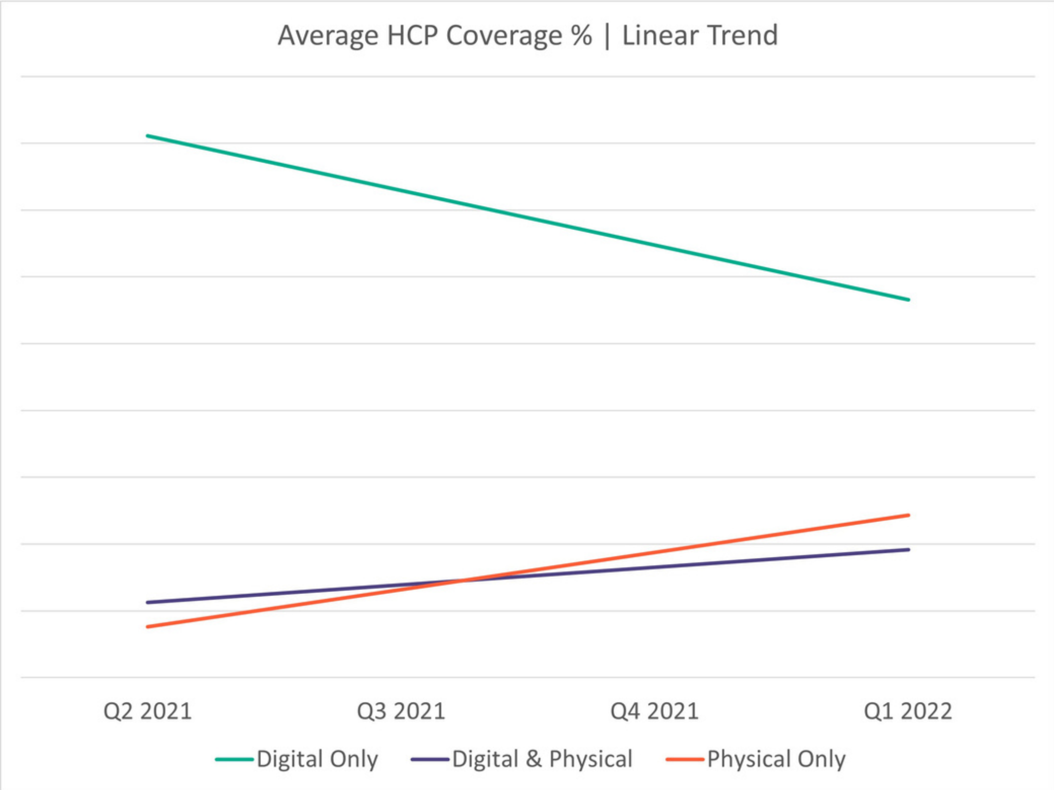
1.	Emails sent	↗
2.	Virtual calls	↑
3.	F2F calls	↑
4.	Virtual meeting attendees	↑
5.	Telephone calls	↘
6.	F2F meeting attendees	↑
7.	Webinar attendees	↑

Webinars in particular show the greatest increase in attendance, although from a small base. With just over a third of companies reporting having used webinars in the last 6 months, but with that number steadily growing, expect webinars to become a more commonly utilised activity in the industry.

While F2F is clearly showing a regrowth following Covid, an increase in digital activity suggests that there is going to be a change in overall activity composition. In the future it seems that the industry is set to embrace multi-channel comms to drive HCP engagement, with a smaller, more specialised rep team complimented by targeted virtual comms and content.

Omnichannel Adoption

However, the current situation still lags far behind this vision of an integrated omni-channel pharma industry. Our data shows that while digital only HCP coverage is declining, Physical only coverage is increasing faster than Digital and physical. While this is not necessarily surprising given the current situation - with reps rebounding from an extrinsic pause on activity – it does show that there is clearly room for the industry to further adopt an omnichannel approach.



To reinforce this point, in Q1 2022 just over half of target HCPs were engaged with a single channel only. This figure is slowly but steadily decreasing, possibly indicating the general trend of the industry. Pharma companies that can deliver a truly omnichannel experience to HCPs and get ahead of the curve will surely stand out in the current landscape. Expect forward-thinking companies and departments to focus on developing this integrated approach.

How far along is your business on the omnichannel journey? Continue reading to find out how you can understand how you compare to your competitors.

What is Omni Benchmark?

What does 'good' really look like, when compared to your competitors operating in the Healthcare industry?

Understanding how you compare to your peers is valuable information, and an insight that has potentially been lost since the move to the new omnichannel world.

CSL provides an impartial Omni Benchmarking service for Pharma to address this question.
It is a syndicated benchmarking service specifically for the pharmaceutical industry, focusing on an agreed set of omnichannel metrics. It highlights areas to concentrate on improving, shows where you are performing well and helps demonstrate what is possible.

Click here to find out more

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