



Omnichannel communications strategy

Highly complex oncology Medical Affairs
omnichannel strategy, utilizing multiple data
sources and insights to build an impactful targeted
communications program

Leveraging our bespoke omnichannel medical strategy process

Onboarding

Workshop 1

Workshop 2

Workshop 3

1

Meaningful insights

Combining scientific insight with behavioral and attitudinal data to unlock rich, actionable insights

2

Audience analysis

Segmenting audiences using sophisticated datasets to enable targeted engagement

3

Targeted communications

Crafting communication points aligned to audience segments, resulting in tailored content

4

Intelligent engagement

Leveraging cutting-edge data, technology, and creativity to create personalized engagement tactics

5

Ongoing optimization

Ensuring customer-centricity and maximizing program performance through a range of testing methods



Quantifiable impact

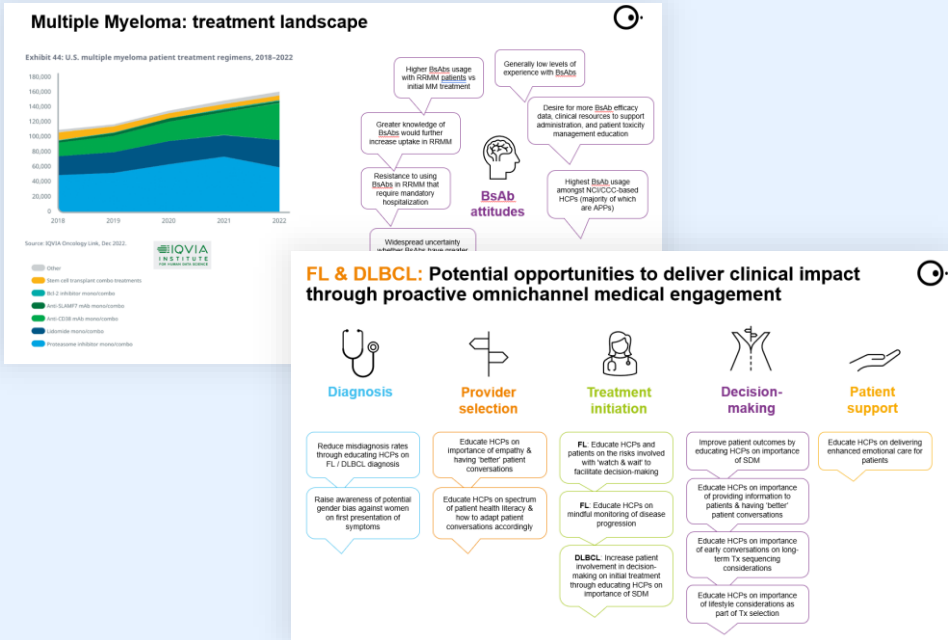
Driving measurable change in education and awareness levels as well as clinical behavior



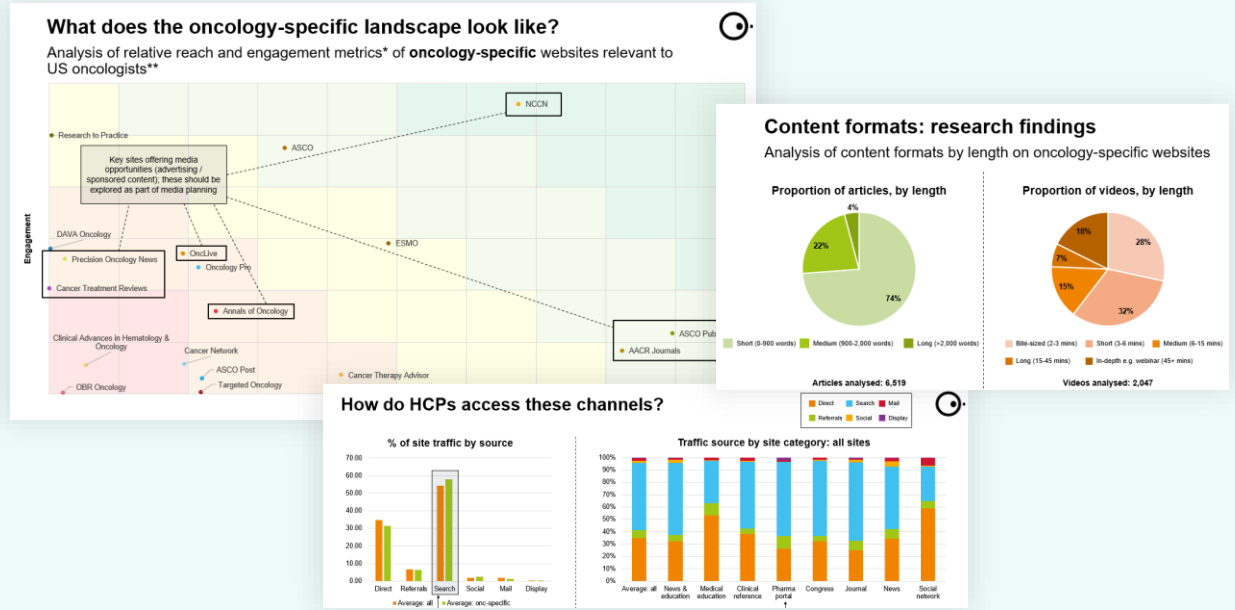
Using deep insights as the building blocks of strategy

Our process began with capturing meaningful insights to inform strategy development

Scientific insights (TA landscape, unmet needs)



Behavioral and attitudinal data (audience, channels, content)



Onboarding

Onboarding meeting for all stakeholders, outlining process and expectations

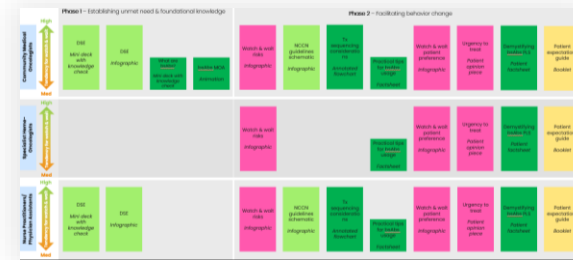
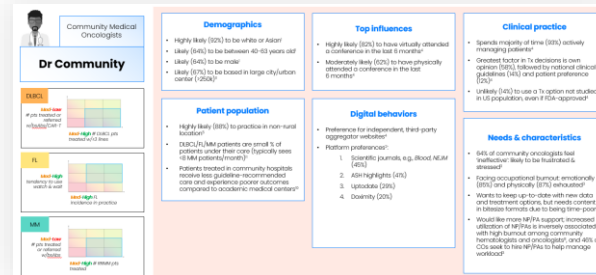
Workshop 1

Workshop with Omnichannel Med Comms and Sci Comms teams to define strategic objectives and to prioritize unmet needs

Transforming insights into targeted communications strategy

We built on our foundation of rich insights to develop a detailed view of our **priority audiences**, enabling design of **targeted communication** points and content topics tailored for distinct audience segments

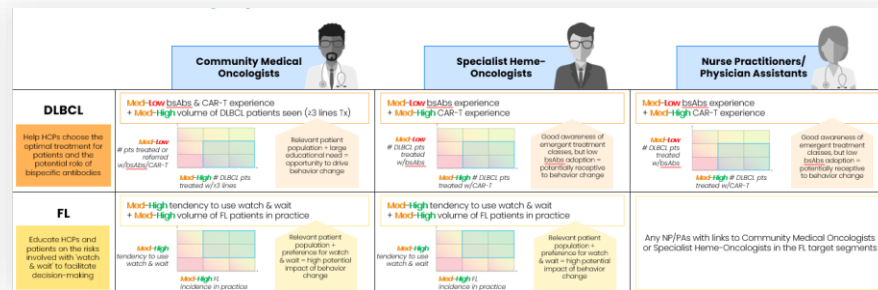
We worked with specialist partners to use clinical behavior data to segment audiences and develop data-driven personas, so messaging could be targeted to drive behavior change



The Messaging Matrix underpinned detailed modular content planning (informed by auditing the client's existing content) and customer journey mapping

Deep audience understanding

Targeted communications design



We developed key messages relating to each unmet need and mapped these across segments in a Messaging Matrix

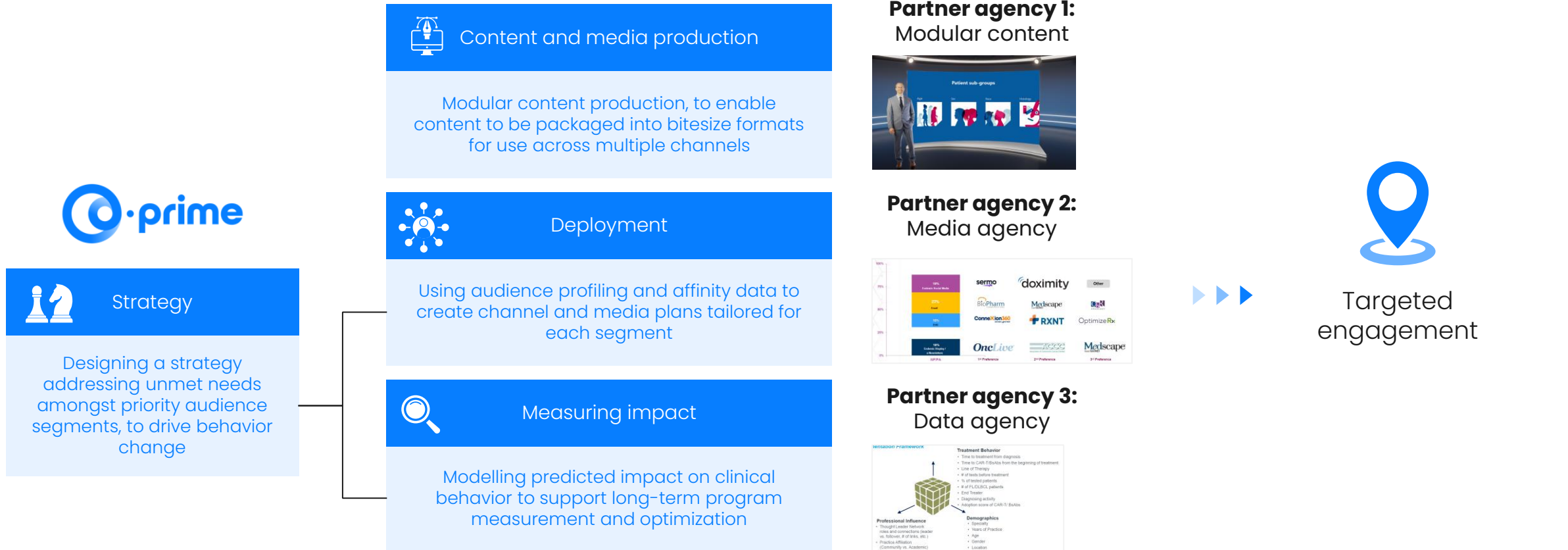


Workshop 2

Define campaign messaging; prioritize messages by segment

Working in partnership to evolve audience engagement

We are managing specialist partners to deliver a complex program of activity that drives **targeted engagement** with audiences



Workshop 3

Active decision-making and sign-off on proposed content plan and formats

Optimizing the campaign over time to maximize impact

We are using a range of testing methods to **optimize** content and channel investment on an ongoing basis

Media and content testing

Optimizing media and content through testing messaging and creative resonance with target audiences; combination of online surveys and 1-2-1 virtual interviews

**Rapid insight generation:
60 responses in ~48 hours**

Real-time engagement metrics

Real-time campaign engagement metrics allow for ongoing optimization of content and reallocation of media investment to maximize impact



Beyond content engagement: measuring real-world impact

We are working with specialist partners to quantify program impact on clinical behavior across each indication, looking at variables such as:

Treatment class uptake

Diagnosis-to-treatment duration

Thought leader interactions

Ongoing cross-agency and OMC team collaboration