Transforming Medical Content for Omnichannel Success

A guide to delivering relevant content at the right time for better engagement

Veeva

The average consumer spends nearly [eight hours a day on digital media](). They expect highly personalized content when they want it, delivered on their preferred channel.

KOLs are no different. In a [recent survey by BCG](), HCPs voiced that not only do they want more tailored content, they want it more frequently. Approximately half or more say they don't receive content on medical developments and education, scientific data, or product education on a regular basis.

How can your medical affairs team deliver personalized content, more often, and on the topics your audience seeks? Looking at your audience with a more customer-centric lens — and at the role content excellence plays in a larger omnichannel engagement initiative — can help move you in the right direction.

This eBook explores key building blocks required to achieve medical omnichannel content excellence. You'll learn how to create relevant content that addresses your customers' needs and what technology to put in place to deliver that relevant content at the right time for better engagement.

Blueprint for medical omnichannel engagement

From creation to distribution, content is critical to a successful medical omnichannel engagement strategy. Read our [eBook]() for more details on how to build an integrated customer experience across all communication channels and touchpoints.

A Blueprint for
Medical Omnichannel Engagement

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Understanding what it means to be customer-centric

Your content is competing with and being measured against all content — professional and personal — that your audience interacts with daily. To become more customer-centric, you first must account for your HCPs' needs and preferences. What type of content do they need? What channels do they prefer? These answers may shift how you develop content and also the speed at which you deliver it.

Since medical affairs, commercial, and R&D interact with the same KOLs, an enterprise-wide strategy can help streamline expert engagement across the organization. This encourages teams to work more cohesively and move away from a one-size-fits-all approach towards a more integrated message, channel, and customer experience.

This cross-functional visibility ensures coordination, collaboration, and transparency of expert engagement planning and drives content that better resonates with your audience leading to increased engagement.

Key components for developing customer-centric content include:

High-impact, high-quality digital dissemination

Cross-disease expertise and cross-geographic insights

Personalization that addresses the customer's educational needs

Delivery of content through the preferred channel when they need it

What are the foundational requirements for an omnichannel journey?

Building a true omnichannel approach for medical engagement requires a detailed plan that defines both immediate actions and a long-term roadmap. Content is a key component across these key foundational elements:

- ✓ **Medical affairs strategy**
- ✓ **Customer experience design**
- ✓ **People**
- ✓ **Process and execution**
- ✓ **Data**
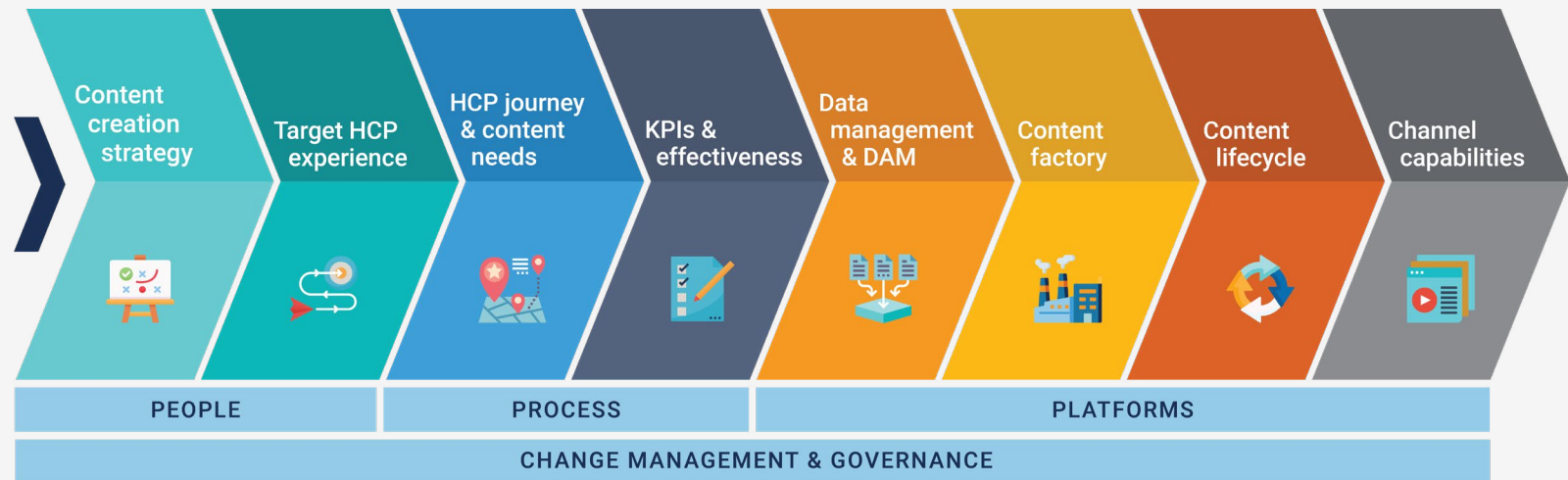- ✓ **Technology**

Read our eBook to learn more.

The Medical Omnichannel Content Model

Medical omnichannel content requires a different operating model than traditional approaches. To deliver truly personalized content at the right time, the full HCP journey — along with the type and amount of content for each stage — needs to be taken into account. The model breaks down into eight steps.

The first four involve planning and measurement and include content creation strategy, communication planning, and success metrics. The last four center around the integration of technology to ensure that content can be efficiently created, distributed, updated, and tracked. Underlying the entire content model is change management and governance. Putting this model into practice will ensure your content is ready for omnichannel deployment and support future production and distribution.

Medical omnichannel content operating model

Content creation strategy	Target HCP experience	HCP journey & content needs	KPIs & effectiveness	Data management & DAM	Content factory	Content lifecycle	Channel capabilities

PEOPLE		PROCESS		PLATFORMS			

CHANGE MANAGEMENT & GOVERNANCE

Planning and measurement

1

Content creation strategy

Scientific communications teams must understand which pieces of content are necessary to meet precise medical objectives and any parallel commercial content objectives that may have an impact. They must also plan for content creation within budget and staffing parameters.

In addition to evaluating the audience's educational needs, also consider if the content lends itself to modules that can be digitally deployed with speed. Medical affairs' currency is content and should be the KOL's trusted source of scientific information on the therapy. The team should review the content strategy regularly and update it based on learnings to address any gaps in content. To design a holistic content creation strategy, it is important to work across the different functions in medical affairs, including publications, medical information, medical brand teams, and medical operations.

2

Target HCP experience

Consider the experience you want to deliver to your stakeholders. Take into account channel preferences, format, frequency, and timing of communications. Finding the balance between what you want to tell them, inline with your medical affairs' strategy, and what they are interested in is crucial. If your medical strategy is misaligned with the KOL's personal learning objectives, the relationship can be damaged.

3

HCP journey and content needs

Understanding the HCP journey, including pain and decision points, is central to any omnichannel approach. Map content to each decision stage to ensure you are providing the most helpful content at that point in time.

4

KPIs and effectiveness

Define clear success metrics and a way to gather them. This allows your team to iterate and refine its approach to keep the strategy on target. Some examples of KPIs and metrics for medical content include:

- Average review and approval time for both new and updated content
- Average number of review cycles
- Number of pieces approved
- Estimated number of publications referenced within a given piece of medical content

Distribution, upkeep, and tracking

5

Data Management and DAM

Medical content and associated data need to be managed through a digital asset management (DAM) solution so teams can take ownership of source files and manage permissions around assets. This is especially helpful in administering things like images. Building those as individual components helps to ensure that they are updated when access rights or updates are made. Digital assets need to be appropriately tagged with metadata so they are searchable and can be easily located.

6

Content factories

Many teams implement a content factory to keep up with the demand for more specialized content. Similar to the manufacturing world, this model uses an existing set of building blocks to create assets, making it easier to generate more content in less time. Launching a successful content factory model also relies on further streamlining all the processes surrounding content creation — planning, MLR review, multichannel distribution, and more.

7

Content lifecycle

Create a workflow and plan for review and approval of medical content. Define the business rules for content use, reuse, and retirement. To produce content at scale, the process for content review and approvals must be well-defined, fast, and efficient.

8

Channel capabilities

How do you get your approved content where it needs to go? Deploying content to field medical through CRM, centralizing standard response documents for medical information, or auto-publishing content to websites are good examples of ensuring channel access to the most recent piece of updated, approved content.

Getting internal buy-in

Implementing an omnichannel approach is more than just content and technology. It also involves change management and governance which needs to be incorporated across the entire content operating model to make sure things run smoothly.

It's important to clearly communicate the value of an omnichannel approach to your internal teams and ease any concerns or resistance. Some key points to position the new operating model in a positive manner include:

- Better scientific exchange with KOLs
- Removal of manual burdens
- Better tracking and measurement of content utilization
- Value of the investment made in creating assets

Bringing omnichannel to medical requires support and buy-in from various teams, including commercial and compliance. MSLs may need to work in new ways with less familiar technology and open some traditionally siloed processes to greater collaboration.

Conclusion

Content is a key pillar in medical omnichannel engagement initiatives. The evolution of content and digital channels provides medical affairs with the opportunity to become more customer-centric and expand its strategy for better engagement. People, processes, and technology are essential in building a successful medical omnichannel content operating model. This also helps support the creation, distribution, and tracking of relevant content that meets the needs and preferences of your audience.

[Read more](#) about services available to support your omnichannel transformation.

Learn more

This eBook is the third in a series on how to build exceptional medical omnichannel engagement. Read the other eBooks to learn more about transforming to a customer-centric and integrated engagement approach.

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A Blueprint for Medical Omnichannel Engagement

A shift in expectations for medical affairs has accelerated the need for a more customer-centric omnichannel approach to engagement. Learn how to better understand your stakeholders' educational needs and modify your engagement plan to meet their preferences.

Read more

5 Omnichannel Requirements for Field Medical Success

Field teams are important ambassadors of your omnichannel engagement strategy. Educating them on this type of engagement and how it benefits their work can lead to more alignment in the field.

Read more

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