veeva

6 Tips for Accelerating Your Digital Transformation

Digital Transformation in Life Sciences

The COVID-19 pandemic has accelerated industry efforts to implement new business models that drive effective digital engagement.

More than two-thirds (88%) of field reps are now using digital channels to connect with healthcare providers (HCPs)[1].

Now more than ever, life sciences organizations recognize the importance of a solid data foundation to fuel digital excellence.

> IDC Health Insights predict that nearly one-third of life sciences organizations will achieve data excellence by 2023[2].

> Ninety-seven percent (97%) of North American companies view HCP data as important for field force effectiveness and strategic business planning[3].

> Philippe Houben, global head of data excellence at Boehringer Ingelheim, explained how data is the fuel to power digital engagement and improve customer experience[4].
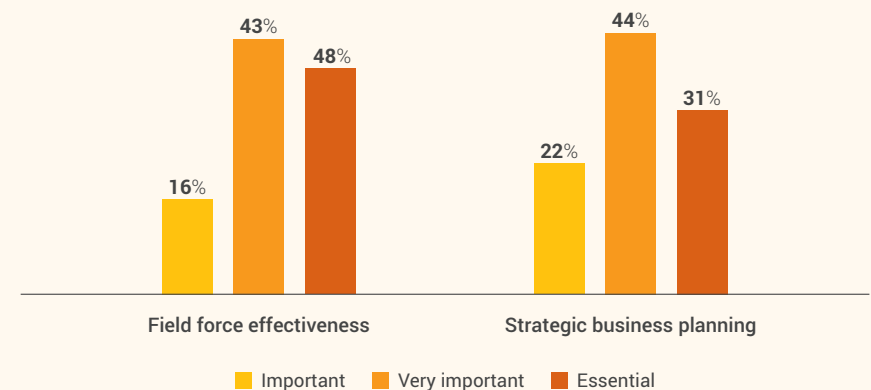
What can you do to take control of your data,

get ahead of the competition, and accelerate your digital transformation journey?

" Data is at the heart of what digital transformation's all about. The industry needs reliable, high-quality data that's accessible quickly. "

Eric Newmark, Program Vice President - SaaS, Enterprise Applications, Industry Cloud, and Digital Business Models at IDC

Importance of HCP Data

Life sciences leaders identify customer reference data as critical to commercial execution[5].

Field force effectiveness: Important 16%, Very important 43%, Essential 48%
Strategic business planning: Important 22%, Very important 44%, Essential 31%

■ Important ■ Very important ■ Essential

1. Source: 2020 Customer Reference Data Survey Report
2. Source: IDC's Industry CloudPath, 2019: Executive Summary Report
3. Source: 2020 Customer Reference Data Survey Report
4. Source: 2018 Veeva Commercial & Medical Summit, Europe
5. Source: 2020 Customer Reference Data Survey Report

TIP 1:
Simplify customer data

Strong data governance is a key component of quality data. Without this critical foundation, you won't be able to leverage data-driven insights and take full advantage of digital channels to improve customer experience.

Replace traditional multi-sourced master data with a unified data model. A single global data model delivers consistent data management processes everywhere without creating data silos and blind spots.

Data is dynamic. With change being the only constant, **real-time customer data on HCPs improves field force efficiency and customer experience**. The right message, to the right person, at the right time, through the right channel, means your engagement plan gets refined and executed faster. Imagine what you could do if you save 5% on sales execution time.

Make it easy for your sales team

Sales teams are frustrated by wasted calls to incorrectly classified or non-existent HCPs and slow data change requests. An efficient data governance strategy that **quickly addresses change requests** and **verifies data updates** enhances sales productivity and satisfaction. By ensuring high-quality data, you will increase the percentage of closed calls the same day and improve insights from the field.
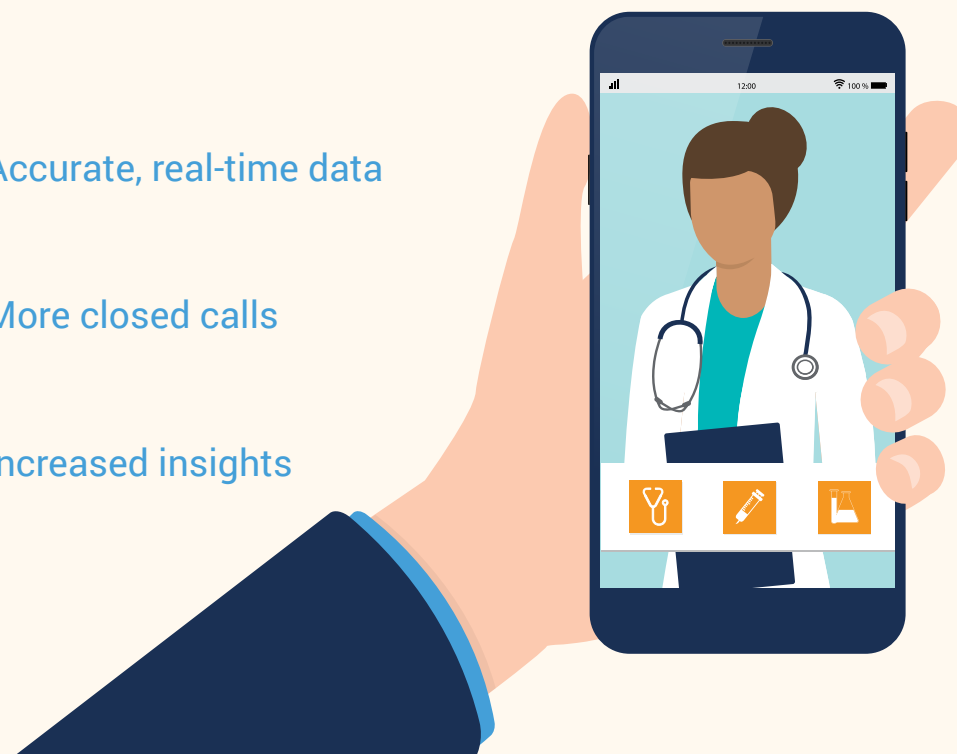
Increase Sales Efficiency
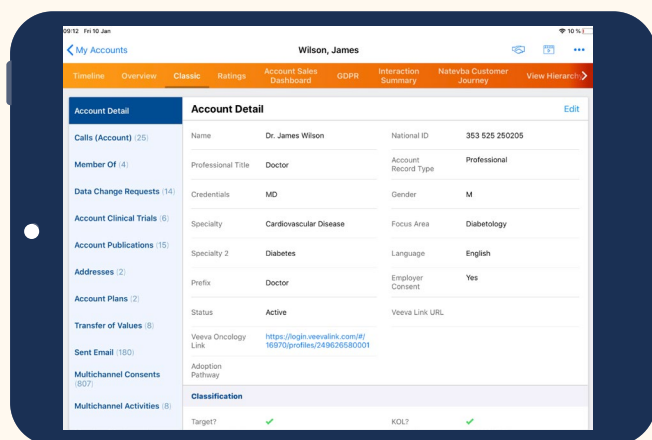
Accurate, real-time data
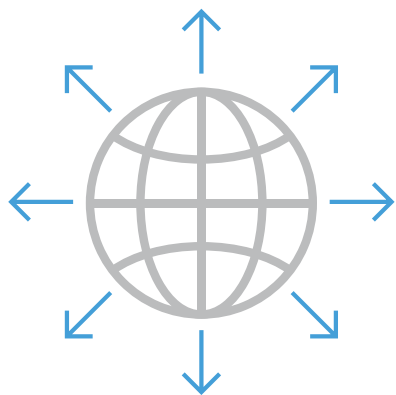
More closed calls

Increased insights

TIP 3:

Optimize your processes and solutions

Customer data, marketing content, and interaction information should be seamlessly integrated with your CRM. If your systems are siloed, you are at a disadvantage. Having everything in one place allows your team to have a **single version of the truth for all customer interactions**.

As your business evolves, **your commercial solution should scale up or change without disrupting existing functionality**. Your reps have to easily get access to the information they need, regardless of where they are globally or what device they are using. You need to feel confident your current processes and solutions will evolve and allow your reps to keep productivity high.

" Companies want their field reps to be able to react with speed, and they want to maximize the value out of their investment in those reps. So, it is important to empower the sales rep with the most accurate data while they're standing in a hospital and can still effectively execute on a call. "

Rebecca Silver, general manager of Veeva OpenData.
Read more >

TIP 4:

Cut through the noise

Influential HCPs get 300+ digital or in-person interactions each month [1].

Understand customer preferences then group and sequence your engagements and messages in a meaningful way. Deliver the right message, via the right channel, at the right time, creating a seamless conversation and an improved customer experience.
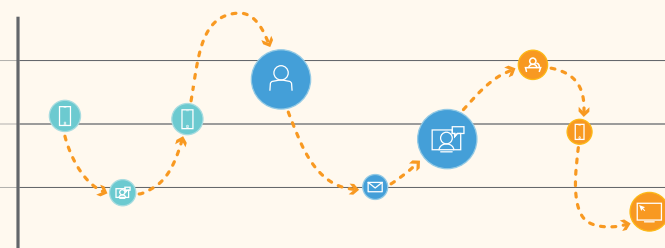
Top Oncologist Perspective

Current Experience

Volume of interactions from pharmaceutical companies
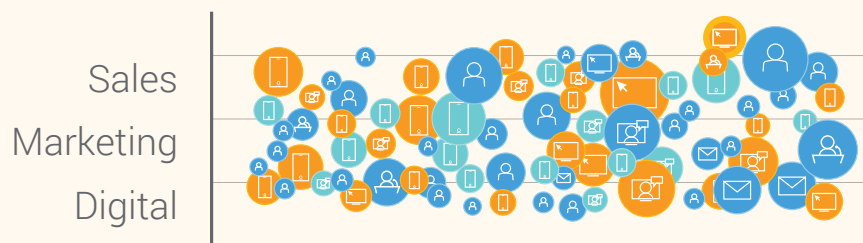
The Opportunity

Intelligent engagement across channels

Sales
Marketing
Digital

1. Source: Veeva Internal - Top Oncologist Outreach Average in the US

TIP 5:

Improve. Refine. Repeat.

Use real-time data to make informed decisions. Enable your reps to take action and create smarter engagement strategies with relevant and timely customer insights at the point of execution, directly in their CRM.

Use data to analyze, hone, and improve your interaction strategies and messaging. Learn what resonates and create more engaging customer journeys.

Bring all the information together in one place. Put your customers at the center and personalize their experience while improving planning, collaboration, and execution across teams.

Create dashboards that help your sales team view the current state of the account, understand sales trends, or see how influential KOLs are in their territories.
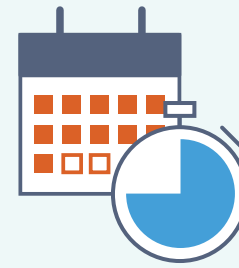
Get Your Message Across

Focus on
top targets

Know which
messages worked

Plan upcoming
communications

Pick a partner with shared values

Partner with organizations that not only provide great solutions but also invest in promoting a community that encourages you to learn, share, and grow. Access to support portals, services, events, and training will help you get the most out of your new solutions.

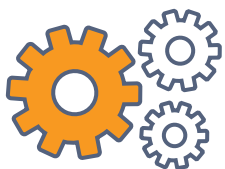→ A strategic partner is an extension of your team.

Find an organization **committed to your success** that will help you:

Build and develop informed and enabled sales teams
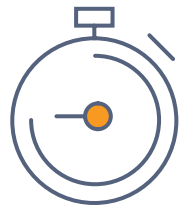
Speed your overall process

Achieve operational goals

" Veeva OpenData enables our reps to be more productive, providing us with interaction insights we need to better understand what is happening in the field. "

Rick Priem, global CRM manager, Nestle Health Science

Nestle Health Science: Transforming Business with Accurate Customer Data from Veeva

Learn more >

Find out more

Quality customer data natively integrated with an advanced and **proven CRM platform** helps you improve sales productivity, enhance stakeholder and customer engagement, and make better-informed business decisions. It is a key ingredient in the recipe for a successful digital transformation.

Get in touch

Find out how we can help you digitally transform your organization and empower your sales teams.

Learn more at
veeva.com/opendata