

# The Field Planning Evolution

Key milestones to achieve an impactful omnichannel strategy

## Traditional Cycle Planning

Field Planning Cycle: ● ● ● ● ● (Agility and Flexibility)

Cycle Duration: **Long**

Engagement Type: **Face-to-face visits**

Based on: **Field knowledge exclusively**

## Multichannel Cycle Planning (MCCP)

Field Planning Cycle: ● ● ● ● ● (Agility and Flexibility)

Cycle Duration: **Mid-term**

Engagement Type: **Field-teams driven activities**

Based on: **Multiple data sources**



MCCP gained acceptance for being scalable and cost-efficient. It enables data analysis and empowers companies to adapt strategies based on customer preferences and behavior.



Technological advancements combined with biopharma companies' need for a scalable field operation led the life sciences industry to embrace remote engagements.



Before working on omnichannel field planning it is crucial to achieve a successful MCCP strategy.

## Omnichannel Cycle Planning

Field Planning Cycle: ● ● ● ● ● (Agility and Flexibility)

Cycle Duration: **Agile duration planning**

Engagement Type: **HQ and field-teams driven activities**

Based on: **Integrated HQ and field data**



An omnichannel cycle plan synchronizes marketing and sales activities, integrating data across global and field teams. Companies can adapt to market changes with speed and agility.