

Enabling positive Customer Experiences (CX)
through promotional review efficiency

Executive summary on operationalizing personalization as digital channels explode

This White Paper is an executive summary of key takeaways from the Momentum Promotional Review CX Summit Think Tank* focusing on effectively operationalizing and supporting content personalization.

With the explosion of content cycling through the promotional review process, a new level of efficiency is required to enable commercial agility for a positive Customer Experience (CX).

The surge in content creation has strained resources, impacted risk management and is demanding the industry to act rapidly to meet customer needs for relevant product information and disease education. This is driving the industry to disrupt their current content models and deliver personalization in a highly regulated industry. The dynamic nature of personalized content makes this a significant challenge.

Content personalization at scale requires technologies to support and enable it. However, companies have installed large-scale marketing platforms and systems that don't easily support personalization.

Currently, diverse stakeholders from different companies are independently trying to tackle this challenge. A CX Steering Committee was established to share and bring lessons-learned about emerging problems back to industry leaders. The Committee also identified priority topics that need to be addressed to distribute personalized, bite-sized and compliant content through the right channels, at the right time, throughout the end-to-end customer journey.

These priority topics include content strategy and planning; modular content; content development and reuse; Artificial Intelligence (AI); content review and approval; and change management.

Success factors to speed up progress:

- **Disrupt the status quo no matter where you are on the journey**
- **Align on common definitions for industry-wide challenges**
- **Leverage interdependencies among functional roles, processes and solutions**
- **Automate to accelerate the process for greater agility, speed and efficiency**
- **Work closely with solution providers who address challenges from all perspectives**
- **Lean in and re-evaluate accountabilities for sustainable innovation**

CX SUMMIT THINK TANK: STEERING COMMITTEE

AbbVie, Gary Wieczorek, Director Regulatory Affairs, US/AD Promo

Allergan Aesthetics, Andres White, Executive Director, Marketing Operations

Framework Solution, Rebecca Burnett, Executive Director, Strategic Services

GlaxoSmithKline, Jennifer Gould, Director, Commercial Excellence, CX Summit Committee Chair and Co-Founder

Horizon, John Paul Marcus, Director, Regulatory Affairs Labeling, Advertising and Promotion

Mallinckrodt, Joyce Pearl, Director Commercial Communications

Otsuka, Melissa Sadowski, Associate Director, Promotion Compliance

Sanofi, Christi Bruce, Head of Promotional Excellence and Standards for Advertising and Promotion

SecureCHEK AI, Ilyssa Levins, CEO, CX Summit Steering Committee Member and Co-Founder

Tag, Rob DeFilippis, Managing Director

Tag, Jeremy Richter, Global Director of Regulatory Affairs

UCB, Kristi Sanford, Head, Internal Operations, Strategic Planning and Operations

Multiple studies have connected higher levels of clinical outcomes to a focus on patient experience. Positive customer experiences increase the likelihood that patients and their caregivers will become more engaged in their own health outcomes.

"Pharma is currently going through a significant transformation, upscaling their capabilities, systems, and processes to support and accelerate delivery of a more personalized customer experience. Developing a clear roadmap, taking into consideration all functions, sounds like such a simple step, but is critical in aligning the organization, while supporting change management."

Jennifer Gould

GlaxoSmithKline, Director, Commercial Excellence, CX Summit Committee Chair and Co-Founder

PRIORITY AREAS WERE DEFINED BY THE STEERING COMMITTEE FOR THE CX SUMMIT THINK TANK

The CX Summit Steering Committee distilled a multitude of industry challenges and prioritized six areas.

1 Content Strategy & Planning: Deep customer insights must translate into personas and customer journey mapping for effective personalization. Journeys then become meaningful and manageable content development plans at a brand, business unit or enterprise-level. Increased volume of content needs to be planned and managed, making some type of work management platform a necessity. Examples of solution providers mentioned: Workfront, Asana, Monday.com, Wrike and Mavenlink.

3 Content Development & Reuse: Pharma is focusing on increasing the reuse of content that can be deployed across channels (channel agnostic). Centralized claims/phrase libraries can enhance knowledge sharing about already approved messages. Automation makes the process more sustainable. Example of solution providers mentioned: SecureCHEK AI.

5 Content Review & Approval: Reviewers are being asked to review content in new ways (e.g., modular content, channel frames) to address customer's needs and rules for modular content.

2 Modular Content: Modular or bite-sized content is pivotal for personalization because content needs to be easily inter-changed based on user preferences or needs. A challenge is to develop compliant modular content that is aligned with business design and FDA rules. Examples of solution providers mentioned: Veeva, SecureCHEK AI, and Tag.

4 Artificial Intelligence (AI): Today's manual process to create claims libraries and to review content quality is an impediment to efficiency. With Machine Learning and Natural Language Processing, AI can be deployed to turn manual processes into enablers of modern marketing. An example of an AI solution mentioned: SecureCHEK AI.

6 Change Management: The change management element of operationalizing content personalization cannot be underestimated. Exploring and adopting new processes and systems to support content personalization is not an easy lift, and in many cases it is a major impediment to innovation.

*The Momentum CX Summit and associated initiatives give companies insight into technology, best practices, risks and opportunities to accelerate the end-to-end content development and review process as digital channels explode. All content published in this white paper has been extracted from the CX Summit initiatives. These are the opinions of the CX Summit participants and not necessarily the organization where they work.