

# Integrated MCM Program

## ENTERPRISE SOLUTIONS MCM

### CLIENT CHALLENGES

- A top 10 pharma client was facing a decrease in the sales of their brand X drug
- The few channels were utilized sporadically with an unintegrated approach

### SOLUTION

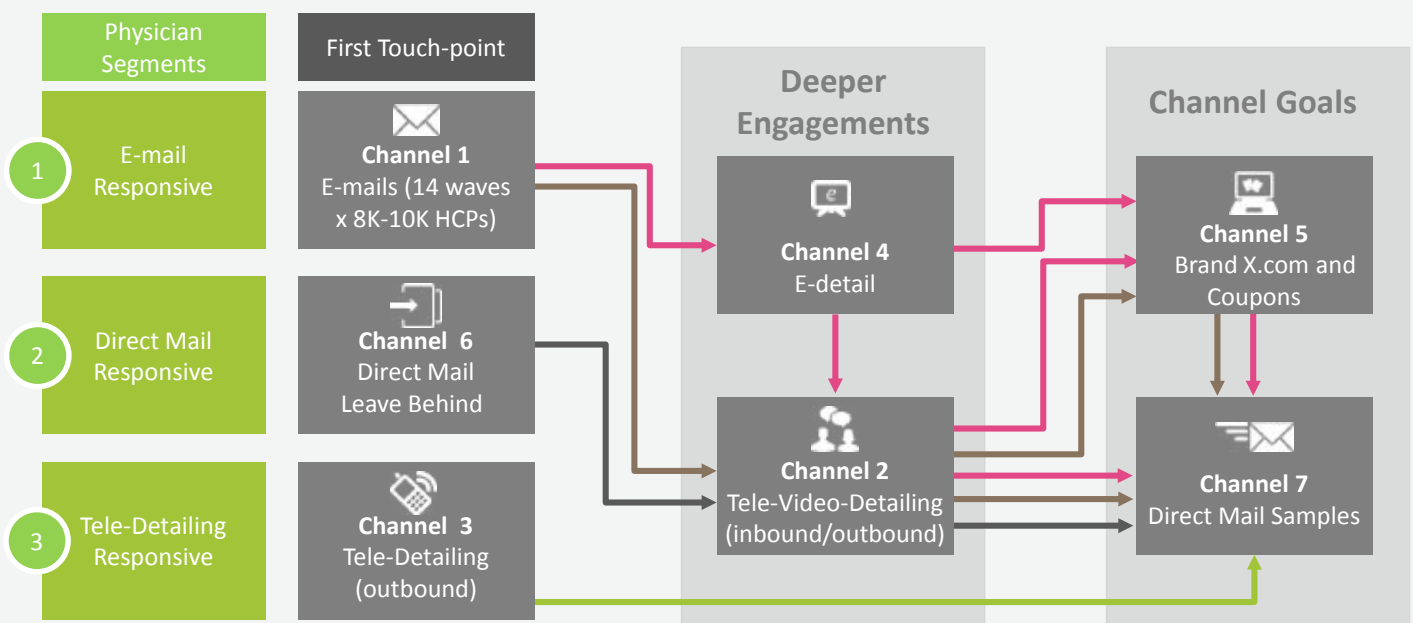
- Established an integrated multichannel marketing (iMCM) enterprise program to seamlessly integrated the following channels:
  1. E-mail
  2. Video-detailing
  3. Tele-detailing
  4. E-detail
  5. Brand Web site
  6. Direct mail
  7. Sampling
- Physicians were segmented into 3 channels from which Brand X will make its first contact with the physician
- Deployed combinations of channels as multiple, integrated loops to achieve deeper engagements with physicians in each of the above segments

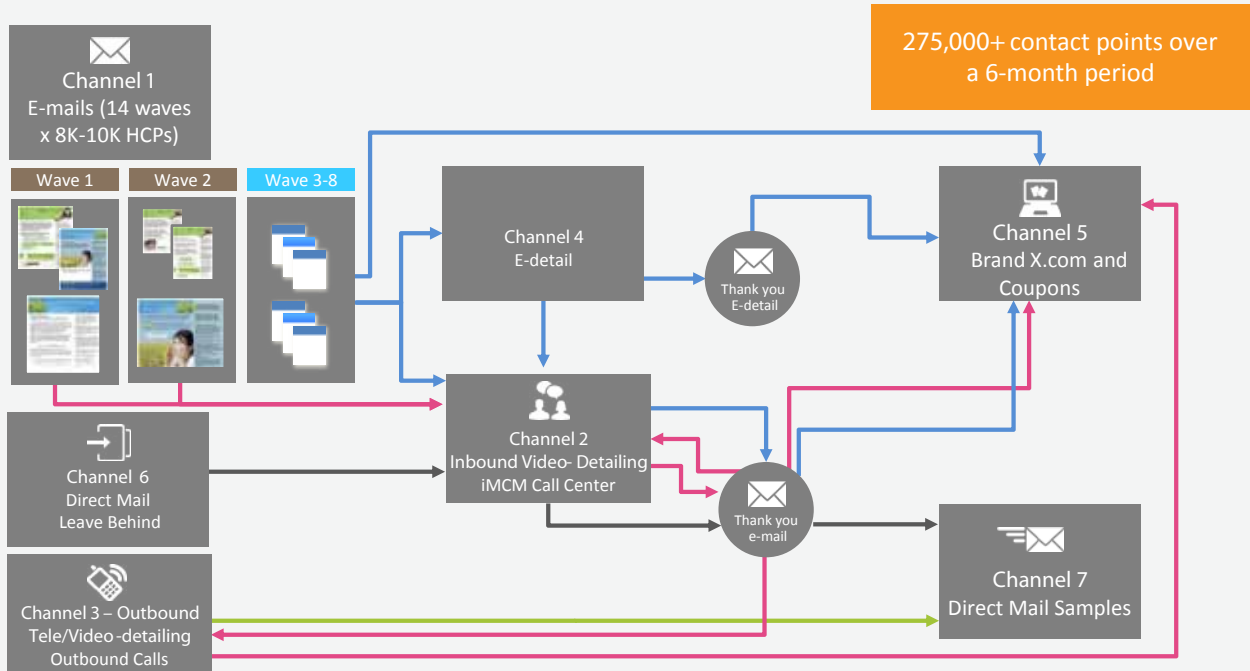
### KEY OUTCOMES

- An overwhelming increase in HCP engagement was seen using the robust iMCM program
- 275,000+ contact points were generated over a 6-month period
- The script volume of Brand X for the top 10,000 physician targets increased by 85.8% (over a 15-week period)
- Nation's (HCPs not in the MCM Program) volume for physician targets increased by 25.2% (over a 15-week period)

### iMCM Channels of HCP Engagement

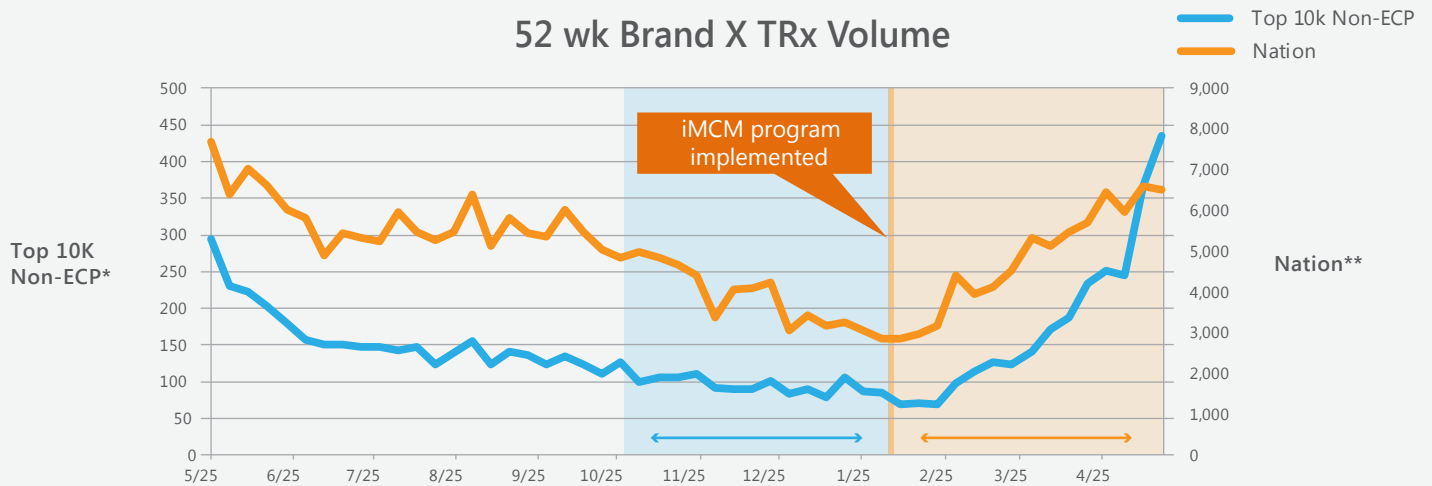
Channel Integration by Physician Segmentation: Based on previous response data from physicians





Brand X volume for Top 10K targets increased by 85.8%, while the Nation increased by 25.2%, over a 15-week period

### 52 wk Brand X TRx Volume



	Pre-iMCM Implementation (15 Wk)	Post-iMCM Implementation (15 Wk)	Change	%Change
Top 10K iMCM Targets	1,452	2,698	1,246	85.8%
Nation**	58,355	73,082	14,727	25.2%

\*Top 10k prescribers based (52-week period)

\*\*Nation is everyone not in the MCM Program

#### About Indegene

Indegene is a leading provider of R&D, commercial, and marketing solutions to global pharmaceutical and healthcare organizations. We partner with clients to drive both productivity and revenues by delivering better patient outcomes; optimizing cost; enhancing R&D agility and improving sales and marketing effectiveness. We apply deep scientific knowledge, flexible delivery models, proprietary technology, and a client-centric approach to drive transformational initiatives.

#### About Indegene MCM

Indegene is a leader in delivering customer engagement solutions to the life sciences industry in several major markets across the globe. We partner with brand/product marketing, sales, service, and medical functions to advance their capabilities to engage HCPs in multiple traditional and novel channels of communication. Such capabilities have proven to improve reach and frequency, increase customer access, augment sales, enhance marketing campaigns, and achieve higher proximity for medical and customer service teams. These initiatives are enabling the biopharmaceutical industry to evolve new commercial and customer engagement models, in an environment where customer access is changing fundamentally while customers expect content and services to be available in all possible live, remote, and digital channels.

## TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:

Submit information request

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