



# Is Your Medical Affairs Organization Delivering Omnichannel Customer Experiences?

# The cost of poor customer experiences can be very high!

Healthcare organizations today recognize that customers value an intuitive and effortless experience when interacting with medical affairs functions. Poor experiences can drive customers away!

Yet only 27% of companies recently surveyed are implementing this capability at a global level. In addition, medical affairs leadership teams believe that their capabilities are inadequate.

Omnichannel medical strategy focuses on delivering a consistent, personalized experience across all channels and devices.



## Healthcare organizations face unique challenges

- Thinking in silos  
Inability to provide experiences unified across medical and commercial customer interactions
- Not knowing where to start  
Lack of customer data within medical affairs poses a challenge to personalizing experiences
- Multi-vendor challenge  
Managing multiple stakeholders shifts the focus away from driving meaningful outcomes

## We simplify medical omnichannel

- Proven strategies to differentiating your organization  
Pricing strategy assessment and competitive engagement simulation
- Integrated analytics plan  
Deep customer knowledge to inform strategy and drive action
- Simple operating model  
Core domain, strategic, and engagement capabilities under one roof

## Here's how we can help you

### Bold Vision

build capabilities, culture

### Accelerate

and scale up outcomes

### Personalize

experience

**Future Ready  
Healthcare**

Healthcare expertise,  
content and conversations

**EXT**

Fit-for-purpose  
technology

**idegene**

Agile operations  
and culture

## Here's how we can enable your medical omnichannel initiatives



Every organization is different. You are at different levels of organizational capability and buy-in.

We support you by:

- Translating your medical imperatives to tangible, measurable goals
- Establishing omnichannel goals against clinical segments and personas
- Defining an omnichannel roadmap
- Execution and measurement of outcomes

## Here's how it's different

- Deep clinical and domain expertise  
Our strategies are effective because they are built by health care professionals (HCPs)
- We walk the walk  
Consultancy firms highlight challenges, we will actually help you solve them
- Flexible and modular solutions  
Customized solutions for your unique needs

## Here are just a few outcomes we have delivered

**50+**  
Brands supported

**100M+**  
Website footfalls generated

**1.4M+**  
HCP interactions under management

**20+**  
Languages

**Compliance**  
Readiness for GDPR and other data privacy regimes

**20+**  
Cross-channel integrations

**30+**  
Countries

Through local teams, we support healthcare organizations wherever they are



## About Indegene

We are a technology-led healthcare solutions provider. We combine deep industry expertise with fit-for-purpose technology in an agile and scalable operating model. Many of the leading global healthcare organizations rely on us to deliver effective and efficient clinical, medical, and commercial outcomes every day. From strategy to execution, we enable healthcare organizations be future ready.

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