



## MEDALLIA DIGITAL FOR LIFE SCIENCES

# Empowering patients and healthcare providers



More than 70% of patients are accessing online sources when searching for medical treatment and advice<sup>1</sup> while roughly two-thirds of the population is using mobile devices to monitor and improve health conditions.<sup>2</sup> The transition to digital interactions extends to healthcare providers (HCPs) where 85% want to meet with sales reps online<sup>3</sup>. Digital is not only empowering patients and healthcare providers to make informed decisions when selecting treatments and therapies but is also changing how they are communicating with each other and with life sciences companies.

### Keep pace with changing behaviors and expectations

Medallia Digital allows life sciences companies to engage users in new ways, cutting through noise, and showcasing what matters. Medallia Digital helps provide a unified 360° view of the patient, consumer, and healthcare provider journey by collecting, integrating, and enriching real-time experience data across web, mobile, and in-app channels. With a unified view, companies can deliver critical insights to all teams. Sales, product, and support members can then improve collaboration, advance drug trials, fuel innovation, drive revenue, and deliver better experiences.

With an always-on approach, Medallia Digital enables companies to focus on what matters most to its stakeholders by addressing their challenges:



How to effectively capture and share feedback with the right team



How to identify friction points along the patient and HCP journey



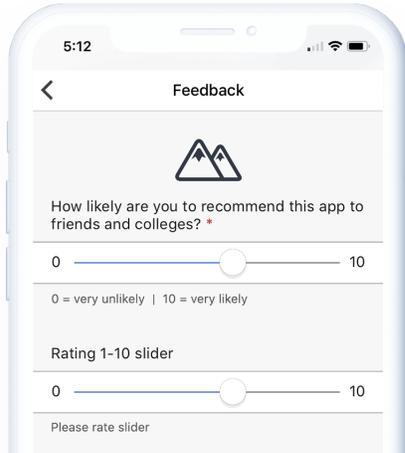
Where to direct the team's attention in order to take action



How to easily test and implement changes across all touchpoints

# How Medallia Digital works

Deliver best-in-class experiences in an omni-channel world.



## Engage patients and HCPs on any device

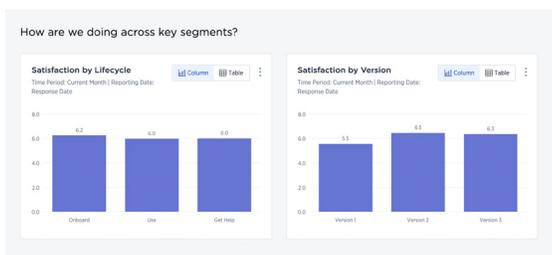
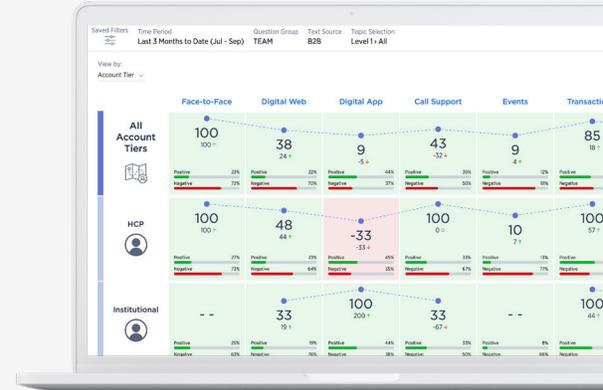
Break down barriers by optimizing every digital channel:

- Know where your patients and HCPs are and interact with them on their terms.
- Gauge effectiveness of your content and the level of effort needed to access the right information.
- Leverage real-time feedback to better understand and address site abandonment.

## Unlock deep insights

Understand touchpoints across the end-to-end digital journey with advanced analytics and reporting:

- Enrich real-time device data with operational and behavioral data to gain a holistic view.
- Harness the power of analytics from digital feedback and chat logs to identify common themes and sentiment.
- Leverage AI and machine learning to systematically resolve friction points across the digital journey.



## Take action in the moment

Alert the appropriate teams where to take action by leveraging real-time insights:

- Enhance product improvements and reduce time to market for new offerings using continuous feedback throughout the journey.
- Better understand and predict what patients and HCPs are thinking in the moment.
- Set priorities and develop initiatives across all digital assets.

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