

The Life Sciences Experience Era

Customer experience is one of the pharmaceutical industry's top strategic priorities.

Medallia

A female doctor with curly hair, wearing a white lab coat and a stethoscope, is sitting at a desk. She is looking to the left with a slight smile. On the desk in front of her are several papers, a pen, and a small object. The background is a blurred office or clinical setting.

INTRODUCTION

Customer experience is now widely acknowledged as one of the pharmaceutical industry's top strategic priorities. There is hardly a 10-K report or earnings call where customer experience is not mentioned as a way to move the business forward. However, it has not always been the case. For so long, customer experience had been regarded as an afterthought or a nice to have. While pharma companies turned to leading consumer-driven companies like Amazon and Netflix to learn about experience best practices, very few actually have implemented any of them.

The pandemic has changed all of this. It has highlighted a number of major pain points the industry has been struggling with for quite some time, forcing pharma to address many of these challenges in record time — demanding rapid transformative shifts in innovation, cooperation, agility, and an unwavering focus on the healthcare provider, patient, and consumer.

By prioritizing customer experience, the pharma industry has begun to move from laggard to leader, improving performance and its overall reputation. According to a recent February 2021 poll, 62% of respondents rated pharma as a 5, 6, or 7 on a 7-point scale, with 1 equating to “very bad” and 7 to “very good, representing a 30% increase since January 2020 or before the pandemic hit the U.S.¹

Building on this momentum, the pharma industry now has the opportunity to deepen relationships with patients, prescribers, payers, and other business partners to continue its upward trajectory. By collectively aligning all parties to a unified customer-driven approach, the industry can focus on the return on experience (ROE) that will ultimately translate into a return on investment (ROI).

¹ <https://www.fiercepharma.com/marketing/pharma-reputation-hits-high-americans-two-thirds-now-give-positive-rating-harris-poll#:~:text=In%20its%20most%20recent%20February,the%20pandemic%20hit%20U.S.%20shores>



No one is questioning the critical importance of customer experience as a core aspect of transformative digital pursuits. But rushing past our colleagues on the way to the customer leaves the potential magic of a delighted colleague intersecting with key customers to chance.

Richard Schwartz

Head of Life Sciences Experience, Medallia

Now that we know we can be patient-centric....

We are out of excuses for why we aren't

While pharma leaders may not be able to control the pace of change, they can develop strategies to navigate change effectively, defend against competitive threats, and take advantage of new opportunities.



In fact, 76% expect more change to occur over the next 5 years than what took place over the five years before the pandemic.²

² <https://www2.deloitte.com/us/en/insights/topics/digital-transformation/digital-acceleration-in-a-changing-world.html>

In order to stay ahead of what's to come, there are five areas of opportunities that can differentiate their brand and the experiences they deliver:

- 01** Creating a deeper understanding of patient and prescriber sentiment
- 02** Reducing patient barriers and the administrative burdens
- 03** Evolving patient service platforms — from expected to experienced
- 04** Providing answers at the speed of patient need
- 05** Creating the network effect to improve all patient experiences

01 Creating a deeper understanding of patient and prescriber sentiment

Today's patients and consumers have many options when making healthcare decisions, pushing healthcare providers to be proactive in attracting and retaining patients by better understanding patient sentiment. Analyzing patient sentiment enables prescribers to identify gaps in the patient experience and the impact on patients' willingness to adhere to recommended treatments.

Acting on this sentiment impacts the overall patient experience and how patients feel about the quality of interactions they have with their clinician and team. Research shows that no matter how knowledgeable clinicians might be, they are only effective if they can build trust and create open lines of communication with their patients.³

Whether in person or virtual, patients desire a personal, human connection with their providers. Understanding and prioritizing patients' preferences, providers can build trust, increase engagement, and strengthen connections.

The experiences that pharma creates and enhances for the prescriber and the patient have tremendous power at the point where they intersect. These experiences during the prescription process can start out smoothly, roughly, or even blocked.

In fact oncologists prescribe 70% more products from companies that deliver a positive experience than from companies that deliver a negative experience.⁴ By forcing pharma companies to engage with prescribers and patients on their terms, pharma sales teams can better understand the moments when the prescriber and patient are together — virtually or in person — to deliver better outcomes.



Learn from other industries on ways to improve the pharma customer experience. [Here are 3 ways from the retail industry.](#)

³ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4226781/>

⁴ <https://www.zs.com/insights/how-covid-19-is-shaping-the-oncology-customer-experience>

02 Reducing patient barriers and the administrative burdens

The growing number of administrative tasks imposed on prescribers, their practices, and their patients adds unnecessary costs and complexity for both prescribers and patients.



In fact, administrative tasks account for one-quarter of healthcare spending or an estimated \$265.6 billion per year.⁵

More importantly, these tasks interfere with prescribers' and staffs' ability to deliver timely patient care or treatment. Furthermore, prescribers are unable to stay up-to-date on the latest treatments and their potential adverse effects.

By optimizing for experience, not only can pharma identify logistical distractions and burdens, but they can also help to eliminate them. This has led to the emergence of the "experience pharma rep" who uses data and insights to understand and fix what's broken (or about to break) and enable prescribers to focus on what matters most for improving patient lives.

Using AI and advanced analytics to glean data insights, pharma companies can drive change, improve accountability, prioritize service delivery, and increase collaboration for more predictable outcomes.



⁵ <https://www.modernhealthcare.com/healthcare-economics/waste-accounts-one-quarter-healthcare-spending>



03 Evolving patient service platforms — from expected to experienced

Medicines have become more complex, harder to access, and difficult to adhere to, forcing patient service platforms to progress from a one-size-fits-all model to an integrated one that's enabled by digital, data, and analytics. Patient data can be collected across the omni-channel experience — from doctor visits, patient calls, and text messages — to connected and wearable devices enabling pharma companies to create better collaboration and engagement across the entire patient lifecycle to improve health outcomes while keeping the data protected and secure.

The signals generated from these experiences around access, activation, and adherence are not only valuable for the immediate moment, but for ongoing PROMs (Patient Reported Outcomes Measures) and as an aspect of RWD (Real World Data). And it's these insights that have helped transform patient service platforms from managers of logistical, clinical problems to curators of better experiences.

Focusing on the delivery of experiences will directly impact real-time communication, access, affordability, and adherence.

Want to learn more?

[Read how these experiences are redefining the industry.](#)

04 Providing answers at the speed of patient need

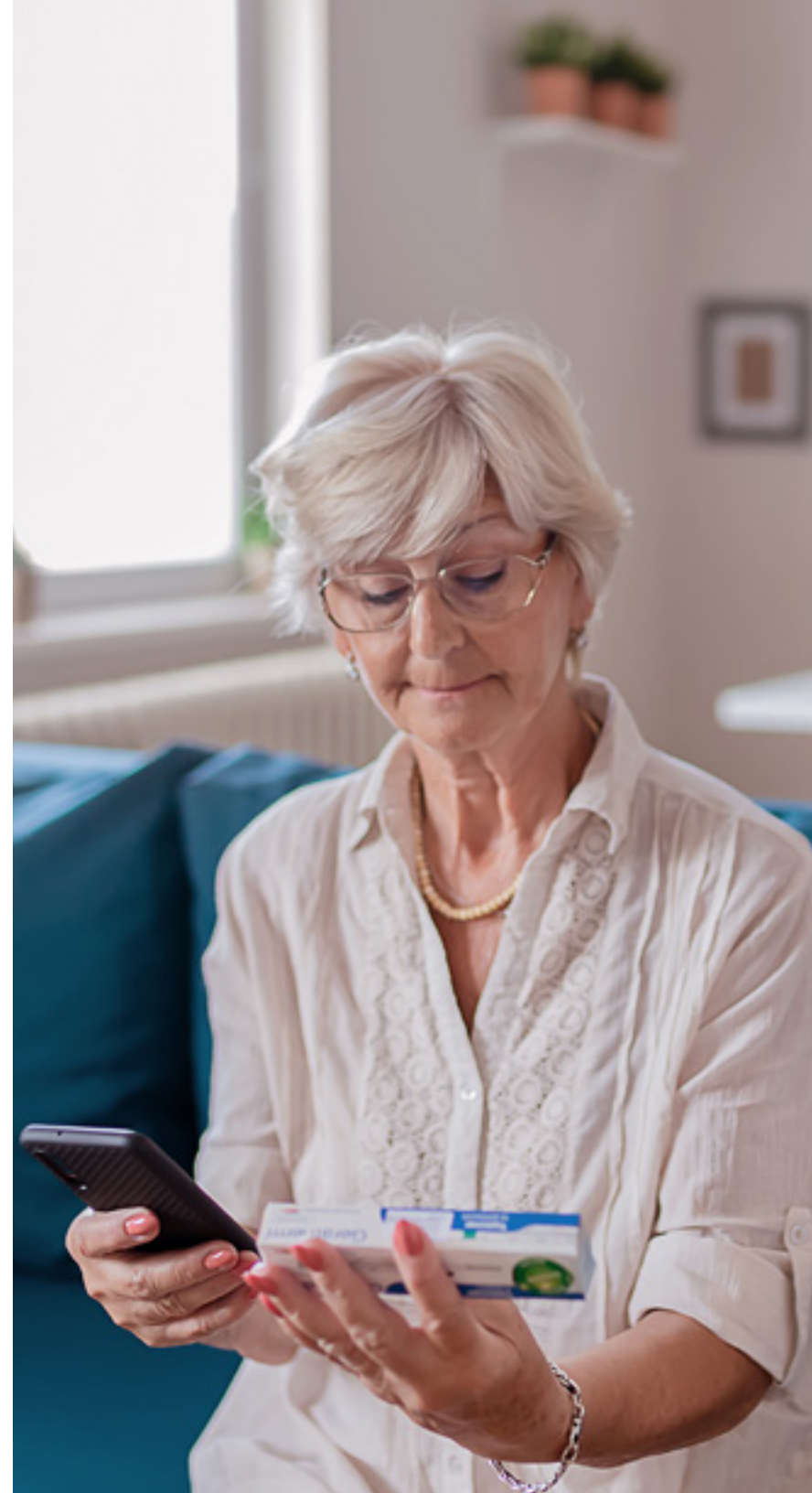
Evolving regulatory requirements, increasing demands from payers, prescribers, and patients, and greater familiarity and usage with digital and analytics are paving the way to delivering broader benefits. Although pharma has been using real-world evidence for decades to inform its day-to-day decision making, significant benefits can be derived from leveraging a more complete picture of patients to predict future events.

As leaders strive to gain a more complete picture of their patient preferences and behaviors, they are transitioning away from traditional survey-based measurement systems to a more advanced, real-time approach that's integrated, and captures both direct and indirect experience signals in real time.

According to McKinsey, leading organizations are those that are capitalizing on the data that's in front of them to boost their analytics capabilities and harness predictive insights to deepen connections with their customers, anticipate their behaviors, and identify issues and opportunities in real time.⁶

In healthcare, these insights from clinical and non-clinical settings are valuable pieces of evidence on the actual experiences that are unfolding. The virtuous cycle of patient feedback includes listening, observing, asking, involving, and resolving the issues that are uncovered during these interactions that can factor into writing, filling, taking, and succeeding on a given therapy. It is reasonable, therefore, to think that experiences have direct influence over patient outcomes.

⁶ <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/prediction-the-future-of-cx>





05 Creating the network effect to improve all patient experiences

Like any platform with an extended network of consumers, each incremental consumer delivers increased benefits to the next set of consumers. It's similar to how the Waze app works. When you are driving down a road, whether it's familiar or not and you are not sure what is ahead on a given day, the experiences of the driver ahead of you should serve as an early warning system — just as your experiences inform those behind you. And the experience continues to get better with use, just as your responsive and adaptive listening platform continues to get better with use.

Pharma can benefit from the network effect by improving subpar experiences due to long wait-times for approvals, under-informed prescribers, an overburdened back-office, or unresolved logistical challenges that prevent patients from getting, starting, and staying on a medication.

Furthermore, the network effect demands that all entities surrounding the patient take experiences seriously. If one manufacturer or system offers a great experience while others do not, it can negatively impact the overall experience.

With technology at the forefront of the patient experience, organizations are quickly adopting a digital-first approach where they can quickly pivot and resolve poor experiences to ensure that each future experience is better than the last.

CONCLUSION

The impact of customer experience

Paying more attention to the customer experience, pharma can not only increase satisfaction but also drive greater efficiency that leads to greater sales and market share.

Organizations that prioritize customer experience outperform their competitors in terms of key bottom line measures such as profitability, revenue growth, shareholder value, and stock market performance. With the fact that industry is in service of the consumer or patient, customer experience needs to be viewed as common ground to not only advance pharma companies but the lives of patients and consumers.

Delivering great customer experiences requires surfacing actionable insights and enabling seamless collaboration across patients, consumers, and prescribers. The right foundation ensures organizations are listening to and delighting patients and consumers across all channels. By adopting a holistic, cohesive, and actionable framework of customer experience measurement, pharma can quickly understand the multidimensional nature of these relationships to build long-term equity, profitability, and growth.

⁷ <https://www.medallia.com/resource/medallia-significant-value/>



With Medallia, we can calculate the probability that a customer will go to a competitor and the probability of a customer moving whether to a detractor or passive or promoter. With this data, we have built an understanding of customer experience value and customer experience value at-risk. The customer lifetime value of a promoter is worth 25% more than a detractor and 17% more than a passive customer.⁷

Director of Customer Experience

Financial services organization

Learn how Medallia can empower you to deliver better patient, consumer, and prescriber experiences, by visiting [medallia.com](https://www.medallia.com) or [scheduling a meeting](#) with one of our experts: Richard Schwartz, Head of Life Sciences Experience.

[Meet with a Medallia Expert](#) →

About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. www.medallia.com

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