Integrated Multichannel Marketing Solutions for the Life Sciences Industry
Adobe & Accenture Joint Initiative
Multichannel digital marketing has become the cornerstone of marketing in most consumer industries. But adoption in the Life Sciences industry has been limited by close regulation of patient-facing content, organizations and systems fragmented by product line, and historical reliance on face-to-face sales.

Life Sciences firms must overcome these challenges to capitalize on the advantages that digital customer engagement offers: acquisition of new customers, satisfying end-to-end experiences for patients, productive partnerships with healthcare providers, and better patient and health economic outcomes.

The Adobe-Accenture Joint Initiative offers Life Sciences clients a suite of multichannel marketing solutions designed expressly for their industry, combining Adobe Marketing Cloud technologies, Accenture consulting and implementation services, industry-specific assets, intellectual property, and third-party integrations. The Joint Initiative delivers the capabilities Life Sciences companies need to compete effectively for new consumers, become the preferred resource for patients and providers alike, address regulatory compliance issues, and position themselves for the emergence of outcome-based reimbursement.

Competing effectively for new customers

Expiring patents, competition from generics, and the opportunity represented by new insured patients under the Affordable Care Act (ACA) all underline the need to better manage patient health, not just offer products. Fragmented organizations struggle to find the resources to do this well, but digital technologies can help dissolve operational barriers without compromising accountability and focus.

Differentiating in a crowded market

Healthcare providers and patients have choices for treatment of common conditions like diabetes. In a market crowded with alternatives, differentiation through information, engagement, and value-added services—for both patients and providers—is imperative for both awareness, customer retention and to ultimately deliver better outcomes.

Life Sciences companies can build a multichannel digital presence to engage customers throughout treatment cycles and build loyalty even in the face of competition from less expensive alternatives.

What it will take

This requires a change of thinking:

- From intervention to relationship throughout the patient journey—digital targeting and personalization technologies give pharmaceutical and medical device providers the ability to engage patients before treatment intervention and long afterwards, building partnerships to keep them well.
- Service awareness promotion—Accenture research shows patients value services but are often unaware of them. Combining information and services with medication builds relationships, reduces costs, and improves outcomes.
- Multiparty service coordination—patient outcomes are rarely determined by a single company or provider. Value-based healthcare requires coordination and communication among partners.

And the rewards are commensurate: Accenture estimates that customer experience investments can grow Life Sciences revenue by $100M over the next five years.¹

The Adobe & Accenture Joint Initiative helps Life Sciences clients offer patients experiences, physician interactions, and value-add services to increase engagement, retention, and loyalty:

- Personalized Patient Experience
- Compliant Content Delivery
- HCP/Patient Adobe Connect Webinars

¹ Accenture estimates that customer experience investments can grow Life Sciences revenue by $100M over the next five years.
Becoming the preferred resource for patients and providers

Digital is transforming the ways patients learn about their conditions and interact with providers. In a similar way, digital interactions are displacing a portion of the face-to-face contacts that characterized Life Sciences marketing for most of its history. The challenge is to engage these audiences efficiently at scale, without sacrificing the personalized touch.

Customer access and engagement

Patients are consumers, too. And their digital experiences with direct-to-consumer leaders have conditioned them to expect engaging interactions organized around their interests and requirements—a far cry from the forms and boilerplate on offer from most healthcare providers.

Marketers need to engage patients at key moments along their individual journeys:

Re-engaging with healthcare professionals

Interactions between Life Science brands and providers are going digital—one in four sales interactions with physicians has already been replaced with digital interactions. Cost and time pressures will continue diminish face-to-face contact. But professionals remain essential to product success.

Fortunately, "digital" need not mean "impersonal"—similar to patients, healthcare professionals want trustworthy information and peer recommendations. Life Sciences companies who provide a quick, confident, personalized experience digitally are solving a genuine problem for providers, whilst building valuable relationships.

What it will take

Effective digital engagement of patients and providers will require:

• Segmentation and targeting of patient and provider audiences based on sophisticated lead-scoring and look-alike models
• Custom marketing campaigns to attract prospects across on- and offline channels and support them along their customer journey
• Strategy-driven, automated media spend management and programmatic ad buying, with real-time feedback to optimize the strategy to deliver maximum marketing ROI
• Seamless customer experiences delivered across multiple service providers, to earn and hold ownership of the customer experience and relationship.

Consumers & Patients

Risk assessment
- Facilitate understanding of risk
Symptom detection
- Create awareness of the disease
Diagnosis
- Engaging consumers where they are
Prescription
- Facilitate a doctor discussion
Treatment initiation
- Drive behavior change in the first 90 days
Maintenance & support
- Monitor & support patient lifestyle, amplify advocates

Healthcare Professional

Risk assessment
- Help patient understand medical risk
Become aware
- Create awareness of treatments
Evaluate
- Provide engaging education
Prescribe
- Inform of insurance coverage
Support
- Enable patient support to manage disease, treatment, and side effects
Advocate
- Amplify advocates
The Affordable Care Act sets medicine on a path toward outcome-based reimbursement, gradually replacing the fee-per-service status quo and placing Life Sciences companies under new pressures to prove the effectiveness of their treatments.

Content and compliance
Life Sciences companies’ communications with patients are already carefully regulated under FDA, HIPAA, MHRA, and other government frameworks. Regulatory constraints on information about medications limits the ability of companies to completely customize customers’ digital experiences—but experiences can be personalized to a surprising degree while fully respecting these constraints.

Preparing for outcomes-based reimbursement
Under future reimbursement protocols, improving outcomes will both raise reimbursement scrutiny and cut costs. But better outcomes can’t be achieved unless patients adhere to their treatment and make required lifestyle improvements. This changes the landscape dramatically for Life Sciences companies:

- Adherence to treatment regimens is a key factor in patient outcomes
- Personalized programs extend beyond the course of treatment, to include healthy lifestyle choices even after treatment is completed
- Transparent analysis and communication of progress and outcomes is key to establishing trust and making patients active participants in their care

What it will take
 Compliance in the emerging regulatory environment will require companies to:

- Identify key patient outcome drivers by analyzing customer profiles, behaviors, and outcome histories
- Segment patients according to their most likely paths to successful outcomes
- Implement systems to build 360° views from customer attributes and behaviors, then map them to the best patient segment
- Translate customer segments and associated journeys into an end-to-end patient experience focused on the key levers for influencing patient outcomes
- Selectively offer additional services and products, both paid and unpaid, to improve outcomes
- Integrate the customer experience with the reimbursement plan on the appropriate payer network, while preserving the focus on patient satisfaction
- Ensure compliance with current and emerging regulatory requirements across every facet of the patient experience

The Adobe–Accenture Joint Initiative offers next-generation analytics, targeting, and data capabilities to help Life Sciences clients achieve new levels of growth within regulatory limits:

- Accenture Predictive Health Intelligence Solution
- Clinical Trial Management
- Third Party Life Science Integrations

Addressing regulatory compliance issues
Managing IT Challenges

Resourceful Life Sciences marketing leaders have overcome equally menacing challenges in the past, and even created opportunities from less. But they tell Accenture that this time, they and their partners in IT are trying to accomplish too much with too little:

**Product and channel complexity**

A history of parallel, product-line-specific initiatives by multiple business units have left marketing’s IT partners trying to maintain multiple point solutions—often different solutions for each marketing channel. Fortunately, the solution does not require wholesale corporate reorganization:

- Consumer insight and engagement can be achieved by integrating data, and providing access through digital marketing dashboards
- Data Management Platforms and other established technologies can protect patient confidentiality and privacy without blocking legitimate access
- A single view of the customer across treatment conditions and products offers benefits to patients, providers, and Life Sciences companies alike

**Performance pressures**

Marketing and IT executives taking leading integrated multichannel marketing initiatives face their own pressures, including:

- Marketing complexity, including a fragmented landscape of agencies, providers, and technology partners
- The rapid pace of product launches, multiplied by the relative complexity of multichannel campaigns
- Simultaneous competing goals to raise quality, accelerate delivery, improve success rate, and reduce risk—all at lower cost

**Resource shortfalls**

- Need to develop new competencies despite an acute shortage of digital marketing talent
- Spending on current campaigns, launches, and operations starves investment in the personalized multichannel experiences customers now demand
- Constant regulatory and reimbursement changes require spending just to keep up

The Adobe & Accenture Joint Initiative helps clients address marketing and IT performance issues arising from legacy systems and workflow:

- Digital Marketing ROI Dashboard
- Third Party Life Science Integrations
The Adobe & Accenture Joint Initiative (JI) was established to help companies overcome these challenges. The Joint Initiative expands the decades-long global alliance between Adobe and Accenture, to help clients in four key industries achieve new levels of digital marketing performance.

Combining Accenture’s unparalleled industry, strategy, and digital experience with Adobe’s best-in-class Marketing Cloud solutions, the initiative helps Life Science marketers:

- Accelerate new offerings to market while reducing delivery risk, by applying proven capabilities and solutions
- Improve agility by overcoming marketing and IT fragmentation and inefficiency across the extended global enterprise
- Achieve new levels of growth by deploying next-generation integrated cross-channel marketing solutions and the expertise to use them effectively
- Digitally transform organizations to overcome their industry’s unique demands, challenges and constraints

Results Delivered

The Adobe-Accenture partnership has already delivered results like these for clients across the industry landscape:

- 80% reduction in the cost of delivering brand promotional content to physicians’ mobile devices
- 700% year-over-year growth in views of product content, and 650% in views of website offers
- 69% growth in new leads across 20 countries, with a 23% reduction in cost

With its tight focus on industry-specific solutions, the Adobe-Accenture Joint Initiative offers Life Sciences clients achieve their digital marketing goals, and overcome the challenges that have blocked their progress in the past:

Adherence Campaign Optimizer

Integrated and tested adherence reminder and management solution, optimized across devices and channels, to:

- Create custom campaigns to attract, acquire, enroll, and support adherence program candidates through online and traditional channels
- Segment and target patient and provider audiences based on sophisticated lead-scoring and look-alike models
- Integrate multiple and disparate data sources, including wearables and connected devices, into rich, actionable profiles

Clinical Trial Management

A comprehensive patient recruitment, retention, and management solution for clinical trials, built on Adobe Marketing Cloud solutions, to:

- Leverage customer attributes and behaviors to target and acquire clinical trial participants as well as segment based on control groups
- Optimize the clinical trial process from enrollment campaigns, trial plan adherence management, and adverse events reporting
- Identify key patient drivers by analyzing customer profiles, behaviors, and outcome histories

Personalized Patient Experience

Scalable, audience identification and dynamic matching of content to patient intent, balancing regulatory constraints, to:

- Extend personalized wellness programs beyond the course of treatment to promote healthy lifestyle choices
- Translate patient segments and journeys into end-to-end experiences focused on key factors for influencing and improving outcomes
- Analyzing patient profiles, behaviors, and outcomes to predict patient needs and optimize recommendations and services, both pre- and post-treatment
- Maintain compliance with current and emerging FDA, HIPAA and other regulatory requirements throughout the patient experience
Compliant Content Delivery
Modern, digital content design, workflow, and approval solution, with access for third-party vendors and agencies, to:

• Deliver personalized content based on individual patients’ health and treatment information

• Maintain compliance with HIPAA and other regulations, including Longitudinal Medical Record review requirements

HCP/Patient Adobe Connect Webinars
Confidential, integrated webinars helping trusted healthcare providers reach out to colleagues and patients, so they can:

• Analyze and communicate information relevant to progress and outcomes

• Establish trust, build loyalty, and differentiate their offering through value-added services

Optimized Customer Registration
A fully integrated solution for online customer registration and preference management, optimized across desktop and mobile devices

• Selectively recommend value-added services and products, both paid and unpaid, to improve patient outcomes

• Connect the patient experiences with reimbursement plans on payer networks, without compromising confidentiality or customer satisfaction

Accenture Predictive Health Intelligence Solution
Combines the capabilities of Accenture Predictive Health Intelligence Solution and Adobe Marketing Cloud Audience Manager to:

• Help Life Science companies gain insights into new customer segments

• Integrate multiple and disparate data sources, inclusive of wearables and connected device data in order to create rich customer profiles

• Identify key patient drivers by analyzing customer profiles, behaviors and outcome histories

Connected Patient Marketing
Marketing & campaign solution for connected Patients that:

• Meet the information requirements of sales teams and providers

• Build patient relationships by delivering a seamless, quality experience across multiple service provider networks

Third Party Life Science Integrations
Integration with solutions from leading Life Sciences partners Veeva, Epocrates, Medscape, and others, to:

• Accelerate the integration and extend the value of the Adobe and Accenture Joint Initiative solutions using data from legacy content, CRM, clinical, and other data sources

• Reduce the costs and risks of integrating solutions across vendor platforms and organizational boundaries

Digital Marketing ROI Dashboard
Integrated view of resource allocation and marketing impacts across channels, for marketers and brand managers to:

• Manage media spending strategically to maximize return on marketing investments

• Help executives measure and track the effectiveness of their marketing programs across business units and product segments
The Joint Initiative (JI) helps Life Sciences clients achieve greater marketing performance and efficiency, with faster returns from their digital marketing investments, by linking two industry-leading competencies: the digital marketing solutions of Adobe Marketing Cloud and the industry-specific digital marketing services of Accenture.

Under the JI, Accenture and Adobe adapt, develop, and integrate digital marketing solutions that address the requirements of key industries with:

- Industry-standard performance metrics.
- Pre-integrations with industry-typical solutions, for rapid implementation and seamless scalability
- Partnerships with companies offering complementary technologies
- Configurations and services designed for compliance with industry-specific regulations and standards

Why select the Adobe & Accenture Joint Initiative?
References
1. James Crowley, Kenneth Munie, and Benjamin Rhee, Capturing the $100 billion opportunity for Life Sciences: are you a digital transformer or follower? (Dublin: Accenture plc, 2015)


3. Life Sciences, Healthcare, Financial Services, and Insurance

4. Adobe and Accenture client engagement data.

About Accenture Interactive
Accenture Interactive, part of Accenture Digital, helps the world's leading brands drive superior marketing performance across the full multichannel customer experience. Accenture Interactive offers integrated, industrialized and industry-driven digital transformation and marketing solutions. To learn more follow us @AccentureSocial and visit www.accenture.com/interactive.

About Accenture Life Sciences
Accenture's Life Sciences group is dedicated to helping companies rethink, reshape or restructure their businesses to deliver better patient outcomes and drive shareholder returns. We provide end-to-end business services as well as individual strategy, consulting, digital, technology and operations projects around the globe in all strategic and functional areas—with a strong focus on R&D, Sales & Marketing and the Supply Chain. We have decades of experiences working hand-in-hand with the world’s most successful companies to improve their performance across the entire Life Sciences value chain. Accenture’s Life Sciences group connects more than 15,000 skilled professionals in over 50 countries who are personally committed to helping our clients achieve their business objectives and deliver better health outcomes for people around the world.

About Adobe
Adobe is changing the world through digital experiences. Our creative, marketing and document solutions empower everyone — from emerging artists to global brands — to bring digital creations to life and deliver them to the right person at the right moment for the best results.

About Adobe Marketing Cloud
Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

About Accenture
Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.