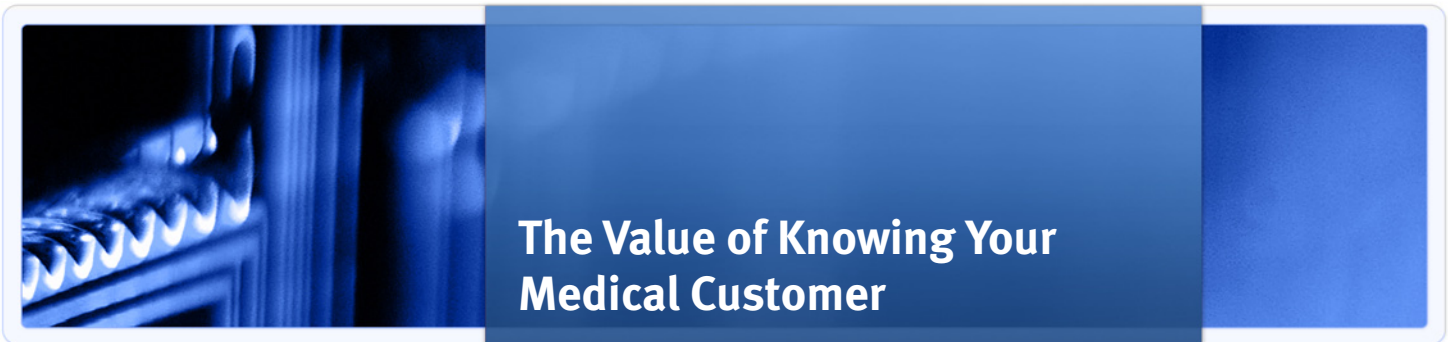


EMC PERSPECTIVE



Reader ROI

- Pharmaceutical companies and their medical professional customers have fragmented views of each other.
- The fragmented views are perpetuated because information about medical professionals has traditionally been stored in “information silos” in the various departments of the company.
- The pharmaceutical company, because it doesn’t have a clear picture of the medical professional, is hampered in its ability to deliver complete coordinated messages.
- Pharmaceutical companies need to develop an integrated, holistic view of medical professionals and their organizations.

The Value of Knowing Your Medical Customer

Pharmaceutical companies and their medical professional customers have fragmented views of each other which stem from the complexities of their relationship. Many individuals/departments of a pharmaceutical company may interact with the same medical professional, each for a different purpose. A medical science liaison (MSL) may seek scientific information, while a sales representative may contact the person to discuss the company’s products, drop off literature, or provide samples. Clinical development or medical affairs may meet with the individual to discuss a future clinical trial, while marketing may contact the same individual regarding participation in a medical conference.

Because each representative of the pharmaceutical company ascribes a different value to the interaction, the medical professional may receive an inconsistent message from the company, may not get a whole picture of the value of the company, and may become frustrated with what appears to be an uncoordinated approach. And, because information about the multiple interactions has traditionally been stored in “information silos” in the various departments of the company, the pharmaceutical company has a fragmented view of the medical professional and his needs.

Ideally, the various interactions of each department should contribute to a holistic view of the medical professional, a view that increases the professional’s value to the company overall. However, because departmental systems capture only the information that the department believes is valuable, the company has a fractured view of the relationship.

Departmental systems deliver value to their local users and can deliver significant value to the organization if the pertinent information about a medical professional contained in each system can be aggregated into a single, holistic view. Any pharmaceutical company will benefit from developing an integrated picture of its medical professional customers. The opportunities for benefits span the entire product lifecycle. The key is to identify the information within a pharmaceutical company that increases knowledge about a medical professional/medical organization and then integrate and leverage it.

Since the roles of investigators and opinion leaders vary over the product lifecycle, pharmaceutical companies need to manage an ever-increasing number of key relationships with these medical professionals. Key functions must collectively manage these relationships and share appropriate insights across the organization to improve decision making and expedite actions to benefit the pharmaceutical company and its medical professional customers.

A more holistic view of these customers can help nurture relationships throughout the product lifecycle. At every phase, reliable information can be leveraged to support decision making. A clear understanding of customer needs supports investments in product development. An improved understanding of customer values enhances partnerships with investigators, opinion leaders (OLs), and key opinion leaders (KOLs) and enables the company to recruit effective investigators and develop targeted messaging. This, in turn, can enhance the customer’s opinion of the company’s total value and improve its competitive position.

The information is there. The benefits are attainable only when it is shared and leveraged.



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