

LTEN[®]2023

FOCUS FORWARD

Welcome and Thanks for Attending



Prepare for Next-Gen Customer Engagement: Skills to Succeed

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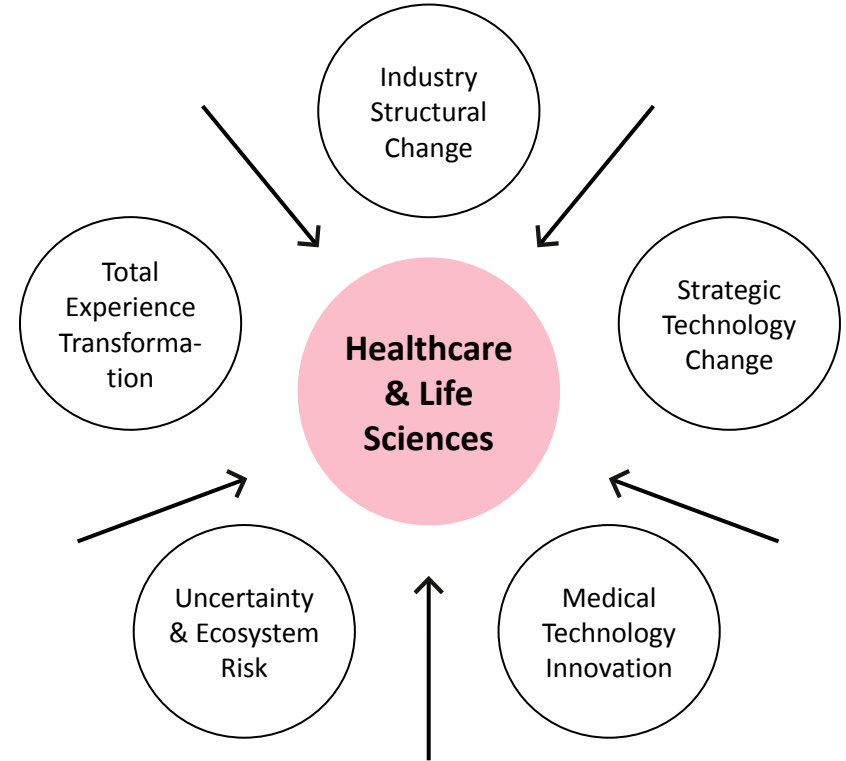
Circus Street



What is driving the digital skills revolution in Pharma?

Compared to other industries, Pharma is undergoing transformation that is accelerating at an unprecedented pace.

- Retailers entering healthcare services
- Pressure to monetise the real-world data in healthcare
- Patient and clinician engagement is evolving
- Greater push to have common multi-experience using technology
- Supply chain issues
- New regulations
- AI assisted innovations, robotics
- Medical innovations - mRNA therapy developments
- Vendor solution platforms shifting the operating model



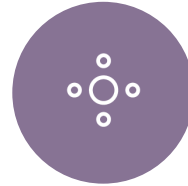
The digital advances shaping the Pharma skills transformation



**AI Drug Discovery
Strategy “in silico” first**



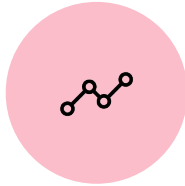
**RNA Clinical Supply
Chain - Double
Investments**



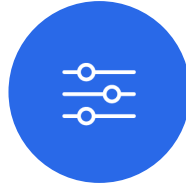
**Retail Pharmacy
Decentralised Trials**



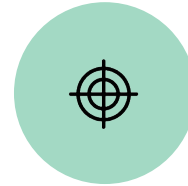
**Medical Innovation -
Amazon?**



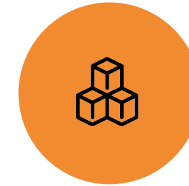
**Low Code - Hyper
Automation Growth**



**Multi-experience
Digital Front Door**



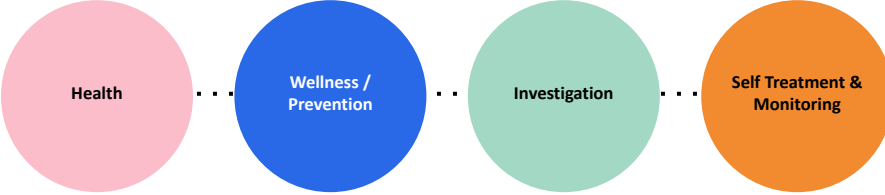
Digital First Triage



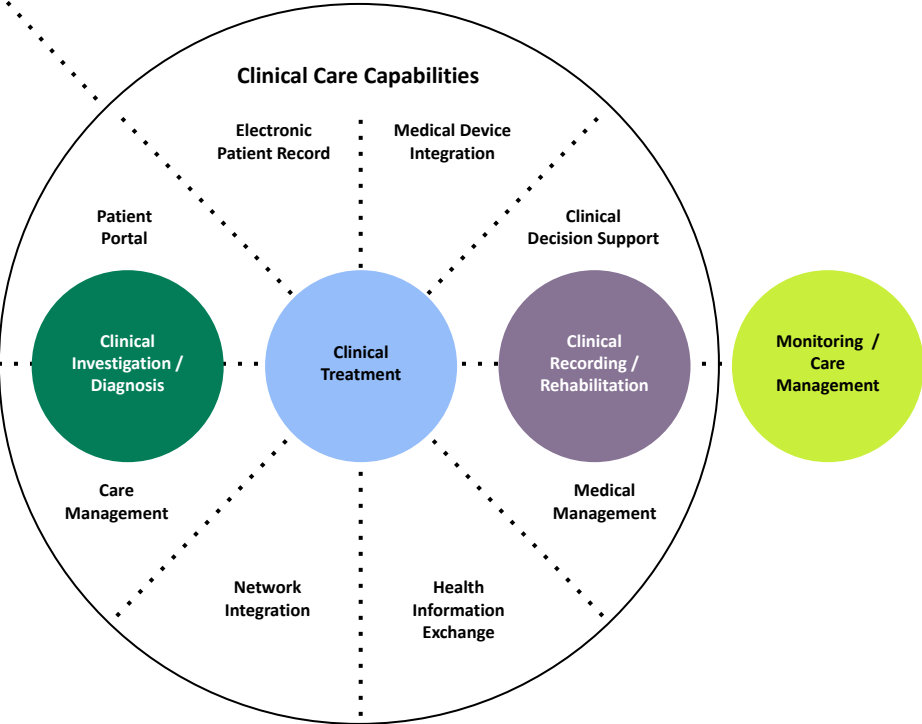
**Real Time Health
Supply Chain**

Digital Front Door Patient Data Platform

Health Journey



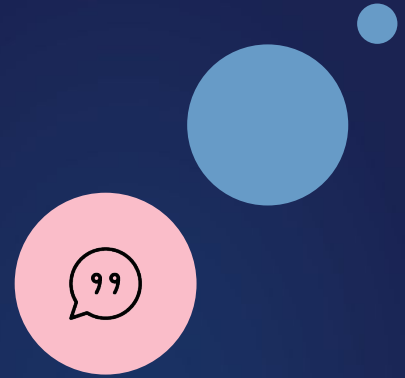
In Person to Virtual Transition



The must-have skills for leaders and managers*

Leaders make three key contributions during the planning and execution of a successful digital transformation:

- The creation of digital strategy by ensuring that the organisation's goals and vision are embedded and guide transformation
- Championing the need to invest robustly to achieve a true transformation
- Setting performance metrics and driving the entire transformation journey



“agility and adaptability”

“COVID – 19 accelerated digital transformation in the Pharma and Healthcare industry by 75%”

Critical moves for integrated digital



A common digital business language

- **R**emoving silos
- **M**inimising risk
- **C**hange management
- **S**hort term gains
- **L**egacy technology
- **M**anaging revenue growth
- **I**ncreasing efficiency
- **C**ontinuous improvement

The must-have skills for commercial leaders and managers*



View of the entire digital ecosystem

A new broad set of skills to define and communicate the vision



Drive marketing and technology capabilities

Agility and customer centricity



Setting growth objectives and resource planning

Projecting capability requirements



Investment planning for new business models

Innovation, agility, adaptation



Omnichannel strategy

Multi experience customer and business strategy



Defining important metrics & measurements

Benchmarking current to future state

How do these skills enable leaders to overcome the commonly shared barriers to transformation success?

Commonly shared barriers to success

- The vision does not put customer centricity first and foremost
- Investments that make customer and employee experience worse
- Working on piecemeal change
- Failure to discard legacy systems or business models
- Viewing the change as a one-time fix
- Failure to become one company
- Not recognising the rate of change



“6 years from now, the way pharma will take their products to market will have changed. If you started building your pharma company from scratch, you wouldn’t build it the way it is today.”

What levers drive customer centric success in pharma & healthcare and where should you invest time and resources to maximise results?



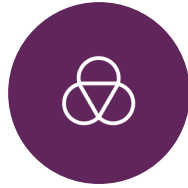
Interoperability / Data - Metrics that matter

- Remove silos
- Enable Customer Centricity



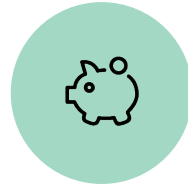
AI / Technology partners

- Use cases for AI
- Partnering with the right technology providers



Ecosystems - Accelerate health value delivery

- New business models



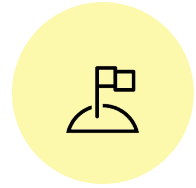
Essential investments

- New revenue models
- Technology as enablers
- Hyper-automation



Talent - skills development key

- Employee experience
- Future proofing organisation guided by vision & business imperative (Skills based organisation)



“Omnichannel” - novel touchpoints

- Multi-experience environment
- Challenge disconnected HCP engagement strategies

Ensuring skills-based learning is applied



01

Relevant learning - Pharma
curated content

02

Upskilling the whole
organisation in unison -
Interoperability

03

Bringing what has been learnt
into practice - Applicable
learning practices

Ensuring skills-based learning is applied



Bringing what has been learnt into practice

- Deliver innovative learning and embedding with CS initiatives such as:
 - **CS Swipe Game**
Learning in the flow of work builds individual and team knowledge without significantly interrupting daily workstreams.
 - **Enterprise Wide Data Literacy Bootcamp**
A blended learning journey, that creates data literate employees who can make better data-driven decisions.
- Blended Learning - Accessing learning at the point of need whilst also having options for group activities

The image shows a digital interface with a dark blue background. At the top, there are three progress bars: 'Conversion Rate' (orange icon), 'Data Insights' (purple icon), and 'Budget' (gold icon). Below these are three speech bubbles. The left one says 'Upselling and cross-selling seems sensible'. The right one says 'Let's ask the retailer to increase the price of our product in stores so that people spend more and average order value increases'. In the center is a large white card with a woman's photo and the text: 'We need to improve our average order value on our retailer's site. Shall we investigate upselling and cross-selling options or shall we look into increasing our prices?'. At the bottom of the card, it says 'Kelly-Jade eCommerce Lead'.



Thank you

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1. Select this Workshop
2. Click on Survey to Complete

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A screenshot of a survey form titled "LTEN Annual Conference 2023". The form includes a home icon, a "Session Name" field, a question "How valuable did you find the information presented at this session?" with a rating scale from "Poor" to "Excellent" (represented by five stars), a text input field for "What information in this session was most useful to you?", another text input field for "What would have made this session better?", a "Done" button, and a "Privacy Policy" link at the bottom right.