

CASE STUDY

Creating Your Long-Term Digital Footprint Strategy

Overview

Client: Large pharma manufacturer with multi-therapeutics portfolio of products was looking to explore potential consolidation of digital assets across programs and make strategic changes to keep up and stay ahead of market trends

Situational Context: Newer and more complex products are planned to enter the customers portfolio so there is a company wide push to improve the overall technology enabled experience

Topics: Digital strategy, program restructuring, digital investments, market trends

Client Testimonial

“We were able to hand this work off to our global digital partners as a template to use worldwide”



Client Challenges

- Disparate teams that manage individual product patient support programs
- Lack of broad visibility into individual program decisions/ components
- Ever evolving technology components in the marketplace that make it difficult to keep up
- Newer more complex products coming to market



Project Objectives

Goal: Understand where, how, and what digital solutions can play a role in transforming care across the landscape of mature and evolving digital capabilities



Project Approach



Mapping out existing internal and external (e.g., SP, health systems) digital footprint along treatment journey



Predictive analysis based on market trends and customer insights to create a future state digital footprint



Development of organizational roadmap based on uncovered priorities



Outcomes

5 Year Plan

Paced investment strategy to gain leadership buy in

War Room' Poster

Comprehensive current state view across programs

Solution ID

Where to invest and possibly with whom

Cross Functional Synergies

Review of all programs identified potential cross product synergies