

Boost your HCP engagement for launching in Europe

BY SYNERGY IN TARGETED CAMPAIGNS

A shared initiative from :



Opt Insight



TSD



SCIENTIAL

We ensure you reach your target audience effectively

Enhanced consent collection and targeted campaigns for HCPs

Challenge



Product | Brand management

Because of launching a new product we want to create a footprint under our target group. We lack speed in engaging with our target group which may impact our growth and reach ambitions.



Business development | Marketing

We are preparing the pre-launch phase of a new therapy. We want to inform as many HCPs as possible, but we lack email addresses to start personalized digital engagement.



Legal | Compliance

We need to ensure that all data is captured according to GDPR. To prevent registered personal data from being useless, we need the assurance that consent and preferences are registered compliantly, according to (local) business rules, code of conduct.

Creating thoughtful contact moments with your HCPs



Our integrated service focuses on developing strong, resonant messages, and executing meaningful omni-channel contact moments that create synergy.

Solution

Developing Target Audience profile and campaign narrative — Segmenting and locating HCPs to develop an omni-channel campaign narrative that resonates with the audience

Target with Digital and Telesales Strategies:

- *Digital Campaigns* create initial awareness through personalized content, driving HCPs' interest using omnichannel approach (Google, LinkedIn etc.)
- *Phone Engagement* follows up with personal, impactful conversations, initiating relationships and enhancing conversion.

Consent Collection & Compliance is seamlessly handled through our platform, ensuring every interaction meets legal requirements and supports ongoing communication

Long-Term Content Distribution Plan Dedicated content strategy based on database continuously creating insights, ensuring long-term, relevant engagement.

Our Capabilities

Creating synergy to ensure smooth consent collection and continuous target campaigns
Dedicated digital campaigns | Personalized phone contact | Consent & data management

Client Results

+50%

Collection of HCPs opted-in

40% - 60%

Opt-out to opt-in conversion

+50%

Personal email addresses

~ 50%

Increase of HCP preferences

~ 20%

Increase of campaign effectiveness

Advantages

- ➔ **Expertise:** dedicated partner providing an integrated approach that drives synergy in HCP campaigns prior and post consent collection
- ➔ **One stop shopping:** No more hassle with different vendors for different purposes
- ➔ **Speed:** Acceleration in HCP engagement, consent management and long term content distribution
- ➔ **Guaranteed results:** Based on our experiences we guarantee results and deep insights in audiences

Pricing model

01

Price per touch point



02

Number of HCPs



03

Number of touch points



04

Retainer for managed services

Integrated campaigns increasing efficiency for consent collection

Combining expertise in data management, phone and digital marketing, is the future of HCP engagement. The synergy that is created by combining the activities has shown to be effective and increases the number of touchpoints for your specific HCP target audience. With our technology, all the data is collected in a secure way, paving the way for targeted follow up campaigns.

20+ years experience
in pharma & life sciences

100% Focus
on pharma & Life sciences

Global Solution
with emphasis on local requirements

Proven Tactics
Building on effective campaigns

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Contact us now!

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