



Customer data platforms make the difference in life sciences

How data-driven strategies powered by
Salesforce transform patient engagement
for pharmaceutical companies



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Pharmaceutical companies suffer no shortage of data. The challenge is integrating and managing it to add and uncover value.

Successful life sciences companies use data to serve their customers effectively while helping ensure compliance, safety, and continuous improvement. Data-driven insights help pharmaceutical organizations measure the success of marketing initiatives and reveal the unmet needs that identify new growth opportunities.

Recognizing the importance of structured data, customer data platforms (CDPs) have rapidly emerged as indispensable tools for efficient data gathering and more personalized and effective customer engagement. A CDP is a centralized repository for customer data, managing data flows and enabling the creation of a coherent and comprehensive view of customer profiles and segments.



How pharmaceutical companies leverage CDPs to increase customer engagement

Personalization

Create tailored content using detailed customer data.



Segmentation and targeting

Aggregate shared traits among customer groups.



Customer identification

Unify databases to bridge the gaps between data sources.



Unification and organization of data

Map customer data from disparate sources into a single 360-degree view.



CDPs

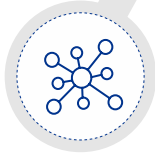
Real-time data analytics and insights

Monitor customer behavior, break down data silos, and provide shared insights across teams.



Omnichannel engagement

Function across multiple channels, enhancing engagement and experience.



A recent Forrester study showed that 29 percent of US business-to-consumer marketing leaders expected CDPs to be among their top three most impactful investments for martech spend over the next 12 months.¹

As the industry faces an increasing number of data touchpoints and customer engagement channels, a well-implemented CDP will serve as the cornerstone for any successful, data-driven, customer-focused strategy.

¹ Forrester, "B2C Marketers Prioritize Collaboration and Data in Their 2023 Tech Investments," April 6, 2023.

How CDPs make data more accessible

Customer data platforms consolidate and integrate data from diverse sources, including customer interactions, transactions, and information from external providers. They eliminate the inefficiencies of searching for information across disparate systems or departments.

Importantly, CDPs can capture and process data in real time so that organizations can respond promptly to customer inquiries or preferences, fostering more meaningful interactions and improving healthcare outcomes.

The CDP's data cleaning and enrichment capabilities also ensure that accessible data is accurate and reliable—essential requirements for informed decision-making.

The integration of CDPs with marketing technologies paves the way for seamless data flows and enhanced operational efficiency. CDPs provide a firm foundation for customer engagement-oriented actions, activities, and triggers.

Enabling a robust patient engagement strategy

CDPs enable companies to enhance treatment outcomes, streamline operations, and foster stronger relationships with healthcare providers (HCPs) and patients across the three stages of patient engagement:

Stage 1

Initial engagement and treatment planning

Engagement begins when a patient seeks medical attention, triggering a series of data exchanges. From diagnosis to treatment planning, pharmaceutical companies help ensure that the right medications are prescribed, based on detailed patient profiles that include medical history, current conditions, and diagnostic results. This phase sets the stage for personalized patient care and communication between HCPs and pharmaceutical companies.

Stage 2

Prescription, verification, and distribution

After HCPs prescribe medications, they initiate a direct interaction between pharmaceutical companies and healthcare systems. This stage involves verifying prescription details, ensuring product availability, and discussing pricing. The data exchange during this phase is crucial for the timely procurement and distribution of medications and directly affects the quality of patient care.

Stage 3

Education, support, and follow-up

Pharmaceutical firms provide HCPs with educational resources and support materials so they can be well informed about the latest treatment options. This ongoing support extends to monitoring patient responses to treatments and facilitating adjustments to reinforce the cycle of engagement and personalized care.

Pharmaceutical use cases

Pharmaceutical companies integrate patient engagement strategies across the five key operational domains of the healthcare lifecycle. Working with Salesforce Life Sciences Cloud, KPMG has developed use cases for each domain to showcase how the Salesforce platform represents a leap forward in identifying and understanding the nuanced needs of both healthcare providers and patients.



R&D trials

Advanced data analytics and artificial intelligence (AI) help select suitable candidates for clinical trials, making research and development (R&D) a critical patient engagement point. Real-world evidence from electronic health records and patient registries further informs patient selection, streamlines trial design, and accelerates drug development.



Medical affairs

Medical affairs departments are increasingly recognized as an important bridge connecting the pharmaceutical industry with healthcare providers and patients. They educate and engage HCPs on the latest advancements in medical science so that therapeutic innovations can be accurately communicated and understood. Comprehensive training materials, symposia and conferences, and scientific experts in therapeutic areas are key resources for engaging in deep scientific exchanges with HCPs.



Commercial strategies

Data platforms enable sophisticated territory optimization and segmentation strategies, allowing pharmaceutical representatives to efficiently reach and engage with the most relevant healthcare providers and patient demographics. Territory alignment, a paramount concept, optimizes the geographical and account-focused efforts of sales teams to enhance efficiency, effectiveness, and impact.

Supporting data for this process includes the geographical distribution of healthcare providers, patient demographics in different regions, and the capability and reach of pharmacies and healthcare institutions. Armed with this information, organizations can devise strategic territory alignments that help sales representatives focus on where they are most needed and the highest potential for engagement and product uptake.



Regulatory compliance

Compliance monitoring and intelligence play a pivotal role in maintaining patient trust and safety. By ensuring adherence to data privacy regulations and conducting compliance audits, pharmaceutical companies demonstrate their commitment to ethical practices, directly influencing patient engagement and confidence.

Organizations that maintain a pulse on regulatory updates position their patient support programs, educational materials, and communication campaigns to meet the highest standards of regulatory approval. This commitment to compliance fosters a trust-based relationship between companies, HCPs, and patients, enhancing the overall quality of patient care.



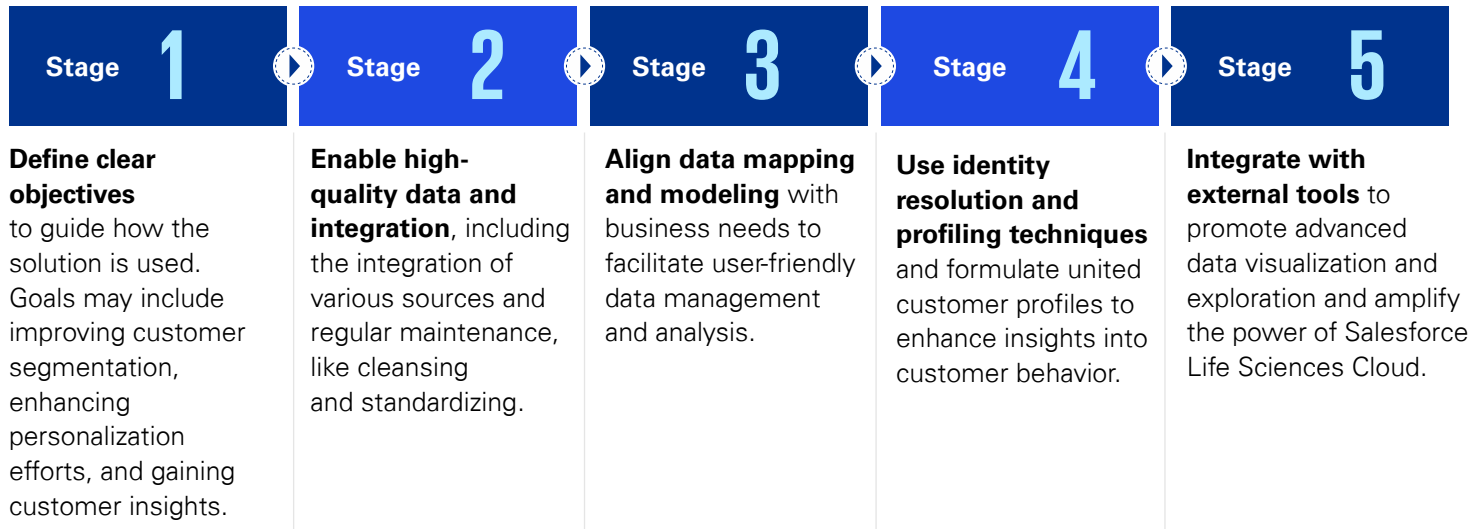
Marketing initiatives

The strategic integration of advanced data platforms has revolutionized how companies engage with HCPs and patients through personalized messaging and omnichannel marketing strategies. Companies can now create tailored communications across various channels—from digital platforms to traditional mail—that address the distinct needs and concerns of specific patient groups and HCP specialties. This approach not only fosters deeper engagement but also significantly enhances the effectiveness of healthcare delivery, ensuring that patients receive care that is closely aligned with their unique health conditions.

By leveraging detailed insights into HCP preferences and patient demographics, pharmaceutical companies can execute highly targeted interventions. This drives better health outcomes when the right messages reach the right audiences. It also significantly boosts the efficiency of pharmaceutical marketing efforts, ultimately leading to increased patient satisfaction and loyalty.

Creating value from Salesforce Life Sciences Cloud

In our extensive experience working with Salesforce, KPMG has developed a strategic framework that leverages Salesforce Life Sciences Cloud to drive considerable value for the pharmaceutical industry. Our foundational approach includes these five steps:



Once these foundational elements are in place, firms can augment the framework for further success with these three approaches:



Iterative data-driven experience

Continuously iterating and improving upon engagement strategies is vital in a rapidly changing industry like pharmaceuticals. Key capabilities for iterative data-driven experiences include:

- Real-time data ingestion from various sources for timely decision-making and actions
- Data cleansing and standardization for reliable and dependable insights
- Analytics and insights into customer behavior with robust built-in data analytics tools
- AI and machine learning to uncover insights and personalize at scale through AI and machine learning algorithms within Salesforce Life Sciences Cloud
- A/B testing and experimentation to identify strategies and messages that resonate best with the audience.



Coexistence strategy

Because a number of tools from different providers work together in the pharma environment, a coexistence strategy aids data integration, management, and governance. Key pillars include:

- Master data management to implement a unified model, foster data quality, and synchronize information
- Cloud/hybrid data stores to establish a scalable and flexible infrastructure, effective data integration, and the use of cloud-native tools for data processing and analytics
- Salesforce Life Sciences Cloud CDP capabilities, including the data integration hub along with AI and predictive analytics features.



Additional intelligence

Capitalizing on additional intelligence—such as data-driven actions, predictive analytics, and AI—can provide an edge in customer engagement and business decision-making. Some advantages include:

- Personalized customer experiences through tailored product recommendations and marketing messages
- Improved customer engagement across multiple touchpoints using AI-driven insights derived from customer data
- Enhanced decision-making through optimized product development, marketing campaigns, and sales tactics
- Improved customer retention and loyalty from data analysis
- Efficient resource allocation using predictive analytics and AI
- Risk mitigation from AI-powered risk analysis that identifies potential risks
- Continuous improvement by refining models and decision-making processes over time
- Competitive advantage by staying ahead of market trends and customer expectations.

Achieving success with KPMG and Salesforce

Harnessing data effectively can revolutionize pharmaceutical companies. It can improve processes, relationships, and results. KPMG and Salesforce together offer a wide-ranging approach to capture the benefits of this data-driven sector.

Salesforce Life Sciences Cloud streamlines patient engagement and clinical operations. A trusted, secure platform—powered by data, AI, and CRM—it helps pharmaceutical companies speed up drug and device development, enlist and retain patients across the clinical trial journey, and leverage AI to deliver personalized experiences to customers.

KPMG helps organizations across the healthcare and life sciences ecosystem work together in new ways to transform and innovate the industry. Our client teams draw from more than 6,500 Healthcare & Life Sciences partners and professionals across a global network of 143 countries. We offer a market-leading portfolio of services focused on embedding data science and digital technologies throughout the business to enable patient-centric solutions and personalization; drive greater business portfolio segmentation to enable wide-scale customer centricity; enable enhanced connectivity and performance transparency within business portfolios; and create strategic, differentiated pricing to succeed in a world of personalized healthcare solutions.



Connect with one of our team members to learn more.



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