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pharma has been
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the challenges of reduced access to physicians, changing stakeholder preferences, and decreasing effectiveness of traditional sales force strategies. Closed Loop Marketing (CLM) and Multichannel Marketing (MCM) have emerged as

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industry responses to
these issues.

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up until now.

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Consulting's vision
for the future of the
pharma customer
experience requires a
combination of the

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two: the application of CLM to multiple channels in an integrated approach.

We believe this Multichannel Closed Loop Marketing (MCLM) represents a renaissance in pharma marketing and sales. Though

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Reinventing pharma through digital transformation For the past decade, pharma has been looking for answers to the challenges of reduced access to physicians, changing stakeholder preferences, and d...

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Digitally Transforming
Marketing
Customer Centric
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on research and
surveys, it seems that
tablet detailing has
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That is, using digital
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expectation for HCPs.

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Both “multichannel

marketing” and

“closed-loop

marketing” have been

popular catchphrases

in pharma marketing

in recent years, with

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the latter often being blurred together with sales reps' enthusiasm in using interactive tablets during presentations to prescribers. In a new report in its "Vision and Reality" series, Capgemini Consulting (New York) suggests that, between where the pharma industry is

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today in its outreach
to prescribers, and
where the technology
is for both MCM ...

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realizing the Multi-Channel Closed Loop Marketing vision is rarely a project. Multi-Channel Closed Loop Marketing is a strategic initiative, a program made up of a number of projects, all inter-dependent and most developing at different speeds and with different sponsorships. Viewed

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that way, it is a
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1 Multi-channel marketing represents the pharmaceutical industry's novel solution to the challenges of achieving improved commercial productivity with increasingly constrained promotional budgets....

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