

Dear all - it was great to meet you yesterday.

Please feel free to reach out to either Frederik or I with any questions about the content we went through, about Veeva in general, or about making an application to our programmes or teams.

All the best, and good luck -
Fred and Ed

edward.atkinsonclark@veeva.com

frederik.welding@veeva.com

Workshop 3: Trying out consulting with pharmaceutical companies (Veeva)

Maastricht career day

15 March 2023

Veeva
BUSINESS CONSULTING

What we'll do today

1	Introduction (Veeva, Frederik and Ed)	Plenary	10'
2	Exercise 1 (segmentation decision)	Plenary	5'
3	Ladder of Adoption explanation	Plenary	5'
4	Populate an 'Omnichannel Journey' with pre-defined channels, content and triggers	B/O	15'
5	Discuss our results, and any questions you may have	Plenary	15'
6	Questions for Veeva and wrap up	Plenary	10'

Any questions before we get started?



A Public Benefit Corporation

Founded 2007 • 900+ customers • 7,000+ employees • \$1.5B+ revenue

Vision

Building the Industry
Cloud for Life Sciences

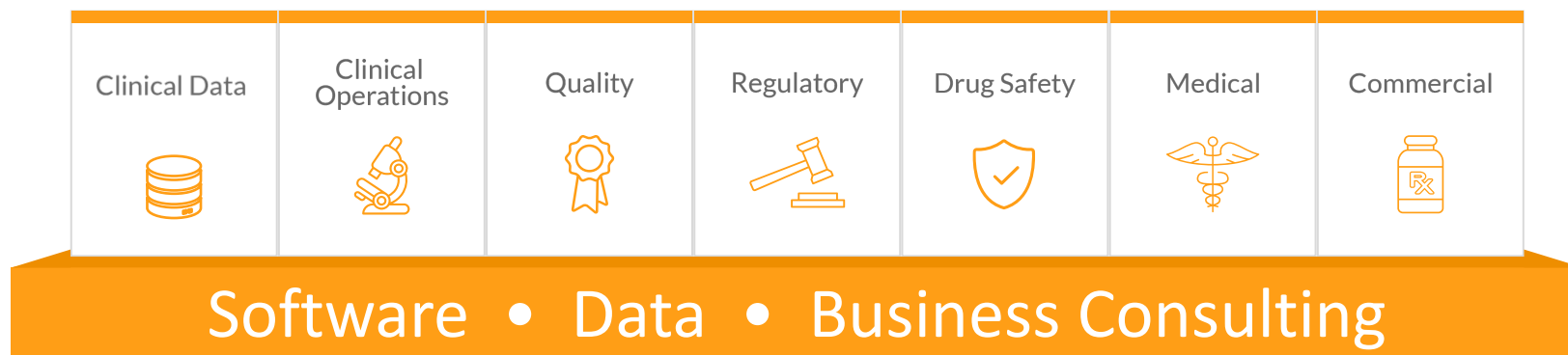
Values

Do the Right Thing
Customer Success
Employee Success
Speed

Cloud software, data, services and consulting for life sciences

Development Cloud

Commercial Cloud



#8 Fastest Growing Public
Tech Company¹

Fastest Growing
Company

#2 Future 50
Company²

¹Based on ranking of the world's best three-year performers in revenues, profits, and stock returns, ²Companies with the best long-term growth potential

Veeva Business Consulting

Strategy • Engagement • Insights • Platforms

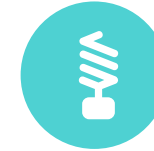
Who we are



**Industry leaders
in digital
innovation**

- Market leading platforms and data assets to leverage
- Operating at the intersection of business, technology and data
- Ability to deliver scalable execution
- 3 years old
- 250 people globally
- Team made up of proven, experienced consultants from EY, Accenture, Deloitte, BCG, ZS, IQVIA etc (best of breed approach)
- 500 people by 2025
- Over 250+ projects completed across 35+ different customers
- Working with 10 of the top 10

Unique Industry Vantage Point



80%+ US drugs approved
launched with Veeva

V CRM

80%+ industry coverage



Full TA Representation
Primary Care, Rare,
Oncology and Specialty

V Vault

700 + Customers
Content Life Cycle



Global Footprint
Americas, EU, APAC



VeevaPulse
Engagement Data

Here with you today



Edward Atkinson-Clark 

Studied

- Anthropology, Middle Eastern Studies, and HPIM!

Worked

- Organising congresses in the Middle East
- Patient Research at UCB
- Digital strategy for pharma companies

Contact: Edward.atkinsonclark@veeva.com



Frederik Welding 

Studied

- Business Administration (BA) , International Management (MSc) , Innovation and Entrepreneurship (MSc)

Professional experience

- Family office financial planning
- API wholesale
- Digital Strategy for pharma companies

Contact: Frederik.Welding@Veeva.com

Our goal today

Design a strategy for telling a Doctor about a new product, which will benefit their patients



What is Omnichannel?

A way of organising interactions with a customer which is consistent, relevant and engaging, across different ways of interacting with them ('Channels')

Key terminology

- HCP
 - A 'Healthcare Provider', so a doctor, nurse, pharmacist. Usually refers to Doctors.
- KOL
 - Key Opinion Leader – an influential Doctor whose opinions impact other HCPs
- LoA
 - Level of Adoption – how much an HCP believes in and/or prescribes a product
- Rep
 - A pharmaceutical employee whose role it is to engage with HCPs
- Channel
 - A method of contact; i.e., face to face meetings, medical conferences, emails...
- MSL
 - A pharmaceutical company employee who has a scientific background, who can answer more technical questions from HCPs

PharmCo Case – How to plan a successful Omnichannel Strategy



Key Information



Background: PharmCo is a mid size pharmaceutical company operating in France currently with 5 products available for various indications for **Cardiovascular disease**.



Product Launch: In 6 months, PharmCo will launch its product **Cardiola**, a **once-daily** pill using an **MoA new** to the market, combatting **Indication A5**, an area PharmCo is not currently present.



Competitive Landscape: Five key competitors utilizing a different MoA from Cardiola, relatively equal market share amongst competitors



Cardiola profile: Marginally more effective than current treatment options (slightly higher rates of sustained remission) to current treatment options available with a better safety profile (lower rates of serious AEs).


Our Objective




To ensure a successful launch of Cardiola, management has requested us to develop Omnichannel Customer Journeys so that we can plan for successful HCP engagement at launch

PharmCo Case – Exercise 1: Understand & Target the *right* Customer

Through market studies performed, French HCPs have been divided into 3 Behavioral Segments

	Attributes	Preferred Channels	Percent of Population
 The Innovator Rationale: <ul style="list-style-type: none"> • High Interest in new science (MoA) • Most likely segment to become early adopters and to act as advocates 	<ul style="list-style-type: none"> • Loves to solve unique problems, typically early adopters & loud voices in the community • Interested in new scientific breakthroughs • Prioritizes efficacy over safety or convenience when assessing new treatments 	<ul style="list-style-type: none"> • Digital-focused: Websites, online education, online Events • F2F (Reps & MSLs) required for specific inquiries 	30%
The Caregiver	<ul style="list-style-type: none"> • Patient-centric, highly focused on PROs and QoL • Prioritizes safety when assessing new treatments • Relies heavily upon referrals from peers/KOLs to prescribe new treatments 	<ul style="list-style-type: none"> • Mix of traditional/digital: F2F meeting coupled with online events 	35%
The Rule Follower	<ul style="list-style-type: none"> • Conservative, risk averse, and late adopters • Heavily relies upon the existing guidelines in determining treatments • Heavily prescribe treatments with which they are familiar 	<ul style="list-style-type: none"> • Traditional: F2F, Leave-behinds, mail 	35%

Key question: Which segment should we target to maximize potential sales of Cardiola?

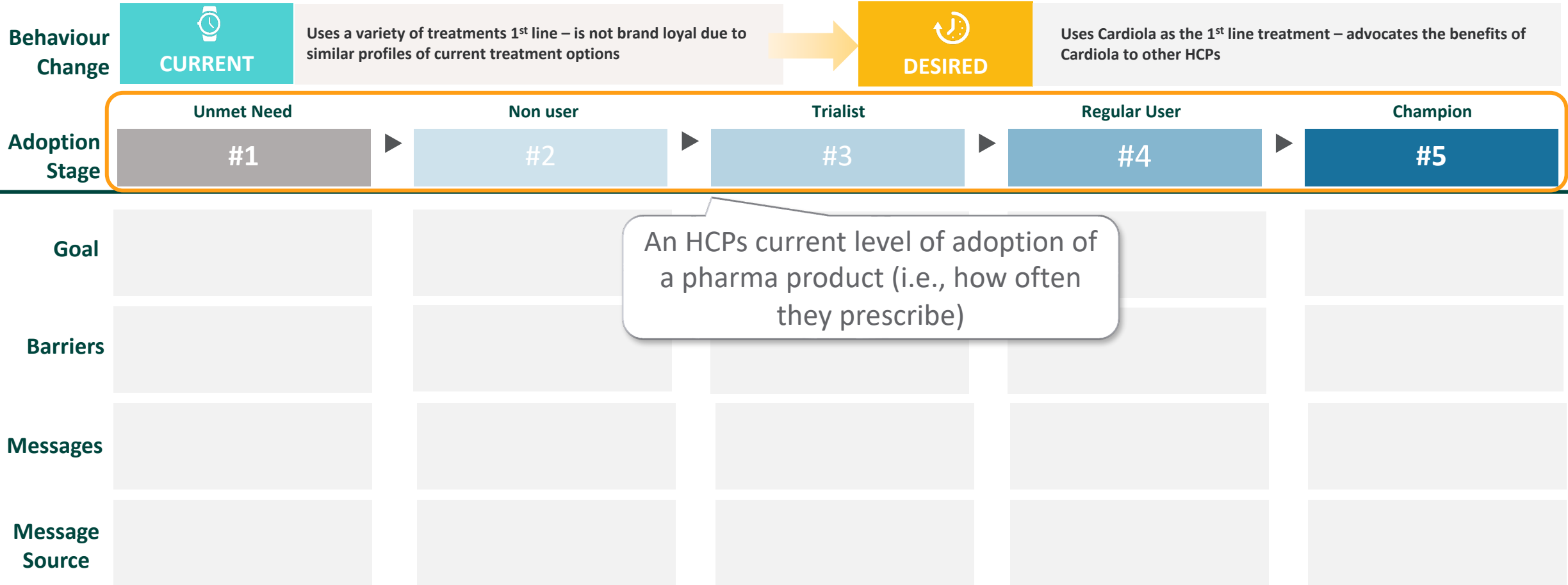
A wooden ladder is leaning against a concrete wall. The ladder is made of light-colored wood and has several rungs. The wall is a light grey color. The sky is a clear blue with some light clouds. The ladder is positioned on the right side of the frame, leaning against the wall. The text is overlaid on the left side of the image.

We will now discuss briefly what a **'Ladder of Adoption'** can look like for a specific segment of Doctors.

There is quite a lot of information here, but the main thing to focus on is **what the building blocks are** – you don't need to remember everything!

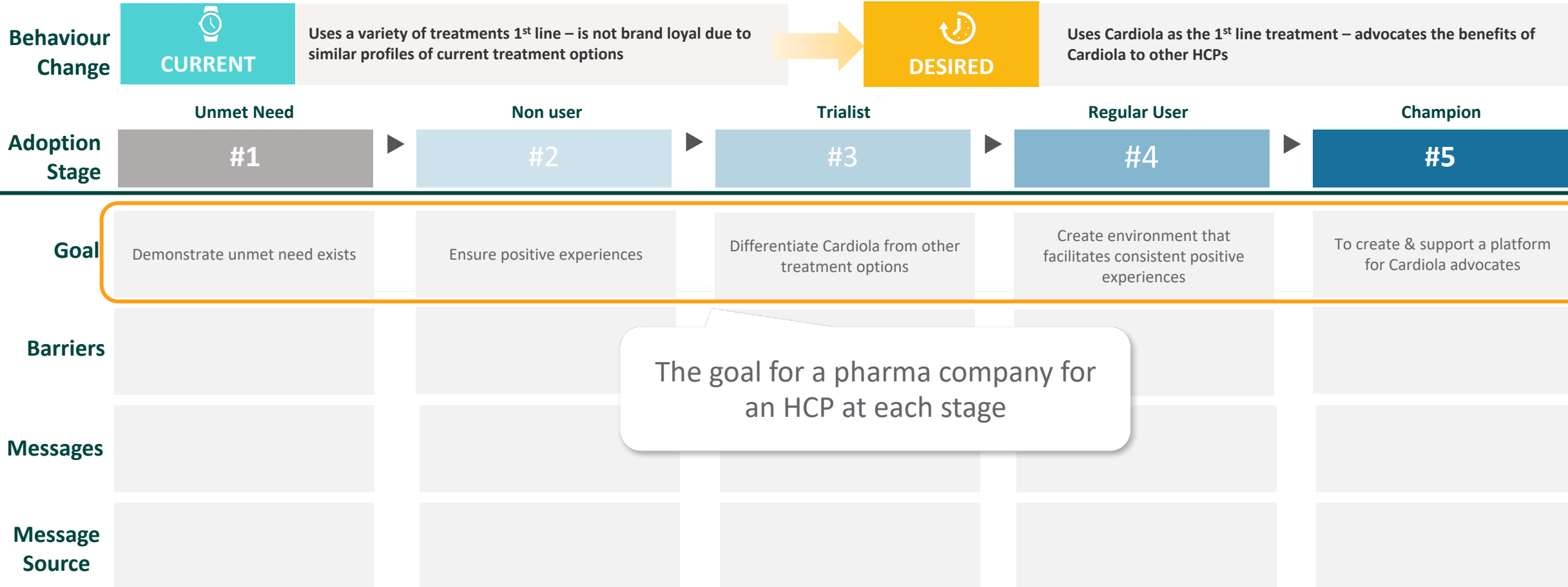
PharmCo Case – Step 2: Strategize with the End Goal in Mind

By focusing on overall behavior change, we can identify goals, barriers, and messages along each stage of the adoption ladder to prepare for accurate and effective engagement



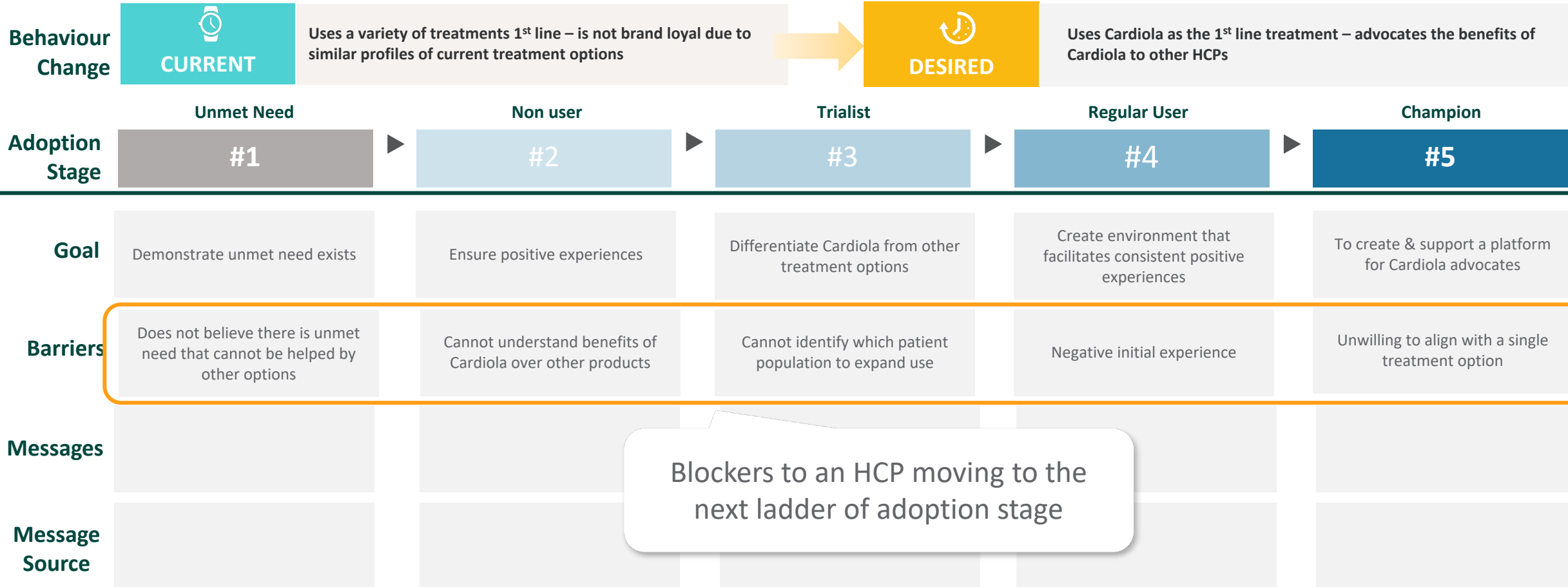
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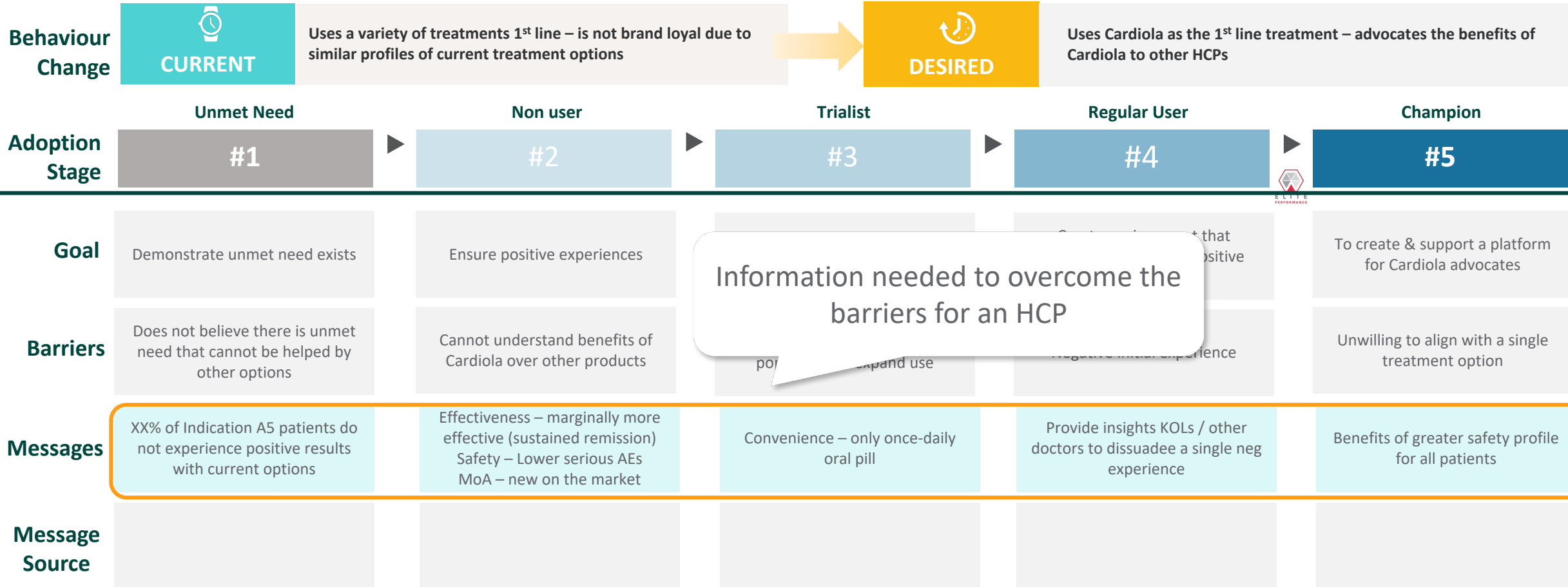
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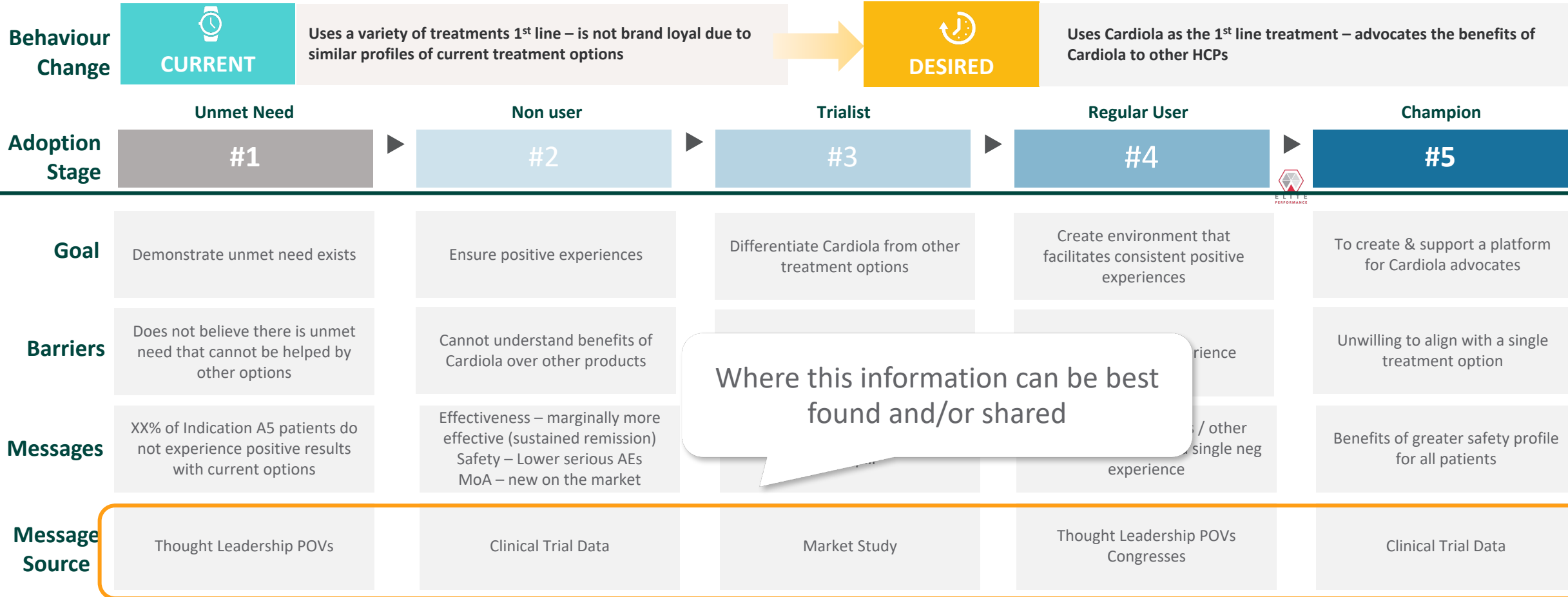
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Exercise 2

1. We will go into groups of 7-8 to conduct this exercise
2. The purpose is to create an 'Omnichannel journey' for our HCPs identified in step 1
3. Each step (there are 6) contains:
 1. A channel (how we contact them)
 2. A message (what we say to them)
4. I/Frederik will drag and drop the different items onto the board
5. Rules:
 1. Each channel can be used as many times as you like
 2. Each message can only be used once

These are the components we are going to use to design these journeys

Channels



Email

An email sent to an HCP by a rep



F2F

A rep visits an HCP in person



Event

An HCP is invited to an academic/training event



Site

An HCP visits a website



Call

A rep calls an HCP



Journal

A rep posts an HCP a journal article

Messages

Introduce Cardiola &
Arrange Meeting

Unmet Need: XX% of
Indication A5 patients
do not experience
positive results with
current options

Effectiveness –
marginally more
effective (sustained
remission)
Safety – Lower serious
AEs

Rep calls to investigate
experience with 1st Rx

Convenience message
of once-daily pill to
encourage expanded
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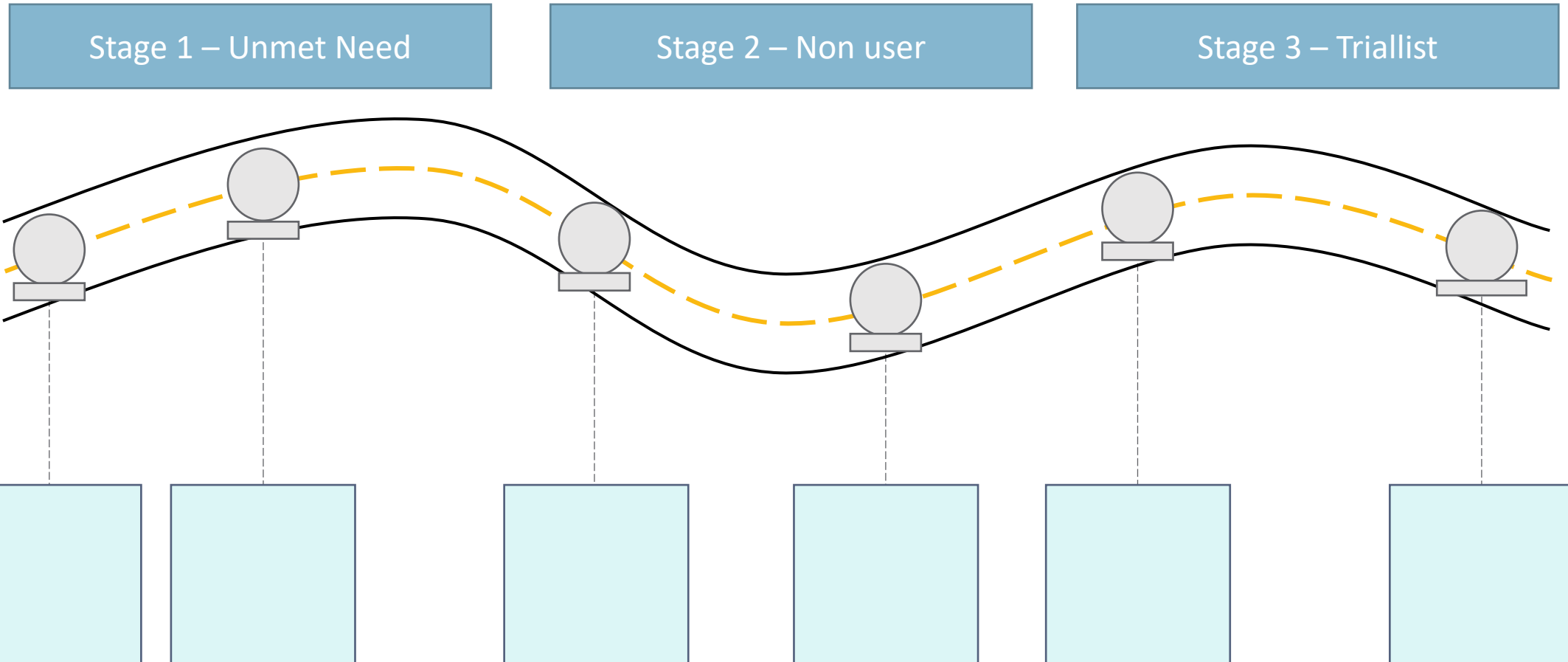
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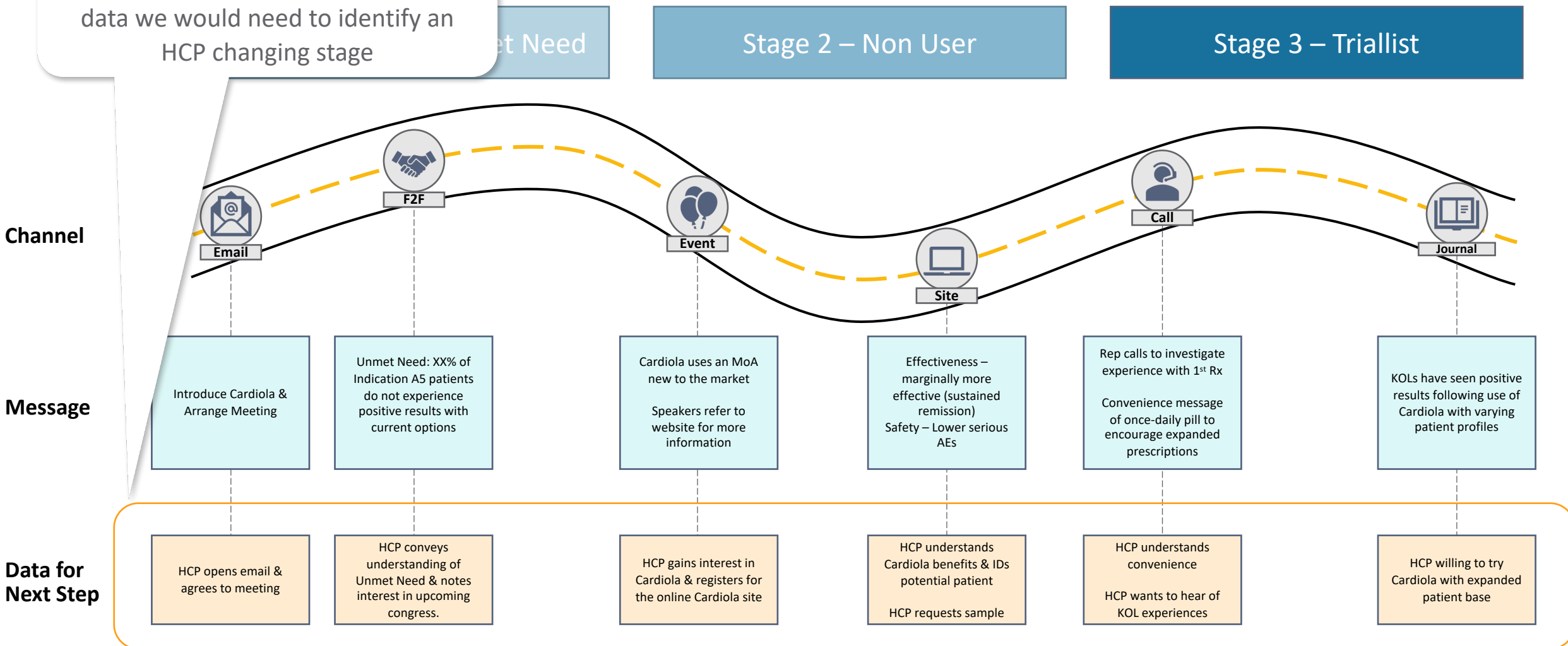
PharmCo Case – Step 3: Personalize Engagement through an OC HCP Journey

By focusing on overall behavior change, we can identify key goals, barriers, and messages along each stage of the adoption ladder to prepare for accurate and effective engagement



PharmCo Case – Step 3: Personalize Engagement through an OC HCP Journey

We didn't discuss today, but in practice we would also identify what data we would need to identify an HCP changing stage





Do you have any questions? Thoughts?

Thinking of a career in Consulting or Technology?



generation
VEEVA

Build Your Career. Have Fun. Grow With Us.

Join Us

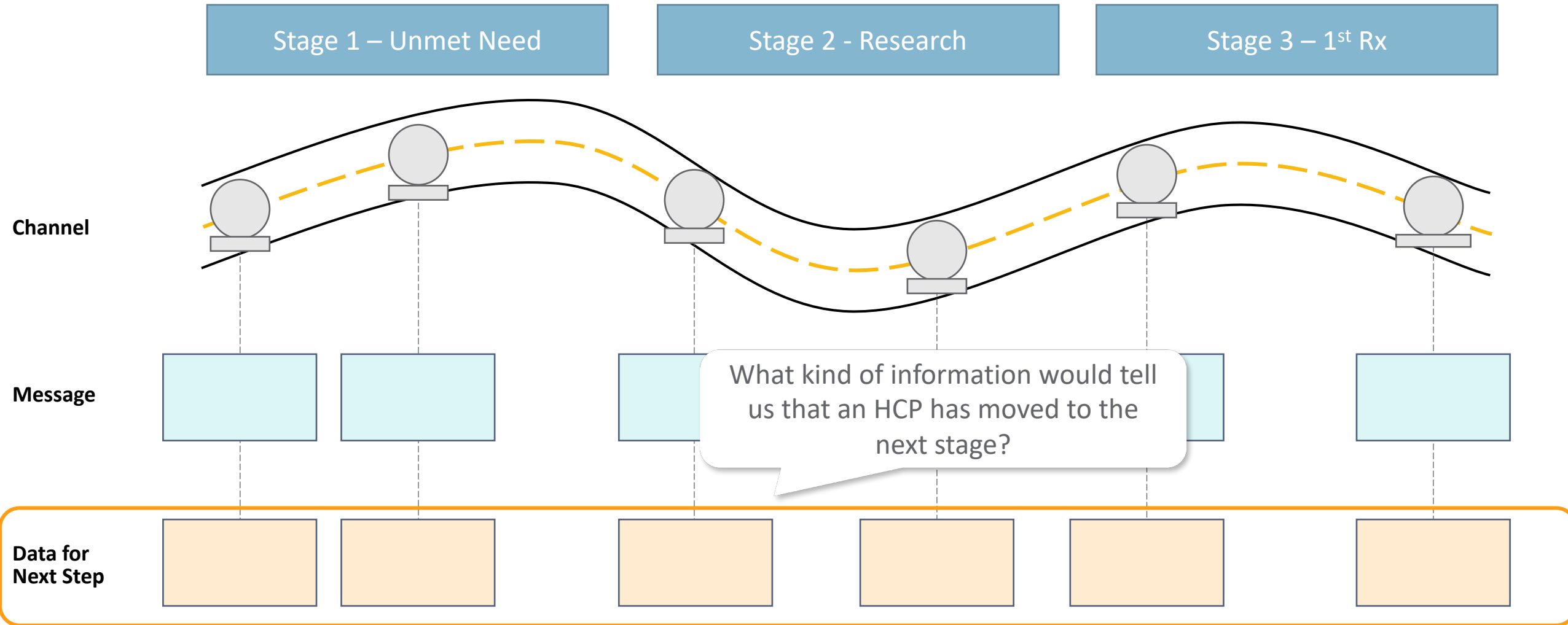
<https://www.veeva.com/generationveeva/>



Thank you

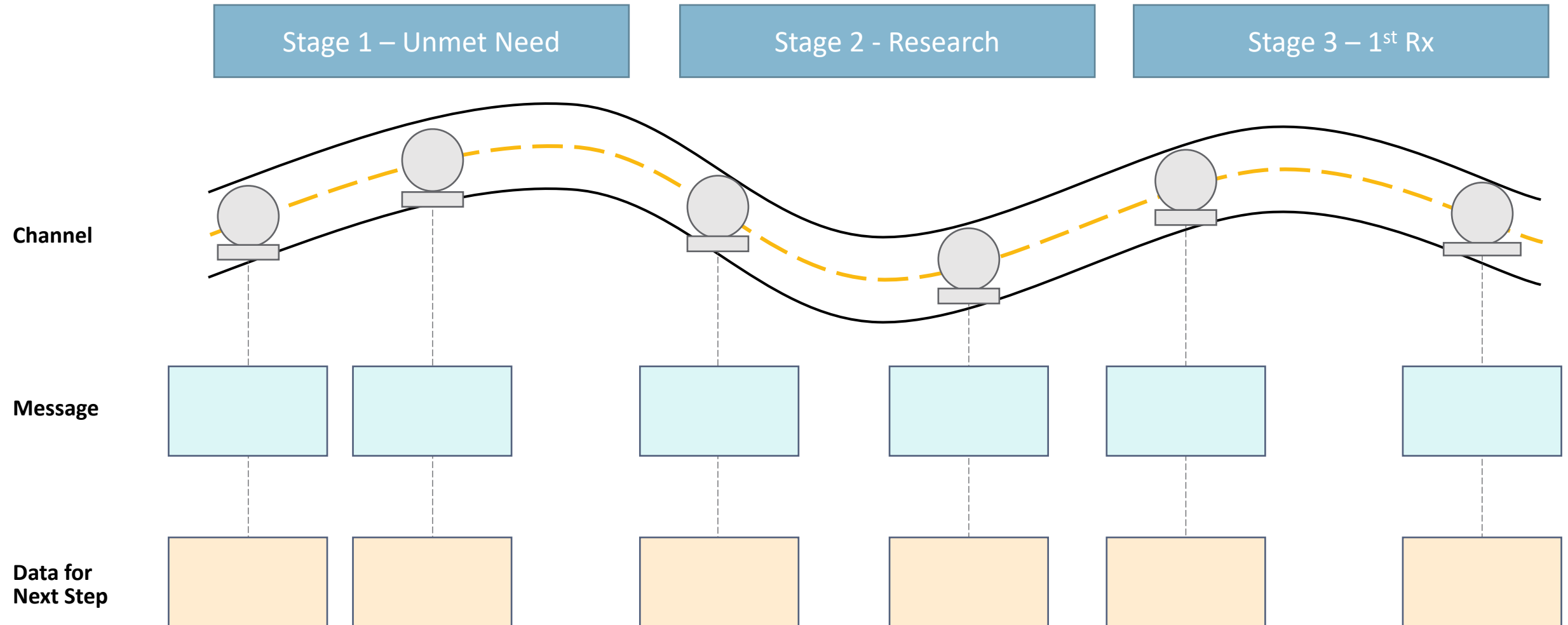
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An email sent to an HCP by a rep



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A rep visits an HCP in person



Event

An HCP is invited to an academic/training event



Site

An HCP visits a website



Call

A rep calls an HCP



Journal

A rep posts an HCP a journal article

Messages

Introduce Cardiola & Arrange Meeting

Unmet Need: XX% of Indication A5 patients do not experience positive results with current options

Effectiveness – marginally more effective (sustained remission)
Safety – Lower serious AEs

Rep calls to investigate experience with 1st Rx
Convenience message of once-daily pill to encourage expanded prescriptions

KOLs have seen positive results following use of Cardiola with varying patient profiles

Cardiola uses an MoA new to the market
Speakers refer to website for more information

Data for next step

HCP opens email & agrees to meeting

HCP conveys understanding of Unmet Need & notes interest in upcoming congress.

HCP gains interest in Cardiola & registers for the online Cardiola site

HCP understands Cardiola benefits & IDs potential patient
HCP requests sample

HCP understands convenience
HCP wants to hear of KOL experiences

HCP willing to try Cardiola with expanded patient base