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Medcomms Vantage 2022

A Transforming
Industry



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Beyond the buzzwords of “the new normal” or “the art of pivoting,” it is commonly recognized that our current post-pandemic world of medical communications has changed dramatically. To seek focus and understanding in this sea of flux and accelerated change, Healthcare Consultancy Group (HCG) launched FUTURUM, a future-focused think-tank initiative to identify and share insights and learnings into key areas of focus impacting medical communications.

A diverse collective of 30 medical communications leaders, supported by a wealth of specialists from across the HCG globe and individual interviews with medical communications specialists from pharma, identified 4 key shifts impacting medical communications. We explore these shifts, one by one, and how investments in these areas will be critical to ensuring that we are meeting the needs of the health care provider (HCP).

Personalized Medicine—Content That Is Tailored to You

HCPs have been experiencing an overload of content for years now. They are inundated with information at every corner, trying to parse out what data to trust and what content is relevant to them. Furthermore, in this digital-first era, a rise in on-demand content has allowed HCPs to view it at their own pace. All of this has been driving to one point: personalization, and it is at the center of medical communications.

So, how do we get there? An omnichannel strategy can drive tailored content to HCPs, bringing the “So what?” of your story directly to the customer. Of clients we have spoken to, 100% are keen to operationalize on personalized education, and we have been partnering with them to go on this journey together. ▶

The journey starts with getting the right people in the room from both sides of the partnership to share approaches and assess where the client teams are in the goals, objectives, and key performance indicators, so that we can accurately design a pilot and plan. Three key areas we need to assess and plan for in our omnichannel journey and partnership are:

- **The Data** — These are for understanding and targeting clients' specific HCP audiences and personalizing their educational experience. This involves looking at their first-party data and HCG/Omnicom's data sources to identify gaps/needs and the best approach
- **The Content** — The days of long-form videos and slide decks are over. The focus is on developing medical communications content that is modular, engaging, multiformat, and mapped to your audience's journey. We plan content calendars, formats, and channels around the needs of your audience (not just the congress) and leverage them accordingly
- **The Technology** — This is critical to marrying the data with content and automation to power and measure it all. From digital asset management systems to client relationship management systems and customer data platform systems, we work with client teams to assess their infrastructure and complement it with Omnicom's precision marketing and education technology solutions.

This is only the beginning. Further discussions around agile processes and change management are required for a successful implementation of an omnichannel strategy, but this next step in evolving our content creation and delivery strategies is what will ensure that we reach our audience in their learning and digital journey and truly elevate the brand story.

Metaverse—A New Reality?

If omnichannel strategies can effectively reach our audience, then can the metaverse evolve storytelling capabilities? Technology is changing rapidly, and the metaverse still seems like a foreign and nebulous concept. But in simplest terms, the metaverse represents a new way of engagement, mimicking the real world in a shared, multidimensional, virtual environment.

The implications of this growing technology are far-reaching. We are still in the infancy of the metaverse, but the potential to transform how we engage with HCPs through our medical communications is an exciting challenge. As marketers, we are constantly adapting to the needs of our customers and society. Almost all HCPs are online through their mobile phones, so there are infinite possibilities for how we can reimagine traditional activities such as medical congresses, advisory boards, and speaker trainings, to name a few. Our approach for application of the metaverse is simple: Network. Play. Learn. The scope of the metaverse is not limited to the traditional activities mentioned; it includes networking opportunities, internal summits, and HCP and patient engagement. A shared, virtual environment gives us the opportunity to think outside the box as we reimagine traditional ways of engagement.

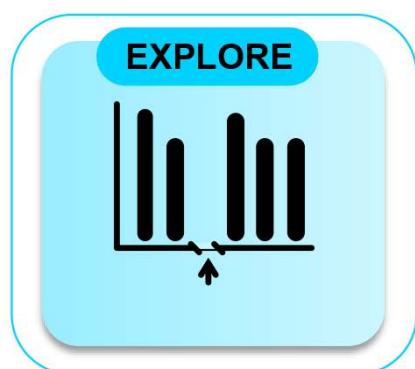
In an industry as regulated as ours, such dramatic shifts can lead to concerns around feasibility and implementation. In such a rapidly changing environment, therein lies the opportunity to define what the metaverse can mean for us. Through cross-functional alignment and input from all stakeholders, we can truly transform our storytelling. ▶

Making Medical Communications More Inclusive

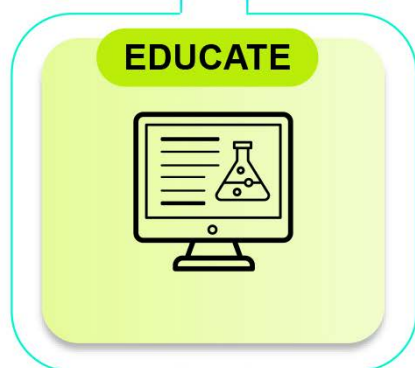
We can meet HCPs directly at the source and leverage technology to elevate our brand story, but if the message and data do not reflect the true population we are serving, is that really going to resonate with the audience? Probably not.

We have recognized for a long time the lack of diversity in our industry's clinical trials, data, and scientific communications. This has led to years of perpetuated bias and lack of understanding. As global citizens, we can no longer ignore these

issues, but the problems are vast and run deep. Where do we begin? How do we start? These are fair and, frankly, tough questions. But we need to start somewhere. HCG is championing efforts within medical communications, closely examining our work with our clients. Like any situation we face, we develop a framework or approach to globally review our current and planned efforts—in other words: Explore. Educate. Embrace.



What data are we using? Where are the gaps? What biases exist within real-world evidence studies? These are some of the many questions that we need to ask ourselves when we review the data in front of us to tease out insights and develop communications. Once we've acknowledged these gaps, we must find ways to partner internally and externally to better use and improve the information around us.



Where can we improve our messaging and proposed tactics to drive a more inclusive scientific communications campaign? We must look beyond imagery and dive deep into the makeup of our advisory boards and steering committees, the data we choose to highlight, or the format of the final deliverable (eg, creating versions of the same deck that are translated for various audiences).



We need to internalize this in our day-to-day jobs. Internal trainings and open conversations with patients about their lived experiences are just some of the ways we can continue to recognize and uplift underserved populations. ▶

Artificial Intelligence (AI) Is Already Changing Our World

We're seeing data generated, processed, and digested at previously unheard-of speeds. As we implement omnichannel strategies and explore the metaverse, the potential for how we can use technology to impact patients is tremendous. We are seeing AI deployed in disease detection, prediction, and epidemiology, as well as new capabilities for it in drug discovery and disease management. The current and future applications of AI in health care are endless.

Over 75% of our client partners are interested in AI, but they need to understand the implications of the technology in our regulated environment. What training needs to be completed to use the systems and processes? What are the legal and compliance approvals going to look like? How will this impact our daily operations? Above all, can we trust AI? There is so much to discover, and when patients' lives are at stake, we need to be sure we understand not only the vast advantages of this technology, but also its limitations. The impact of AI is everywhere, and how we adapt our communications to bring HCPs into this conversation is critical.

At HCG, AI is already being leveraged by our value and access teams to generate data and insights, providing us with experiences and best practices to learn from. As we bring AI into medical communications, we need to understand how products are developed, tested, and brought to market through AI; how AI can be leveraged to support clinical decision-making; and how AI can improve daily operations within the health care system. We are doing this by partnering within our Omnicom network to evaluate capabilities, understand limitations of the technology, and develop use cases for consideration.

This is an evolving journey. AI is fostering innovative, path-breaking solutions, and we have an opportunity to lay the foundation now and define how we leverage AI in our industry.

A Transforming Mindset


At the core of these seismic shifts is not innovative technology or evolved content, but a mindset shift that we, as an industry, must embrace.

FUTURUM brought to the forefront and reinforced ideas that we were already starting to see. But it is not enough for us to just recognize these changes. We need to act. We do this by embracing these changes through our actions and ideas: innovation workshops that drive the adoption of the latest ideas, new working models to facilitate cross-functional collaboration and alignment in content creation, and open and honest conversations on how we can do better as an industry. These are some of the many activities HCG is partaking in both internally and with our clients to fully embrace the transformation.

Our world and industry have dramatically changed. So, we respond accordingly, radically changing how we operate and develop content so that we lead the way in this new frontier of HCP engagement. ●



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Healthcare Consultancy Group (HCG) is a global leader in medical communications – 8 agencies united in a common vision. To accelerate product understanding and acceptance, bringing clients' medicines closer to the patients who need them.

With global offices approaching 1,000 staff spanning North America, Europe and Asia, HCG is an incubator for the relentlessly curious. Our appetite for creating strategies that lead to better patient outcomes is never satisfied.

HCG's agencies include Chameleon, Health Science Communications, Lumen Value & Access, ProEd Communications, ProEd Regulatory, Synergy, The Scienomics Group with industry-leading digital and creative strategy from the HCG Engagement Group.

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