

## Multichannel Closed Loop Marketing Caggemini Consulting

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Multichannel Closed Loop Marketing: Digitally Transforming the Life Sciences Industry. 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 decreasing effectiveness of traditional sales force strategies. Closed Loop Marketing (CLM) and Multichannel Marketing (MCM) have emerged as industry responses to these issues.

**Multichannel Closed Loop Marketing: Digitally Transforming the Life Sciences Industry**

up until now. Caggemini Consulting's vision for the future of the pharma customer experience requires a combination of the 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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Both "multichannel marketing" and "closed-loop marketing" have been popular catchphrases in pharma marketing in recent years, with 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, Caggemini Consulting (New York) suggests that, between where the pharma industry is today in its outreach to prescribers, and where the technology is for both MCM ...

**Multichannel and closed-loop marketing need to come together**

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The journey to 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 that way, it is a business

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Caggemini Consulting MCLM team Friday, January 24, 2014. MCLM Team Publications

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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....