PIXACORE

Veeva

Integrate Your Veeva Tactics

PIXACORE can help you increase engagement and build stronger relationships

PIXACORE is an independent full-service agency composed of brand experts steeped in digital experience. Based in New York City, PIXACORE has been creating results-driven experiences—including many on the Veeva platform—for over a decade.

For many companies, Veeva implementation is confined to closed-loop marketing (CLM) presentations or perhaps Approved Emails. However, the individual parts are much more powerful when they are integrated together in a systematic way that supports the rep in their efforts to establish a relationship of trust with the healthcare professional (HCP). The #1 job of Veeva is to support and complement rep efforts at building rich personal relationships with HCPs, not control them.
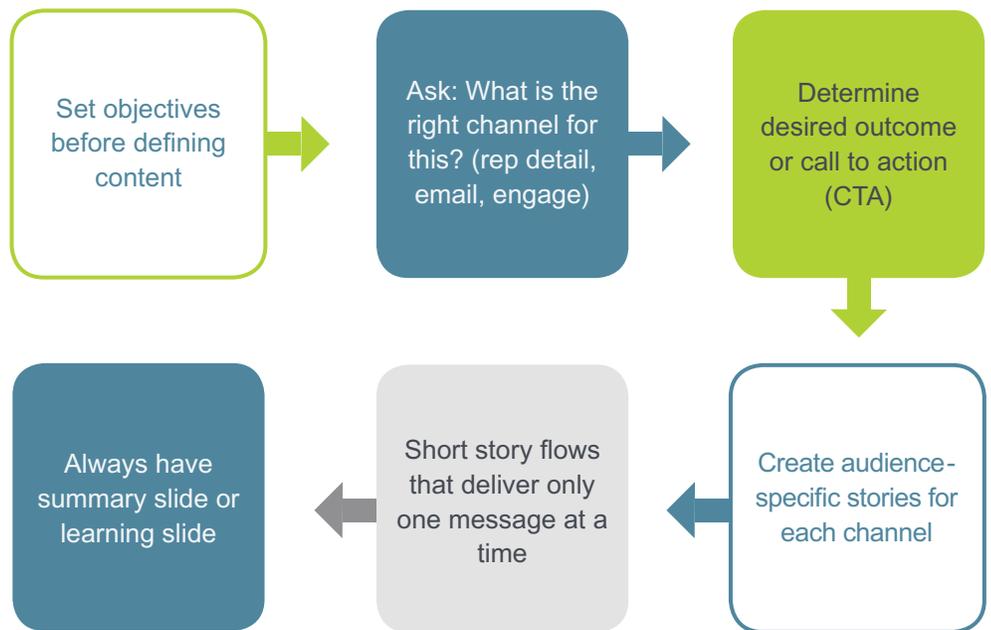
The components of the Veeva ecosystems—both personal and nonpersonal—are designed to work together synergistically. By understanding their cohesive functions and implementing an integrated engagement strategy grounded in the platform's capabilities, you can greatly improve the HCP's experience and optimize outcomes.

To this end, PIXACORE would like to share some examples of our approach for optimizing the Veeva ecosystem.

1. Proceed with purpose

When creating digital experiences on the Veeva platform, begin with the end in mind. Define your objectives and outcomes prior to developing a content strategy. Know your audiences and which digital channels will reach them most effectively. Then, implement a content strategy that achieves your ends and aligns with your reps' and HCPs' realities in the field.

Set objectives before defining content → Ask: What is the right channel for this? (rep detail, email, engage) → Determine desired outcome or call to action (CTA)

Always have summary slide or learning slide ← Short story flows that deliver only one message at a time ← Create audience-specific stories for each channel

In addition to defining the story content, decide on the tactics that can be used to deliver these stories to the HCP:

- What can be delivered via email to generate curiosity?

- What can be presented via a customized detail on a microsite that is personalized for the individual HCP?

- Which information is core, and which is supplemental?

After answering these questions, you can generate a content grid that defines the tactics needed for each channel.

2. You and I: UI

Develop a user interface (UI) that will enhance the rep-HCP relationship and deepen customer engagement with your brand. Your iDetail, for example, should *support* face-to-face engagements—it should never be the focus of them.

Optimum UI design enables reps to:

Guide the flow of sales calls and explain the content clearly

+

Maintain eye contact with the customer

+

+

Navigate simply and access key messages effortlessly

+

Close or bridge easily to a new discussion

# 3. Make the creative simple, singular, and succinct

Regulatory restraints breed complexity. But you still have a measure of creative control. Use a simple, clean design that focuses the user on the content.
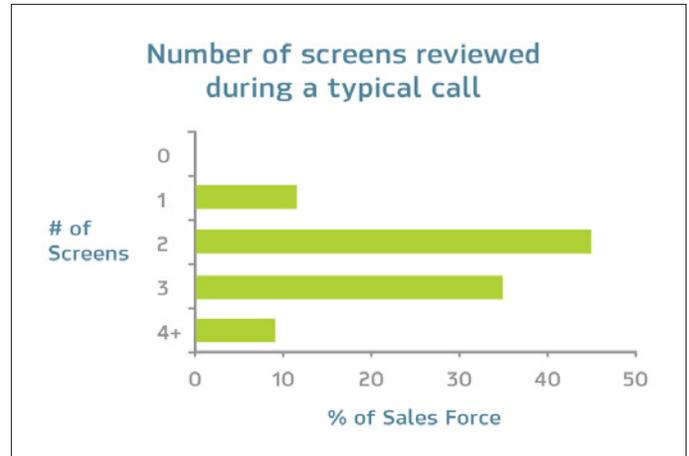
83% of learning occurs visually

Simple – An arresting visual is more memorable than copy. Reduce the use of buzzwords and marketing language and let the rep explain the story.
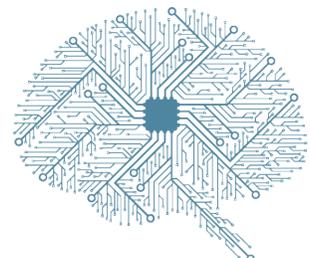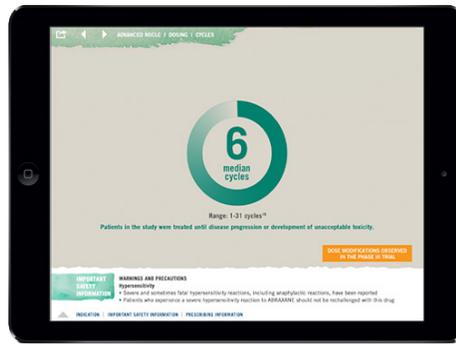
Singular – No more than 1 key message per screen. Keep the interface clean and uncluttered.

Succinct – Tell a concise story in just 2-3 screens per sales call

Number of screens reviewed during a typical call

4. Communication circles

Nonpersonal and personal ecosystems should work together to build ongoing engagements. Veeva, after all, offers far more than just a platform for iDetails. HCPs who may be unavailable for face-to-face calls can still be reached with a well-planned communication strategy.

This may include an initial Approved Email inviting the HCP to an online self-guided Engage presentation. After a remote detailing session, follow-up Approved Emails can lead to in-person sales calls. Afterwards, the rep can send an Approved Email that includes additional content to reinforce the messages covered in the call. The rep then checks the MyInsights dashboard to see whether these emails were delivered and read before their next in-person meeting. In this way, Veeva can help transform nonpersonal communication into personal meetings.

5. Rollout strategy

Reps need to know more than how to navigate through the tool and which buttons to tap. Develop a Playbook in conjunction with the development of strategy and content, that explains how the rep can use the materials and tools provided in the Veeva platform to reach their HCPs.

Training should cover the entire integrated selling process using scenarios that give them practice using the tools. Although an introductory webinar is important to launch a new initiative, reps will need hands-on training in a simulated situation to be comfortable using the digital tools that Veeva provides. Other materials such as step-by-step help guides, walkthrough videos, and messaging overlays can assist the rep in making the best use of the Veeva platform.

6. Capture, analyze, and evolve

One of the key benefits of Veeva is the ability to use data to inform the rep's future interactions and assist marketing in developing new content.

Relationships between reps and HCPs can be optimized through data-capture mechanisms that enable the rep to review what was previously presented prior to the next call. Results of opinion polls can be analyzed and combined with other data to build profiles using customized MyInsights dashboards that show which slides are being used most effectively, show open and click-throughs in emails, and present a 360° view of the HCP.

Use an iterative development process to meet the needs of your HCPs and reps—and support your brands. Three months after the release of an e-detail or email campaign, review the analytics around each piece and determine what refinements are needed in order to extend the effectiveness of existing messages, or introduce new slides to provide missing information.

In summary, PIXACORE can help you fully engage with Veeva; we've spent many years creating immersive digital experiences. If you're looking to optimize the Veeva platform, <u>contact PIXACORE</u> for additional information and relevant case studies.

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