

## CASE STUDY

# Creating Your Long-Term Digital Footprint Strategy



## Overview

**Client:** large pharma manufacturer with multi-therapeutics portfolio of products was looking to explore potential consolidation of digital assets across programs and make strategic changes to keep up and stay ahead of market trends

**Situational Context:** newer and more complex products are planned to enter the customers portfolio so there is a company wide push to improve the overall technology enabled experience

**Topics:** digital strategy, program restructuring, digital investments, market trends

## Client Testimonial

We were able to hand this work off to our global digital partners as a template to use worldwide



## Client Challenges

- Disparate teams that manage individual product patient support programs
- Lack of broad visibility into individual program decisions/ components
- Ever evolving technology components in the marketplace that make it difficult to keep up
- Newer more complex products coming to market



## Project Objectives

**Goal:** Understand where, how, and what digital solutions can play a role in transforming care across the landscape of mature and evolving digital capabilities



## Project Approach



Mapping out existing internal and external (e.g., SP, health systems) digital footprint along treatment journey



Predictive analysis based on market trends and customer insights to create a future state digital footprint



Development of organizational roadmap based on uncovered priorities



## Outcomes

### 5 Year Plan

Paced investment strategy to gain leadership buy in

### Solution ID

Where to invest and possibly with whom

### 'War Room' Poster

Comprehensive current state view across programs

### Cross Functional Synergies

Review of all programs identified potential cross product synergies