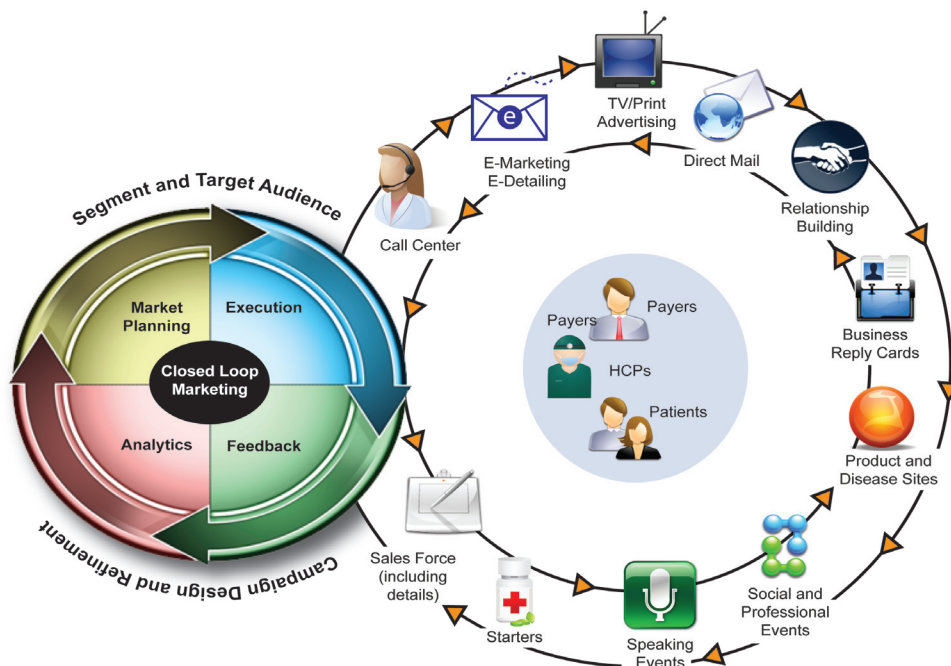




Commercial Excellence through Closed Loop Marketing

Closed Loop Marketing (CLM), also known as Closed Loop Promotion (CLP), enables and measures the results of holistic marketing and communication initiatives by tracking the response of targeted groups and encompasses:



HighPoint Solutions’ 400 consultants have provided sales and marketing solutions to companies big and small.

Contact us to find out why more than 30 pharmaceutical companies, including the following, have chosen our team:

- Astellas Pharma
- Bristol-Myers Squibb
- Forest Laboratories
- Merck & Co.
- Novartis Pharmaceuticals
- Otsuka America Pharmaceutical
- Pfizer
- Sanofi Aventis
- Vertex Pharmaceuticals
- Watson Pharma

Let’s discover your competitive edge.

Learn more about how HighPoint Solutions’ Sales & Marketing Practice can help you achieve commercial excellence.

Call us at **800.238.1230** or visit us online at **www.HighPoint-Solutions.com**.

Challenged Initiatives	Successful Initiatives
Driven one-dimensionally	Multilaterally driven, with clear champions ID'd
Little upfront definition of success metrics	Sales, physician access, operational and quality of interaction metrics defined
Insufficient input from Legal, Training and Sales Ops	Significant input & buy-in from all Commercial Ops
Material production / cost reduction seen as main benefit	Incremental to existing Commercial Ops processes
CLM pilot as the end state goal	Development of a vision, met through incremental steps

When looking at the two main components of the Pharmaceutical promotional model above, it’s apparent the wheels are not balanced, and the results are a bumpy ride for customers and pharmaceutical companies alike. We see Closed Loop Marketing as an opportunity to balance external promotional efforts with analytical message refinement and redeployment to touch the right customer, with the right message, in the right & compliant way. Doing so necessitates a vision and roadmap that key stakeholders across the commercial model buy into.

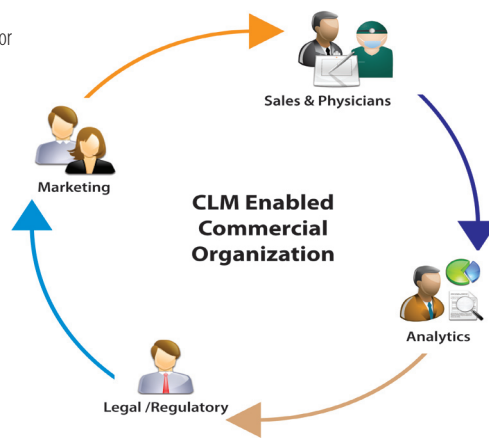
How Does Closed Loop Marketing Help?

Marketing Benefits

- Produced tailored, targeted messages for each customer segment
- Refine Marketing messages using Physician & Field feedback
- Improve unaided message recall

Legal/Regulatory Benefits

- Ensure complaint, on-label discussions
- Direct off-label requests to Medical Information
- Integrates with existing review processes



Sales & Physicians Benefits

- Provide meaningful, interactive information
- Cultivate consultative relationship built on product discourse
- Stay up-to-date on the latest science
- Improve call planning & execution through capture messages delivered, physician response and objections
- Treatment regimens and efficiency from trusted KOLs

Analytics Benefits

- Analyze adoption rates, prescribing habits, behavioral information, and overall investment & value
- Analyze updated customer data from field (e.g., physician issues, segment, sample usage, speaker involvement)
- Develop a continuum of support and objections to marketing messages to refine positioning

Vision & Roadmap

CLM is a very strategic yet complicated strategy to implement. Most CLM projects fail to meet their set objectives do to lack of planning. A road map and vision provides an outlook on all key initiatives required and sequences the activities to achieve results sooner and minimize organization disruption due to the change:

Key Roadmap Objectives:

- A clear, concise view of CLM Strategy:
 - » Measurable CLM Objectives defined by Department, Franchise, and Corporate Strategy
- A multi-year road map identifying all key projects / coordination points to implement CLM:
 - » Increase implementation success by defining the projects required to support the CLM Objectives
 - » Define an incremental, phased approach to CLM that will limit disruption to the organization
- Definition of Phased Approach & Users:
 - » Determine the Scope, Timeline, and User Group

Best Practices

- Analyze First
 - » Opt for analytics over integration to start
 - » Understand what's being used, the reaction, and benefits is the true value of the solution
 - » Full integration of CLM & SFA provides incremental, not core, value
- Test the Waters
 - » Pilot is the beginning not the end
 - » Encourage flexibility for the sales team to decide when to use CLM
- Content
 - » Keep content refreshed frequently (dramatic usage drop-offs if content is static for more than 6-10 weeks)
 - » Incorporate adequate Legal/Regulatory review of content in the timeline

HighPoint Solutions is a premier provider of specialized IT services with vertically focused solutions for Pharmaceutical, Healthcare and Commercial companies. Since 2000, our business consulting and technology solutions have delivered, and continue to deliver, business value and competitive advantage to our clients.

Through continual improvement, our consultants stay current with trends, strategies, and technologies affecting your organization. When combined with HighPoint's history serving our target industries, we have the experience and insight to understand yesterday's mistakes, today's challenges, and tomorrow's opportunities—which we use to deliver results that positively impact clients.

WHAT

Strategic Objectives:

- CLM Channels

CLM Objectives:

- Brand
- Function
- Analytics/Metrics

Functionality Assessment:

- Which processes
- To what extent

WHO

Organizational Roles & Responsibilities:

- Marketing
- Market Research
- Sales
- Sales Ops
- Legal/Regulatory
- IT
- Training
- 3rd Party Agencies

Pilot Group Makeup

WHEN

Timeline:

- Stage rollouts for optimal business results
- Identify support org & activities needed
- Define metric & success milestones
- Activity durations

FINALIZE

Operationalization of CLM:

- Roles & Responsibilities
- Activities
- Timeline

Review Results

Update Results with Feedback

PROJECT MANAGEMENT