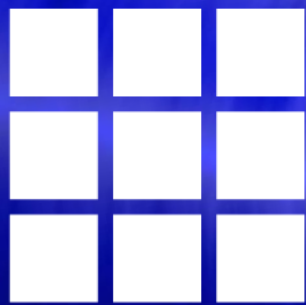




**Citius
Healthcare
Consulting**

Optimizing analytics to enable Omnichannel excellence: Improved insights and agility

Case Study
www.citiustech.com/citius-healthcare-consulting



The Background

A leading global biopharmaceutical company headquartered in Belgium is focused on developing innovative therapies for individuals living with severe neurological and autoimmune conditions. With a strong commitment to health equity, environmental sustainability, and outcomes that extend beyond clinical measures, the organization integrates patient insights with scientific expertise to drive meaningful impact.

Over a six-year partnership, CitiusTech has supported the organization across multiple strategic engagements via our consulting arm. One of the key areas identified for improvement was the reporting process for non-personal promotion (NPP) activities, which faced several operational challenges:

Key challenges:

- Lack of standardized reporting templates, leading to fragmented outputs.
- Manual and time-consuming report creation processes.
- Limited analytics insights, making interpretation and decision-making difficult.
- Unmet monthly reporting requirements.
- Delayed optimization and misalignment across omnichannel initiatives.



The Consulting Approach

Using a structured yet flexible approach, Citius Healthcare Consulting executed a collaborative approach across all internal and external partners, including the field to measure and provide insightful omnichannel recommendations.



Analytics optimization

- Defined standardized reporting templates aligned with brand-specific requirements and industry best practices.
- Performed data validation and standardization to ensure consistency and reliability across datasets.



Discovery

- Enabled early identification of measurement issues through QC data validation to improve data accuracy and campaign effectiveness.



Streamlined marketing solutions

- Created a flexible reporting framework applicable across therapeutic areas and products, enabling scalable delivery of insights.



Omnichannel reporting

- Delivered omnichannel reporting across all marketing lines.
- Developed 10 analytic insights reports weekly/monthly, across 5 brands and therapeutic markets.

Analytics supports Omnichannel Marketing pillars

- **Segmentation**
Define and refine the audience
- **Journey**
Optimize the Customer Experience (CX)
- **Message**
Manage content, channels, and testing
- **Delivery**
Orchestrate internally or with partners
- **Optimization**
Use data and insights to support brand goals

The Solution

Agile Analytics for Omnichannel Excellence

Implemented an agile change management process internally and with brand agency partners for an agreed-upon methodology of data collection, analytics, timing, and presentation to maximize the insight for achieving and exceeding brand strategy. This also allowed for ad-hoc and exploratory supplemental analysis.

To address the client's fragmented and inefficient non-personal promotion (HCP and DTC) reporting process, CitiusTech conducted user (brand and partner) interviews to:

- Capture business needs and priorities
- Define data and technical specifications (including data availability)
- Align logistics to build trust in the timing, data, and insights

This enabled brand teams to focus on creating impactful marketing campaigns to achieve brand objectives. There was trust and confidence leading up to the readouts, followed by active discussions focused on:

- What happened vs. expectations
- Why or why not
- Where to test and improve
- How to move forward in future omnichannel resource allocations (including leveraging the sales force as a key HCP interaction channel)

The solution's flexible architecture supported scalable reporting across brands, enabling:



Weekly / monthly delivery of insights.



Real-time visibility into agency partner performance.



A shift from manual, fragmented reporting to a dynamic, insight-driven system aligned with the client's mission to deliver meaningful patient outcomes.



Data standardization to ensure consistency across brand reporting.



Track response and engagement against goals and benchmarks.

Impact

The implementation of a standardized, automated, and insight-driven framework led to measurable and faster improvements in the client's NPP reporting and omnichannel execution.

Key business outcomes

- \$200K annual cost savings through improved reporting efficiency and insight generation.
- Reduced data turnaround time from 3 months to less than 3 weeks.
- Standardized output metrics across all marketing channels.
- Delivered a flexible set of 10 reports tailored to 5 distinct brands.
- Improved alignment of marketing operations with strategic goals, enhancing responsiveness, and execution.





Thank You

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We bring deep expertise in healthcare and life sciences, leveraging our experience as industry leaders to help clients envision the future of healthcare. By combining our digital expertise, we drive transformation into the future of healthcare.

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