Today’s Discussion

• Welcome
• The Healthcare Marketplace
• Who Is Touchpoint?
• The 100% Healthcare Contact Center
• The Future
The Healthcare Marketplace
Healthcare is Growing...

- ACA
- EMRs
- Healthcare IT
- Big Data
- Internet of Things
- Patient Adherence
- Google Health
- Apple Health Kit
- Biometrics
- Biomedical Printing
- Tele Medicine
- ACOs
- mHealth
- Wearables
- Physician Extenders
- Remote Monitoring
- Personalized Medicine
- Bionic Organs
- The Quantified Self
- Health Apps
- ePatients
- Google Health Kit
- Big Data
- 3D Biological Printing
- ePatients
- Big Data
- ACOs
- mHealth
- Wearables
- Physician Extenders
- Remote Monitoring
- Personalized Medicine
- Bionic Organs
- The Quantified Self
- Health Apps
- ePatients
The Affordable Care Act

2012:
15.6M Americans had no health insurance or were underinsured

2014:
9.3M More Americans now have health insurance
Big Data in Healthcare

80% of Medical Data is Unstructured & Clinically Relevant*

- EMRs
- Lab and imaging systems
- Healthcare professionals’ patient file notes
- Medical correspondence
- Claims data
- CRM systems
- Finance

* IBM – Big Data and the Healthcare Industry
The Health Tech & mHealth Explosion
TeleMedicine

- Primary care physician shortage
- >9M new ACA patients in marketplace
- 85% medical issues resolved via telemedicine physician visit
- Many employers driving demand:
  - Physician visit: 3+ hours during working hours
Patient Nonadherence
The Costliest Problem in America

If therapy non-adherence were a disease, it would be an epidemic.

33% Of all prescriptions are never filled

25% Of nursing home admissions due to non-adherence

$300B Annual cost of non-adherence

125,000 US deaths due to nonadherence
Yesterday’s vs Today’s Value Proposition

WIFM?

When?
Rep’s choice
Eg, 8-5 Mon-Fri

When?
When HCP wants.
Eg, 6am-10pm ET Mon-Sat

Where?
HCP’s office, clinic, hospital, etc

Where?
Where HCP wants.
Eg, home in jeans via video

What?
Company’s product message & position

What?
What HCP wants.
Eg, safety info on Product ‘A’

How?
Traditional field sales representative

How?
How HCP wants.
Eg, in-person 4x/yr; live video when questions arise

Hmmmm! Information I need; when, where, & how I want!
Strong Representative Demand Trend

But reps better bring their “A” game
Physicians Want More…

9 in 10 Want *More* Specialty Sales Representatives

Almost Three Quarters Want *More* Customer Service Representatives
Virtual & Hybrid Sales Teams

Physicians Want More
“Hybrid” Representatives

65%
Want More

Physicians Want More
“Virtual” Representatives

55%
Want More
What Do Physicians Want?

Physicians actually want to see **MORE**

91% **Want More Specialty Reps Calling on Their Practice**

...but they don’t want their time wasted. They want:

- More use of clinical studies and evidence-based medicine (EBM)
- More clinical health educators and patient education/support
- More highly educated and/or credentialed (e.g., PhD, PharmD, RN) sales and clinical teams
- Even more use of iPads by field representatives
- More field customer service representatives
- More virtual, on-demand information, sampling, and support

Better skilled, more efficient service... When I want it, Where I want it, How I want it!
Who Is Touchpoint?
The 100% Healthcare Contact Center

- Big Pharma
- Hospital Systems
- Biotech
- Medtech/Device
- Animal Health
- Health IT/Technology
- Managed Markets
- Diagnostic
- Emerging Pharma
Touchpoint’s Contact Center

https://www.youtube.com/watch?v=u1hCc2CEVa4
The Publicis Global Network

Largest healthcare communications network in the world.

Stand-alone healthcare entities in 16 countries; healthcare presence in over 67 countries.
Division of Publicis Groupe S.A., the third largest advertising and media company in the world.

Strong financial backing. Unparalleled global reach.

Motivate
Mine and uncover insights that inspire customer experiences

Create
Invent and develop customer experiences

Activate
Deliver customized customer engagements
100% Healthcare Focused Contact Center

Tailored Messaging
- TeleDetailing/Sampling
- DTC Communications
- Pharmacy Outreach
- Profiling/Surveying
- Order Facilitation/Card Activation

Customer Service

Inside Sales
- Inside Sales Programs
- Vacant Territory Management
- White Space Program
- Hospital Programs

Clinical Support
- Clinical Health Education
- Adherence
- Behavior Modification Programs
- Help Desk Support

Inbound/Outbound Channels
- Telephone
- Live Video
- Direct Mail
- eMail
- Fax
- Chat

Broad Audience
- Physicians
- Nurses, PAs
- Pharmacy
- Dentists
- Payors
- Distributors
- Patients
- Client Field Reps
Experience and Expertise

- 26 Years of experience in pharma industry
- 80 Brands in which we are partnering with clients
- 200+ Representatives
- 120,000 Engagements per month
Fully Integrated Multichannel Teams

Fully Integrated at Every Touchpoint...

Client’s Field Representatives

Field Sales & Service Team/s
Field Clinical Team/s
Inside Sales & Service Team/s
Inside Clinical Team/s

Brand.com

Amortized Brand Collateral

... and at Every Channel

Field / F2F
Phone
Live Video
Online Chat
Fulfillment
The Future...
It’s All About the Patient

- Preventative Care
- Post-Discharge Care
  - 30-Day Readmission
- In Patient Care
  - Quality of care experience
- Retention and Adherence
- Ongoing Wellness Checks
- 30-Day Readmission
That’s all folks.

Thank you!
* Healthcare credentialed staffing can include: PharmD, PhD, MD, RN, RPh, etc.
Inside Channels Spectrum

Chat  Text  Phone  Live Video  eMail  Fulfillment

Contact Center Channels