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Multichannel
Closed Loop
Marketing
Capgemini
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Multichannel Closed Loop Marketing Capgemini Consulting

Eventually, you will no question discover a new experience and expertise by spending more cash. yet when? realize you put up

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with that you require
to acquire those all
needs similar to
having significantly
cash? Why don't you
attempt to acquire
something basic in
the beginning? That's
something that will
guide you to
understand even
more roughly
speaking the globe,
experience, some

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places, later history,
amusement, and a lot
more?

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own get older to ham
it up reviewing habit.

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guides you could
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loop marketing
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**Closed Loop
Marketing: Digitally
Transforming ...**

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Cybersecurity
Services. ...

Leveraging Multi-

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Marketing. ...

Customer Centric

Sales and Marketing

for Health Care

Professionals Based

on research and

surveys, it seems that

tablet detailing has

become “table

stakes” with HCPs.

That is, using digital

content for ...

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Biotech News |

Pharmaceutical

News |

Biotechnology News

View Daniel

Weinstein's profile on

LinkedIn, the world's

largest professional

community. ...

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Consulting. ... Closed

Loop Marketing

(CLM) and

Multichannel

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Marketing
Marketing (MCM)
have emerged ...

Capgemini

**Daniel Weinstein -
Chief Executive
Officer - Oshi Health**

...

Metrics-driven
performance in
outbound solutions
marketing, inbound
permission marketing,
demand generation,
lead qualification, lead

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nurturing, establishing
closed-loop tracking

capabilities and

maximizing ROI for

marketing programs

combined with equally

strong skills in

branding, analyst

relations, public

relations, launching

new products and ...

**Why Pharma Must
Provide HCPs with**

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**Relevant Digital
Marketing
Tools ...**

We have helped
many organisations
improve their
marketing operations
and results: A
communications
company increased
its below-the-line
sales by 200%
through predictive
modeling and sales
optimisation. A

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leading global
pharmaceutical
company gained a
sustainable
competitive
advantage through a
closed loop marketing
initiative.

**Multichannel
Marketing in Pharma
- What are the
benefits?**

The technology exists

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for all this to happen today, but it may take some years before the industry can make the paradigm shift to total CLM. Closing the Loop on Pharma Marketing “The pharmaceutical - industry is significantly behind other industries in creating true closed loop marketing.”

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**Leveraging Multi-
Channel and Closed
Loop Marketing**

Multichannel and
closed-loop marketing
need to come
together to drive
value, says

Capgemini. ... Both
“multichannel
marketing” and
“closed-loop
marketing” have been

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popular catchphrases
in pharma marketing
in recent years, with
the latter often being
blurred together with
sales reps'
enthusiasm in using
interactive tablets
during ...

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We have helped
many organizations

improve their

marketing operations

and results: A

communications

company increased

its below-the-line

sales by 200%

through predictive

modeling and sales

optimization. A

leading global

pharmaceutical

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company gained a
sustainable

Marketing

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advantage through a
closed loop marketing
initiative.

Marketing –

Capgemini Norge

Megatrend #4:

Reinventing the

Marketing Function

for a Digital

Environment

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Megatrend #5: Follow
the 20-20-20 Rule for

Digital Budgets

Megatrend #6: Big

Data, Mobile and
Social Create a More

Level Playing Field;

Pharma is Slow to

Respond Megatrend

#7: In the New Era of

Quantified Self,

Patients Want

Pharma on Their Side

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**Multichannel and
closed-loop
marketing need to
come ...**

Multichannel Closed
Loop Marketing
Digitally Transforming
the Life Sciences
Industry. Executive
Summary For the past
decade, pharma has
been looking for
answers to the
challenges of reduced

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access to physicians,
changing stakeholder
preferences, and

decreasing

effectiveness of
traditional sales force
strategies.

Marketing –

Capgemini UK

Capgemini

Consulting,

“Multichannel Closed
Loop Marketing.

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Capgemini

Associates,

“AccessMonitor™ and

. AffinityMonitor™ 2016

Executive Summary”

Manhattan Research,

“Taking the pulse

2013”

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Loop Marketing -

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Marketing (CLM) and

Multichannel

Marketing (MCM)

have emerged as

industry responses to

these issues. These

two approaches are

among the most used

weapons in pharma's

armory for "digital

transformation" –

reinvention of the

business model using

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Capgemini**

up until now.

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Consulting's vision
for the future of the
pharma customer
experience requires a
combination of the

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Marketing

Program

Marketing

We believe this

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(MCLM) represents a

renaissance in

pharma marketing

and sales. Though

Gina Dircks's Info :

Freelance Branding

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Freelancer ...

Mocapay unveils
secure mobile
payments at merchant
POS ... technology to
merchant issuers of
closed-loop loyalty
and gift.” ... Customer
Capgemini; Download
Unify Multi-Channel
Shopper Data for ...

**Catherine Marks -
Principal -**

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Multichannel and

closed-loop marketing

need to come

together to drive

value, says

Capgemini November

6, 2012 Both

“multichannel

marketing” and

“closed loop

marketing” have been

popular catchphrases

in pharma marketing

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in recent years, with the latter often being blurred together with sales reps' enthusiasm in using interactive tablets during presentations to prescribers.

Using Data as a Sixth Sense - Veeva Systems

Principal, Digital
Transformation,

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Practice Lead Closed

Loop Multi Channel

Marketing @

Capgemini Consulting

05/18/2011 to

11/08/2012. Director

Team Leader, Closed

Loop Multi Channel

Marketing @

Pharmaceuticals

Company 11/13/2007

to 05/11/2011.

Director Leadership

Development @

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Pharmaceuticals

Marketing

Company 02/18/2003

to 11/20/2007 ...

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Global | Marketing

We have helped

many organizations

improve their

marketing operations

and results: A

communications

company increased

its below-the-line

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Closed Loop
Marketing
Optimization

sales by 200% through predictive modeling and sales optimization. A leading global pharmaceutical company gained a sustainable competitive advantage through a closed loop marketing initiative.

Leveraging Multi-

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Closed Loop

Marketing

Channel and Closed Loop Marketing ...

The journey to realizing the Multi-Channel Closed Loop Marketing vision is rarely a project. Multi-Channel Closed Loop Marketing is a strategic initiative, a program made up of a number of projects, all inter-dependent and most developing at

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Marketing

Convergence

Consulting

different speeds and
with different
sponsorships. Viewed
that way, it is a
business

**Tim Moore –
Capgemini ??**

Multichannel
marketing can help
pharma in a number
of ways. ...

Multichannel provides
the opportunity to

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maintain HCP contact

in a cost effective

way, and even

increase overall

reach, by making it

easier and more

convenient for

customers to engage.

... Multichannel

marketing What's

closed-loop marketing

Patient engagement

What's e-detailing ...

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Marketing

PharmaVOICE ...

Multichannel Closed

Loop Marketing:

Digitally Transforming
the Life Sciences

Industry Capgemini

Consulting October

25, 2012 For the past

decade, pharma has

been looking for

answers to the...

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**Mocapay unveils
secure mobile
payments at
merchant POS ...**

ReCompose is a print stream manipulation software that can modify the appearance of print-ready output without having to re-engineer a legacy billing or statement application.

Document

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modifications are
simple, cost effective
and ensure closed-
loop integrity.

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