

A person in blue scrubs with a stethoscope around their neck is holding a patient's arm. The background is a blurred blue and white, suggesting a medical setting.

LIFE SCIENCES: A NEW FRONTIER FOR CUSTOMER SERVICE



INTRODUCTION

The life sciences industry is changing — and it's changing fast.

People are living longer. New regulations are transforming healthcare. Drug patent cliffs and medical device commoditization are increasing pressure to innovate faster — all in the face of stringent regulations. Life sciences companies must respond to these changes by redefining value in a new outcomes-based world.

At the center of this changing landscape is the customer. Patients and physicians today are more connected, more informed, and more empowered than ever. They expect you to know them and anticipate their needs, and they expect to interact with you at any time, on any channel they choose. They expect solutions personalized to their history and their needs, not off-the-shelf treatment plans driven by volume-based medicine.

All of this raises a fundamental question: How can companies meet rising customer expectations in an increasingly complex and regulated world?

The first step is keeping their customers at the center of everything they do. Let's find out how.

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Chapter 1

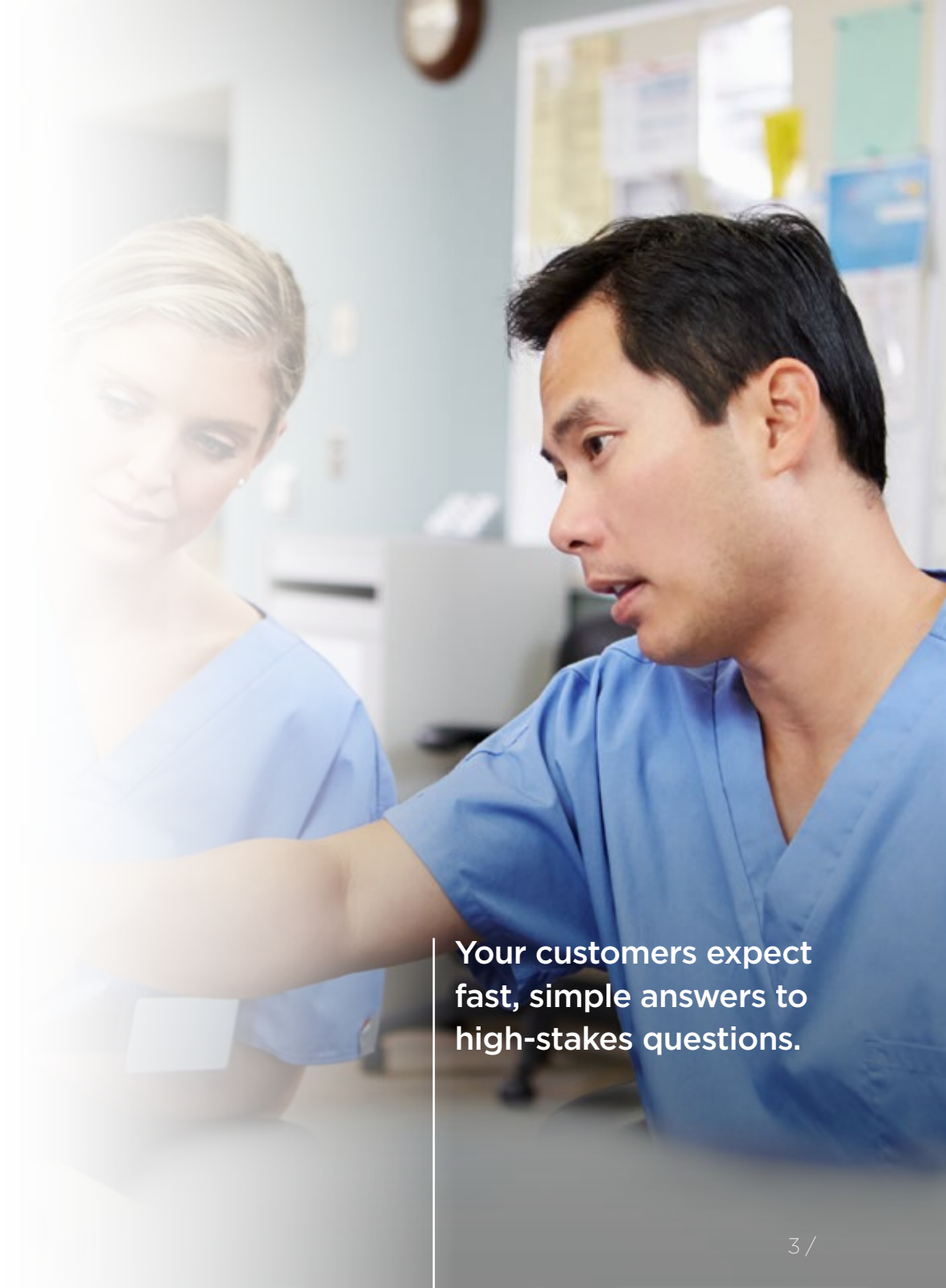
A Complex Industry

Managing health has always been a complex business, even more so today than it was when the local doctor had to be well-versed in every type of ailment. Today, medical care can be complicated and, due to an aging population, it's also frequently chronic in nature.

Medical devices and pharmaceuticals are highly specialized, require significant customer support, and create vast amounts of data from which to generate health insights. And the complexity of modern care is only increasing. When your customers contact you, they expect fast, clear answers to high-stakes questions.

Medical Inquiries

It takes years of education and experience to develop expertise in patient care and therapies, whether you're a physician, pharmacist, or medical science liaison. Companies need to provide qualified service agents and medical specialists with the thorough and nuanced knowledge to answer account or product questions, or respond to specialized medical inquiries. And those responses must be timely and compliant. On top of that, it needs to be seamless — so agents across the globe get a simple and customized view, with workflows that comply with country and local regulations.



Your customers expect fast, simple answers to high-stakes questions.

Complaint Handling and Adverse Event Reporting

Managing potential product quality issues is a critical process for life sciences companies, and a necessary component of maintaining compliance. Customer support agents need automation tools to simplify a complex screening process. Providing call intake on adverse events and complaints requires secure tools, traceability, and compliant workflows to efficiently and effectively route complaints and adverse events to product quality and safety teams.

Regulation & Reporting

Reporting represents a key need for both internal monitoring and external regulatory reporting. To manage a level of consistency and quality, reporting provides a way to monitor key signals -- for example, call volume to manage staffing or inventory to manage product shortages.

Regulation presents a continuing challenge for life sciences companies, as they must navigate the complex interplay of federal, state and country requirements. They need tools to

streamline traceability and reporting for the US FDA and other agencies.

Patient Care

In healthcare, the stakes are high: patients, providers, and payers all must navigate HIPAA compliance while appropriately providing more holistic and continuous care to drive improved outcomes. Patients expect to be educated on how they can get the most out of their medical device or therapy and to connect with peers and experts in their disease. Patient services and support have become a key part of the expanding ecosystem of care. In order to deliver fast, effective, and conscientious service, agents need to leverage data to provide more personalized service to the patients and caregivers who use their products.

“ 76% of patients think pharmaceutical companies have a responsibility to provide information and services that help patients manage their own health. ”

- Accenture, 2014

Customer Spotlight:

Zimmer

For Zimmer, the leading supplier of orthopedic devices with 100,000+ products, the key to success in this new era is increased engagement with physicians, leveraging Salesforce. Zimmer consolidated customer information from multiple systems into Sales Cloud, for greater visibility into lead generation and pipeline, and the ability to monitor compliance with strict legal and regulatory guidelines.

Now, with the Salesforce1 Platform and Salesforce1 Mobile App, reps can access customer information from the road, and use their mobile devices to show surgeons and hospital personnel how medical devices function within the human body.

[Watch the film >](#)





Chapter 2

The Prescription for an Effortless Customer Service Experience

We've explored some of the key needs that life sciences companies have when it comes to delivering better physician service and patient care. Life sciences companies look to customer support solutions that allow them to deliver easy, more personalized, smarter, faster, secure and compliant service.

Personalized

Today's physicians and patients are more informed than they've ever been. Your customers will count on you for product expertise and the latest clinical information. The ideal customer service solution will give agents insights relevant to each customer, presented in a format that surfaces the most meaningful information around that customer's history — all without ever revealing sensitive or confidential information. Patients trust companies that provide trusted information, and help make their healthcare experience less frightening and more connected.

Smarter

Today, it's more essential than ever for pharmaceutical, medical, and life sciences companies to have all the right

Today's service agents need rich layers of data, presented intuitively.

information handy at the right time and deliver a true omnichannel service experience for every customer. Today's medical science liaisons and support agents need rich layers of data, presented intuitively, to help them prioritize their day, evaluate inquiries and complaints, and comply with regulations. And it's not just about having the right information — it's about empowering agents to act on it quickly.

Faster


In the medical field, key decisions are made in the space of minutes or even seconds. Your customers are moving quickly. Whether your agents are responding to medical inquiries or routing an adverse event, it's crucial to move fast. Allow your support agents to better manage the volume of inquiries coming in across a variety of channels, rather than losing precious minutes combing through data or hunting down siloed information.

Secure

Data security is of paramount importance in healthcare. Patients, physicians, hospitals, manufacturers, and insurers all need to know that their most sensitive information is completely secure. Federal regulations like FDA CFR 21 Part 11 and the US HITECH Act set a high bar for data protection and security. When it comes to providing healthcare products, trust is critical.



“ With Service Cloud,
your agents can
also deliver smarter
service, faster. ”



Customer Spotlight:

AmerisourceBergen

AmerisourceBergen reps use Service Cloud to respond to 6,000+ customer inquiries from a variety of channels each day, and help physicians access and update confidential prescription information and claims forms.

Custom apps — built with the Salesforce1 Platform — manage the company's complex returns processes, flu vaccine orders, new-business applicants, credit and collections, and more. By automating returns processing, the company has reduced turnaround times from 70 days to just three. Customers are happy because they can manage their inventories more effectively, and AmerisourceBergen can quickly return saleable products back to the marketplace.

With Service Cloud communities, the company makes it easy for physicians, patients, and payers (like Blue Cross or Blue Shield) to quickly access confidential information, manage claims and reimbursements, and more. Paperwork has been reduced by 95 percent, and adjustments that used to take three months to process are now completed in just days.

"Salesforce has added a whole new level of agility to our business," says Dan Danilewitz, CIO, AmerisourceBergen. "We can adapt to changing business needs — or new regulations — in a few hours."

"Salesforce has added a whole new level of agility to our business."

-Dan Danilewitz, CIO

Chapter 3

How Service Cloud Can Help

The reimagined Service Cloud can help you not only meet all of these needs, but also make your omnichannel commercial model a reality. By tailoring information and having it available at their fingertips, medical science liaisons and agents are empowered to deliver the holistic customer experience that today's physicians and patients expect, all while maintaining compliance with regulations. Service Cloud is designed to make your customer service more efficient, more connected, and more effortless than it's ever been.

Simplifying a Complex World

Service Cloud was designed for simplicity in a healthcare landscape that is growing increasingly complex. With the new Console for Service, navigating that complexity is easier than ever by putting everything an agent needs right at their fingertips. Service Cloud also enables you to create communities that make patient and provider interactions available from any device, whenever and wherever they want.

“60 percent of [pharmaceutical] executives indicated improving digital effectiveness was a key priority.”

-Accenture, 2013

Our new Console for Service gives service agents a new compact feed that surfaces the most urgent and relevant information for every case. The Console for Service helps businesses stay compliant while strengthening patient, physician, and customer loyalty — and improving medical offerings. With the Console, you can view crucial data about a physician or customer's account history, product use, and specific service cases; and our new analytics tools make it easy to understand historical patterns in case data. When an issue can't be resolved immediately, agents can escalate to the appropriate medical science liaison or clinical expert directly from the feed.

Make Your Agents More Productive

In addition to giving everyone across your business visibility into agent performance, Service Cloud makes every agent more productive. The Console surfaces recommended, contextual articles for agents to use, helping them deliver compliant content in a single click. The end result? Agents are more productive, cases are resolved faster, and end users get an effortless service experience.

We've also added features that make it easy to resolve cases from anywhere, at any time. Agents, managers, and your employees can respond to cases and track case statuses, all from their mobile device using the secure, cloud-based Salesforce1 Platform. And the new SOS for Apps tool takes mobile a step further. With the ability to embed one-touch support in any mobile app, you can deliver personalized, instant, and in-context service to your physicians and customers.

New Insights

Service Communities add another level of insight. By empowering physicians and patients to help one another, you're not just making your agents' lives easier through call deflection — you're also learning from your users every day, and sometimes gaining the kinds of insights that lead to medical product and service improvements or your next generation of products. Service Communities add a rich layer of interaction to every customer's experience, and provide another channel for your agents and medical science liaisons to help when they're needed.

Trusted Platform

Service Cloud is built on the secure Salesforce1 Platform. Trust is our first priority, and with thousands of customers and billions of daily transactions, we're accustomed to handling a wide range of complex security needs. With Service Cloud, you can be sure your most sensitive data is valued and protected.



Conclusion

Life sciences companies face a unique set of challenges in delivering personalized, fast, and secure service to every customer across every device. Service Cloud gives you the tools you need to deliver exceptional service from anywhere, at any time.

Service Cloud is a key component of an omnichannel digital strategy, helping life sciences companies respond to escalating customer and regulatory expectations, capture new global opportunities, and connect healthcare to create better outcomes. With Service Cloud, you're not just ready for the future — you're ahead of it.

SERVICE SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

Delivering amazing customer service is at the heart of what it means to be a Customer Company and connect with your customers in entirely new ways.

[Learn more ›](#)

34% Increase in customer retention

38% Decrease in case resolution times

39% Increase in agent productivity



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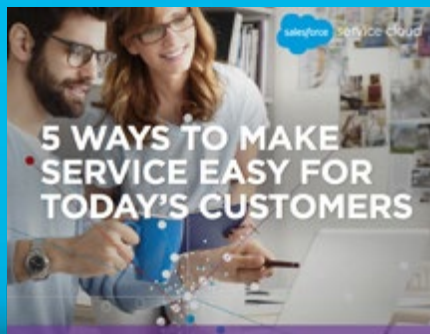
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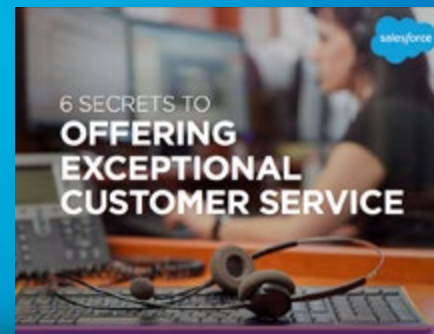
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