

# Power your digital transformation

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London, January 31<sup>st</sup> 2017

**agnitio**

# An industry under pressure

## Product landscape

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- Competitive
- Hard to differentiate
- Price pressure

## Society

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- Regulations
- Better health
- Ageing population
- Less \$

## Patients

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- A cure
- No side effects
- Information

## Industry trends

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- Patient centricity
- Personalised experience
- Innovation

# Connected. Informed. But not always right.

People with chronic  
diseases only take

**50%**

of prescribed medications

**43%**

of physicians believe it  
has been a challenge to  
meet goals of improved  
patient outcomes



# Connected. Informed. But not always enough.

By 2020

# 50%

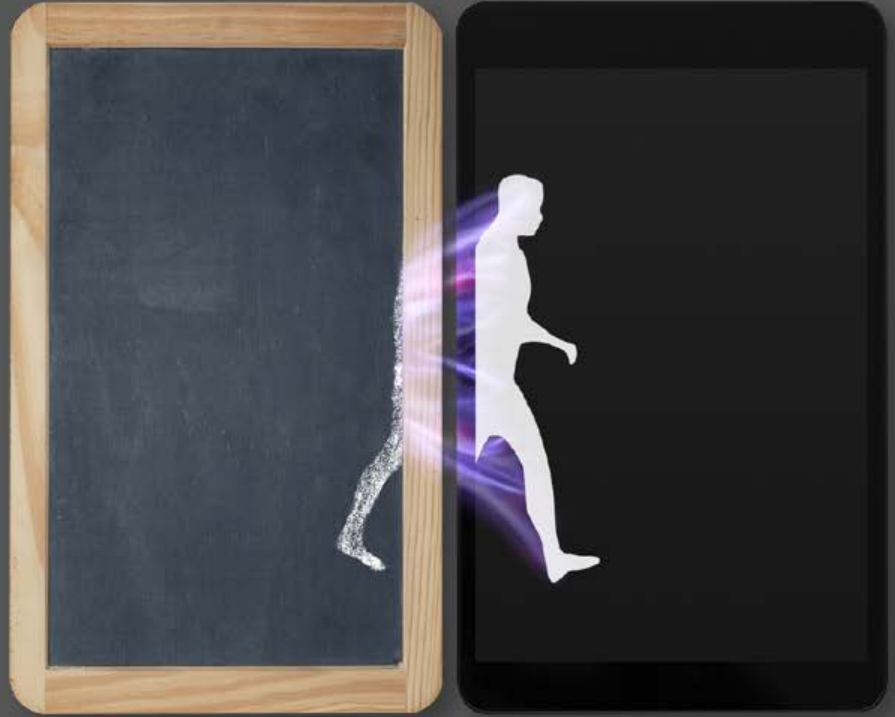
of all HCPs will  
be millennials

"It's about content and delivery... if you are going to provide digital information, it has to be good quality. It has to be delivered in a fast and an easy way."

Dr. Partha Kar, Clinical Director,  
Portsmouth Hospitals NHS Trust

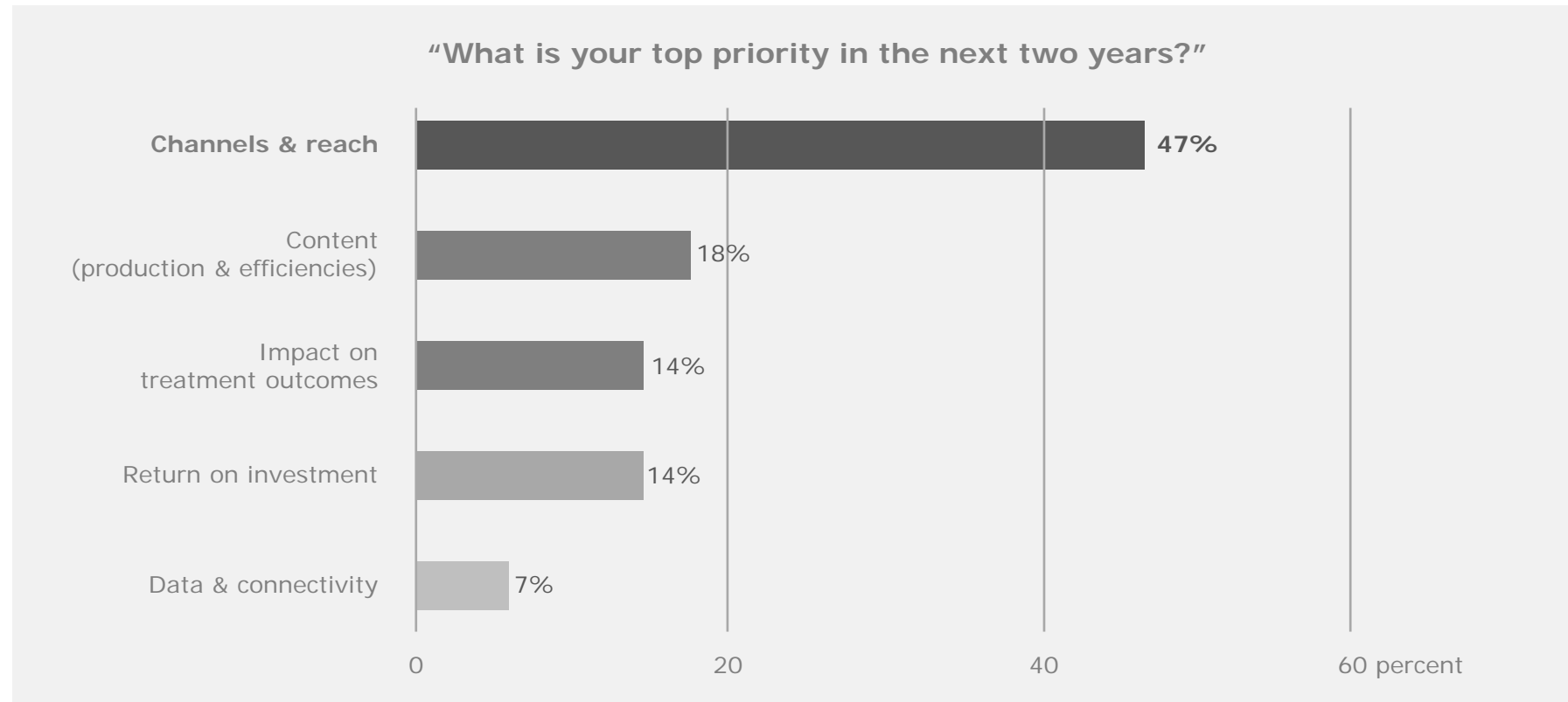
Transforming the way we behave

# From sales to service



## Are we moving fast enough?

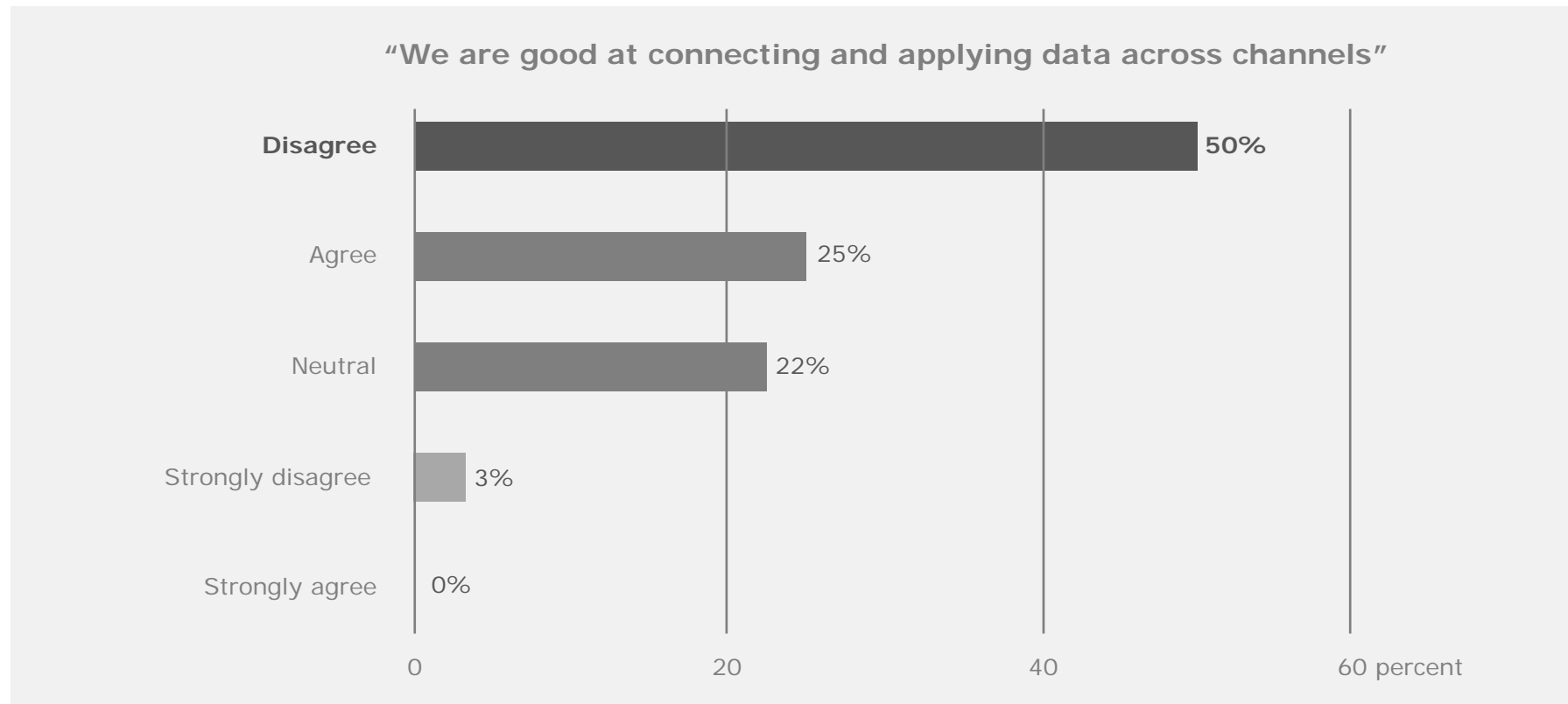
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Spot poll amongst participants from 25 different Pharma companies attending an Agnitio Webinar on January 19<sup>th</sup> 2017

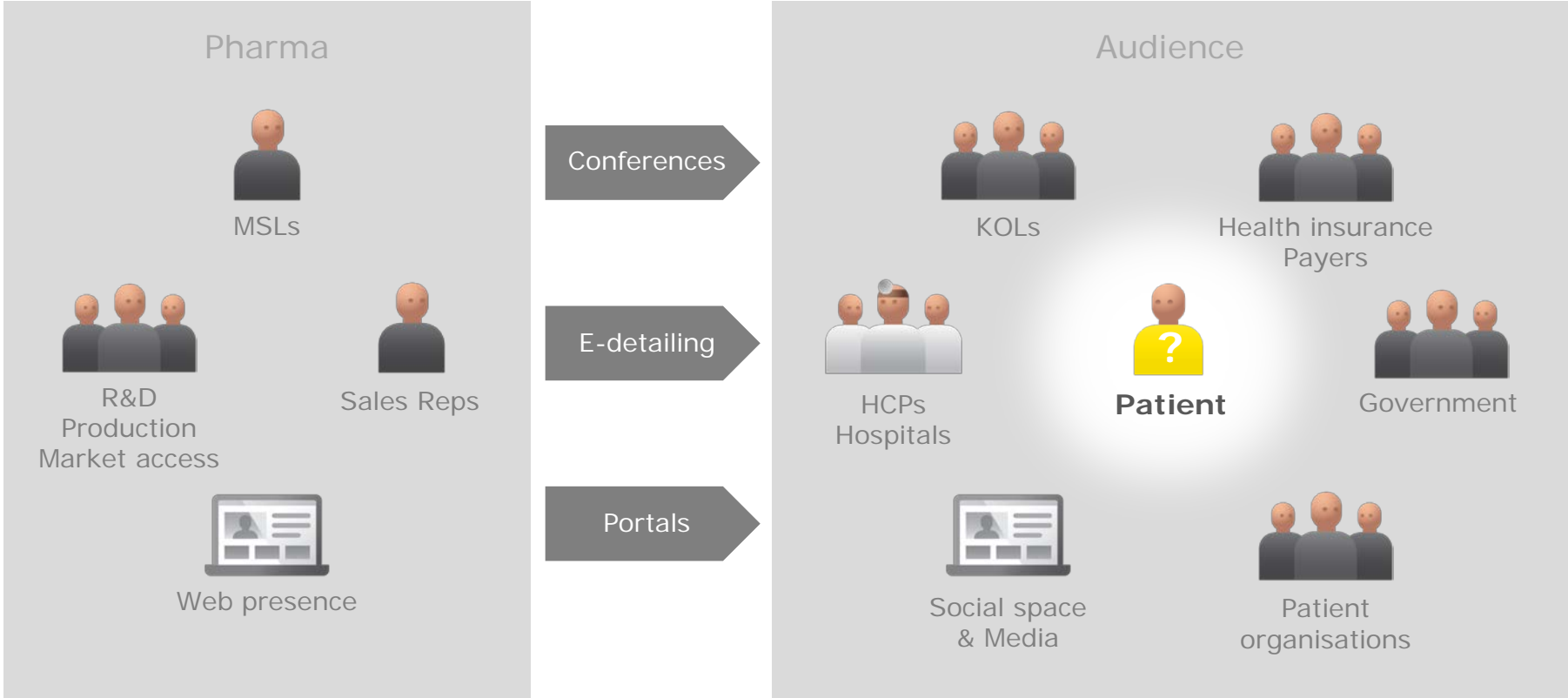
## Do we create value with data?

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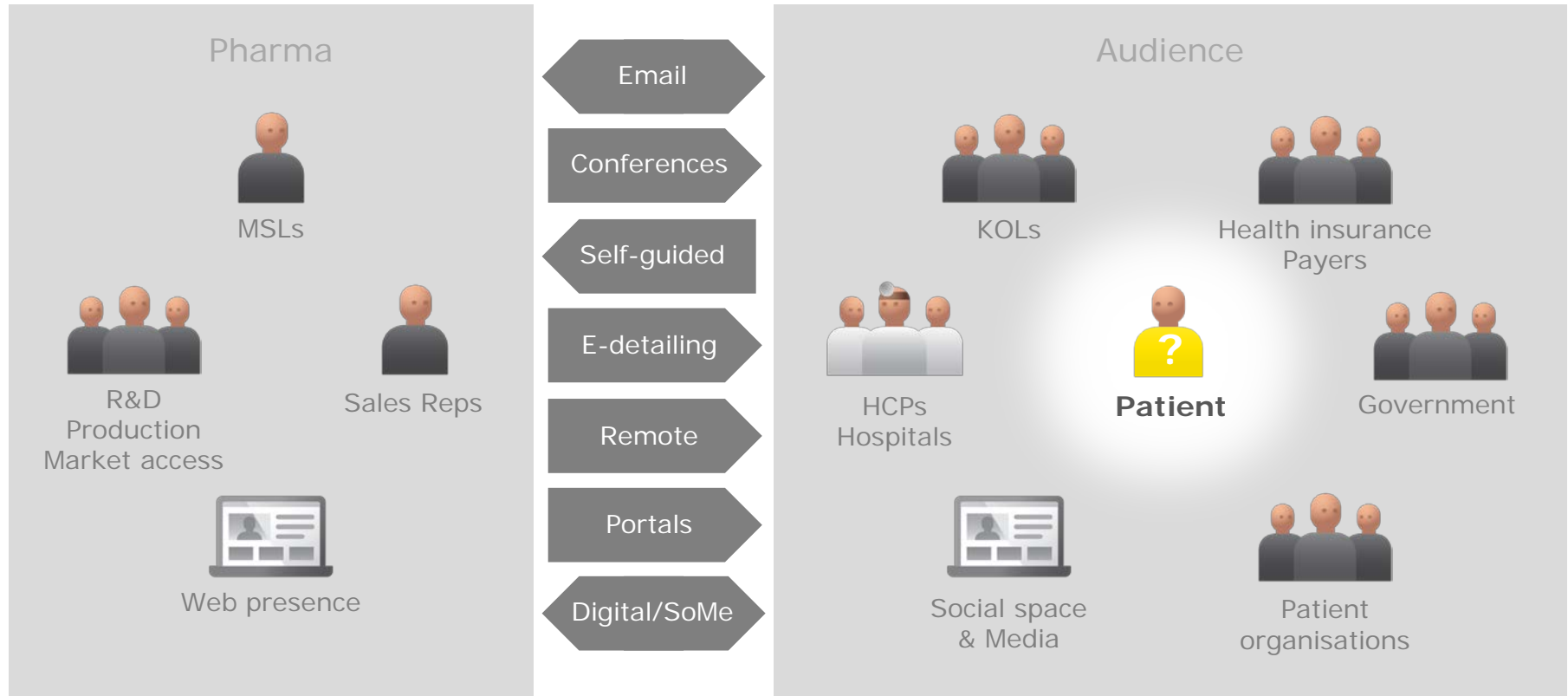
Spot poll amongst participants from 25 different Pharma companies attending an Agnitio Webinar on January 19<sup>th</sup> 2017

# Reality check: Uncoordinated channels and limited reach





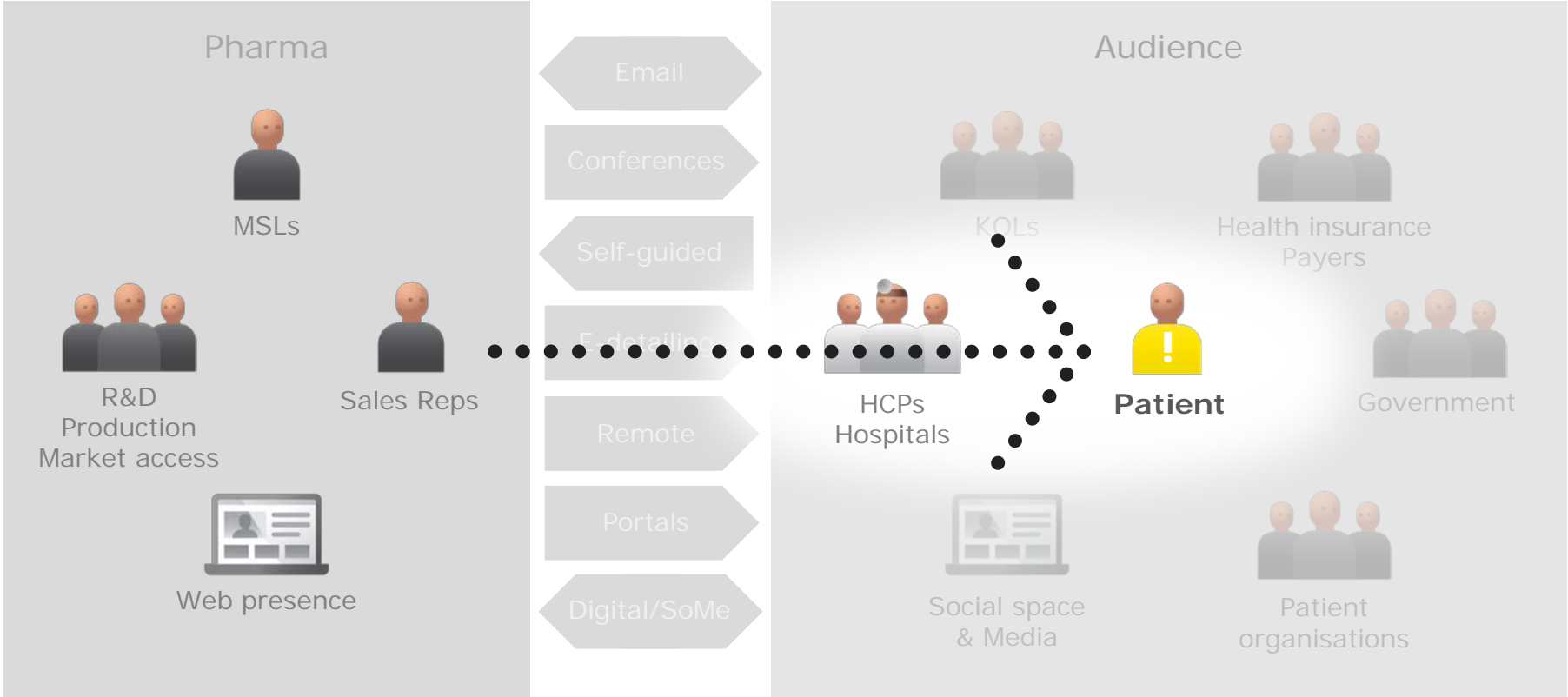
## Maximise the use of existing and alternative channels



Measure, analyse and optimise



# Extend your reach



1. Understand

2. Maximise

3. Measure

4. Extend



# Thank you

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## Inspiration

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# In order to Power Your Digital Transformation, you should

1

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**Understand** the challenges facing the industry and local markets and recognise the importance of communication in successful treatment outcomes

2

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**Maximise** the use of existing- and alternative channels

3

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**Measure**, analyse and apply data to increase penetration rates

4

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**Extend** your reach by implementing solutions that facilitates HCP-to-Patient Communication and makes it possible to integrate authorised information from relevant sources



# Thank you

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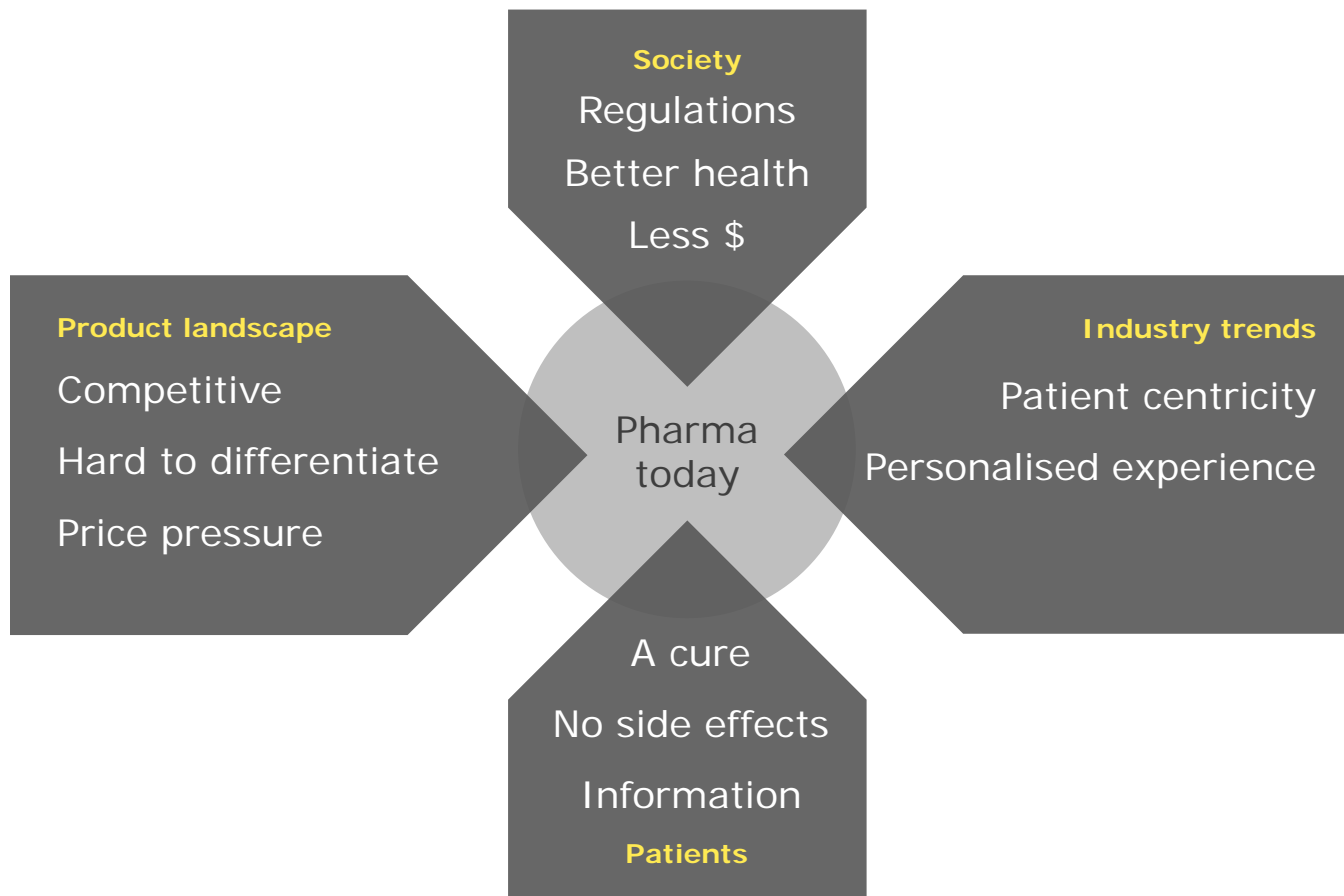
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**Alternative slides**  
Delete before presenting

## Agnitio's view of an Industry under pressure

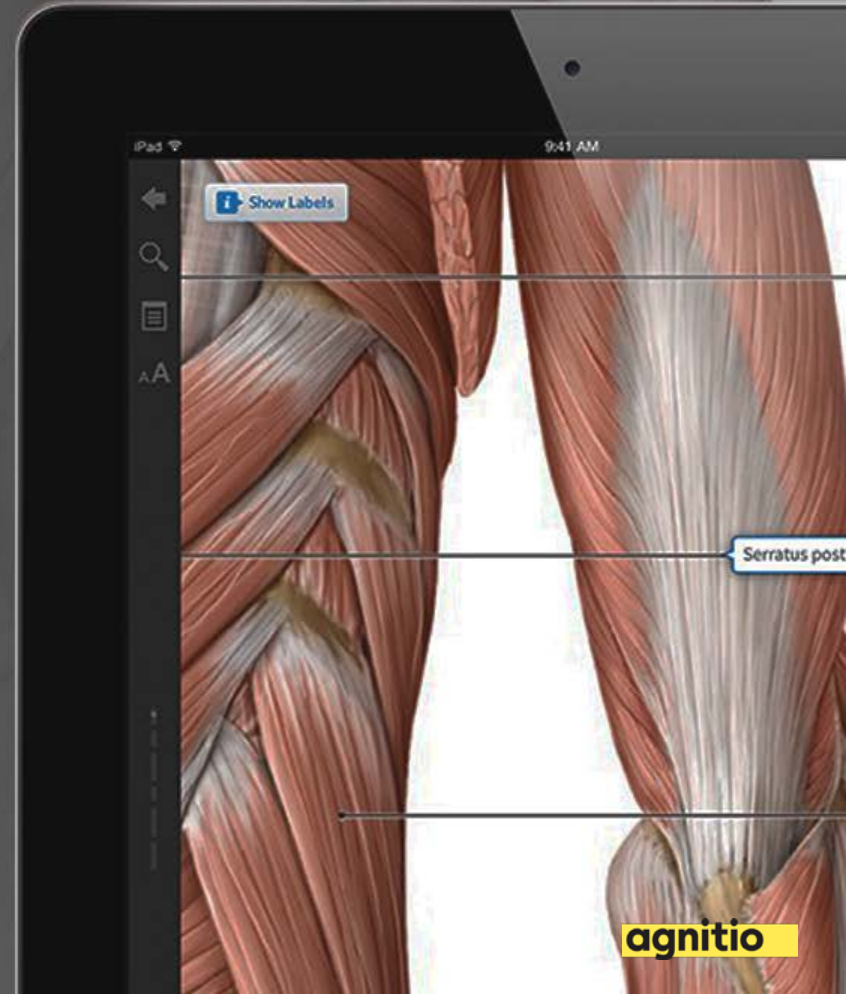
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A new model

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# From sales to service



## Power Your Digital Transformation

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In order to Power Your Digital Transformation, you should:

**1. Maximise** the use of existing- and alternative channels

- Generating a push/pull interaction
- To deliver consistency in messaging

**2. Measure,** analyse and apply data

- To balance your channels based on facts
- And deliver higher efficiencies and ROI

**3. Extend** your reach

- By implementing solutions that facilitate HCP-to-Patient communication
- Integrates authorised information from relevant sources

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