

Bayer

Bayer is a German multinational pharmaceutical and life sciences company and one of the largest pharmaceutical companies in the world. Between their more than 150-year history and core competencies in the areas of health care and agriculture and their innovative products, Bayer is contributing to finding solutions to some of the world's major challenges.

How Bayer supported HCPs with an approved email program during the pandemic.

4

weeks for digital project execution

91%

of targeted pharmacists reached

3,714

approved emails sent within two weeks

23%

approved email open rate

Challenge

Digital engagement of HCPs without physical access

Before the events of 2020, many sales reps relied on face to face interactions with customers to excel at their jobs and had to pivot to a digital strategy due to Covid-19. This was true for Bayer's Middle East division. During lockdown, Bayer reps in the region lost the physical access to pharmacists they had become accustomed to.

They needed to find a way to maintain communication and engagement with their customers without making on-site visits.



They came up with an approved email strategy which made it possible to manage the communications while maintaining compliance with safety regulations.

Bayer's existing Bigtincan multichannel engagement platform preconfigured with their CRMS made it simple to get started.

Globally the use of rep-to-HCP engagement increased sixfold and rep-sent emails rose nearly fivefold (Veeva: Pulse of the Industry, 2020).

Empowering medical reps to reach customers

Bigtincan's solution: a library of approved content for digital engagement

Pre-covid, in-person meetings had been the primary way for medical reps to engage HCPs in the Middle East. The pandemic forced them to rethink this engagement model.

In four weeks, a new approach was developed enabling reps to engage digitally with HCPs.

The new approach included developing new HTML content for approved emails, collecting consent from the HCPs, training trainers to embed the solution with the field force, and setting up dashboards for reps and managers.



Having a library of approved emails enabled Bayer reps to keep up communication with their customers throughout lockdown and helped them to reach 91% of their targeted pharmacists across the region.



This approach proved incredibly effective and enabled our medical reps to maintain the communication with our customers in a compliant way.

Mariam Fawzy
Head of Business Analytics for
Bayer Consumer Health

Digital insights to measure effective engagement

The integration between the Bigtincan Life Sciences platform and Bayer's CRM made data automatically flow between the systems.

This enabled tracking of customer engagement with email content (opens, clicks, conversions, content access) across countries in the region to understand best practices and share experiences internally.

It also enabled Marketing to review content and decide what was working and what wasn't so they could further optimize their content and email strategy and continue maximizing digital engagement with customers.