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How can pharmaceutical
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CWIN18 Telford: The Next
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Reinventing pharma through
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decade, pharma has been looking for answers to the challenges of reduced access to physicians, changing stakeholder preferences, and decreasing effectiveness of traditional sales force strategies. Closed Loop Marketing (CLM) and Multichannel

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Marketing (MCM) have emerged as industry responses to these issues.

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Consulting's vision for the future of the pharma customer experience requires a combination of the two: the application of CLM to multiple channels in an integrated approach. We believe this Multichannel Closed Loop

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Marketing (MCLM) represents a renaissance in pharma marketing and sales. Though

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Both "multichannel marketing"

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and “closed-loop marketing” have been popular catchphrases in pharma marketing in recent years, with the latter often being blurred together with sales reps’ enthusiasm in using interactive tablets during presentations to prescribers. In a new report in its

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"Vision and Reality" series,
Capgemini Consulting (New York)
suggests that, between where the
pharma industry is today in its
outreach to prescribers, and
where the technology is for both
MCM ...

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The journey to realizing the Multi-

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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 different speeds and with different sponsorships.

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Viewed that way, it is a business

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Capgemini Consulting MCLM team
Friday, January 24, 2014. MCLM
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1 Multi-channel marketing represents the pharmaceutical industry's novel solution to the challenges of achieving improved commercial productivity with increasingly constrained

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Global Issues in Pharmaceutical
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