



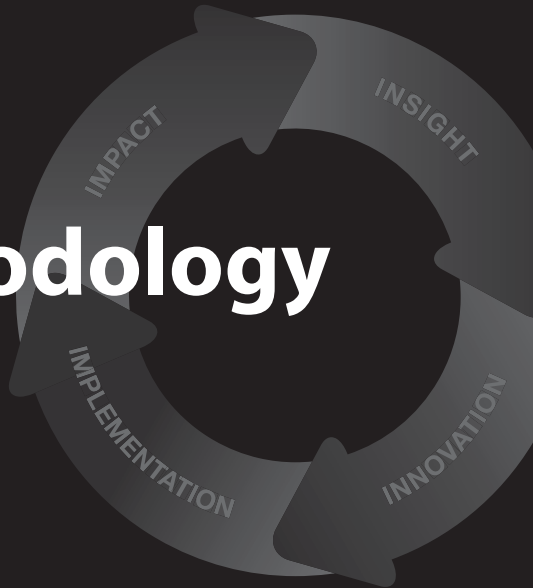
ACROSS  
HEALTH

Customer-centric Innovation. Strategy & Execution.

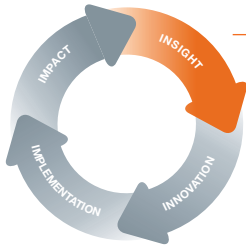
search engine marketing  
eMeded self-service portal ROI  
digital strategy customer centricty  
benchmarking KPI framework fusion marketing  
rep equivalent model organizational change  
erep patient adherence social media  
self-guided edetailing buzz monitoring  
marketing mix

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# Our methodology



Across Health leverages a consistent methodology across all its projects. It is comprised of 4 modules: 2 strategic ones (Insight and Innovation) and 2 tactical ones (Implementation and Impact). These 4 modules can be taken in isolation or in combination. Our consultants are happy to discuss the best option for your project with you!



# Insight

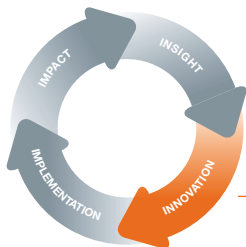
## Module 1

**Do you know which of your online (and offline) channels resonate most with your customers? Do you know how engaged your customers are by the content, service and community offerings from the competition and third parties? Do you know where (and how much) to cut in your traditional budget to enable digital leadership and customer preference? Do you know what's hot and what's not in the industry? And what's truly effective vs flavour of the month?**

**Across Health** measures the reach and impact of communication channels and the relative impact of key stakeholders in an innovative and cost-effective way, using several proprietary methodologies (marketing mix assessment, online landscape analysis,...), as well as a wealth of desk research and a unique benchmarking database.

As a result, you will get unique insights into key competitor and customer trends as well as actionable recommendations for boosting your digital strategy and priority areas (module 2).





## Module 2


Digital is one of the key components of the new commercial model in life sciences. However, most of the current online approaches are quite traditional, get marginal funding and are not integrated into the company processes... and therefore hardly ever “move the needle”.

Are your vendors still offering you “tactics in search of a strategy”?

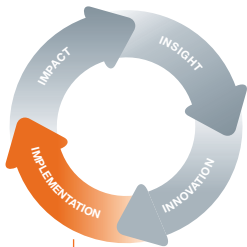
Are you still seeing the Internet purely as an extra channel to push information? Or are you also valuing “pull” moments... and approach your customers as the networked individuals they are?

Are you radically rethinking your online strategy to include the full impact of mobile marketing?

# Innovation




**Across Health** challenges your thinking, helps you go beyond “let’s do a website” thinking, connects your online strategy to the brand & company strategy, and helps you find the right balance between proven tactics and transformational innovation. In this highly interactive process, we leverage several tailored processes and offerings: innovation bootcamps, marketing mix workshops, strategy roadmapping, product strategy alignment, mobile & social marketing frameworks ... The outcome? An innovative, tailored and actionable online strategy.



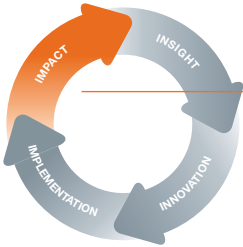
# Implementation

## Module 3

Flawless, robust implementation of digital strategies across business units and countries are key to success in the new commercial model. Yet, many life science companies still limit themselves to small-scale pilots – due to lack of resources and expert knowledge. In addition, the often critical “fusion” of digital programmes with traditional customer-facing activities like salesforce, marketing, service and medical education is often lacking – or change management is underestimated.



Leveraging the expertise of its 40+ consultants across the globe, **Across Health** offers you a uniquely extensive hands-on experience in all current and novel digital and CRM tactics, including hybrid/erep, mobile marketing, social media programmes, websites, search engine marketing, emedical education, email marketing etc. In addition, our consultants can perform these projects on site for you in close to 10 countries. Last but not least, we ensure integration with the traditional channels and if needed offer support in change management.



# Impact

## Module 4

Digital comes with a surprising paradox: although it can be measured more easily than most traditional channels, companies continue to rate “unclear ROI” as one of the 3 top bottlenecks for online. On the one hand, the quantitative measurement options of the Internet can be daunting and lead to overmeasurement of a plethora of “nice to have” metrics, while on the other, simple, cost-effective qualitative metrics are often underused. Last but not least, ROI continues to be very expensive and difficult to demonstrate.

Does fusion marketing really move the needle? **Across Health** leverages several proven models from the fast-moving consumer goods industry to help companies select the right KPIs and track these over time. They include a comprehensive metrics framework and the Net Promoter Score. In addition, our consultants can help you set up the so-called rep equivalent model, which relates the impact of digital to the fieldforce. Across Health is also offering unique online impact tools like the Customer Engagement KPI and the Customer Impact Tracker, often in a dashboard format.

# Our offerings

## **INSIGHT** *(Landscape analysis & benchmarking)*

- Marketing mix assessment
- Online landscape analysis
- Buzz monitoring
- Competitor & customer trend analysis
- Benchmarking (digital, CRM)

## **INNOVATION** *(Integrated eCRM strategy development)*

- Innovation bootcamps/workshops
- Digital strategy
- Mature brand strategy
- Mobile strategy
- Social media strategy
- CRM strategy

## **IMPLEMENTATION** *(Integrated project management & execution)*

- E-rep and e-MSL
- Online marketing
- Self-service portal
- Mobile & social media projects
- Patient awareness & adherence
- On-site project management

## **IMPACT** *(Impact measurement & dashboards)*

- Rep equivalent model
- KPI framework
- Online engagement tracker
- Customer experience
- Web analytics
- Dashboards

# Our international footprint



Customer-centric Innovation. Strategy & Execution.

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**Want to know more** about digital trends in life sciences as well as our views and recent Across Health projects? Then visit us at [www.a-cross.com/health](http://www.a-cross.com/health) and/or subscribe to our newsletter (contact: [marijke.devuyt@a-cross.com](mailto:marijke.devuyt@a-cross.com)).