



**Amplity**  
HEALTH

# **Directional Impact Analysis**

## **Blended Engagement Model Case Study**

July 2022

# Introduction

The COVID-19 pandemic has been the catalyst to change the way the pharmaceutical industry (pharma) engages with their customers. This case study illustrates how Amplity's flexible, blended engagement model is tailored to each customer's needs leveraging the benefits of remote and in-person promotion, optimizing the promotional mix across personal and non-personal channels, and ultimately providing relevant, timely, and credible information to target HCPs.

**This case study shares both the strategy and result of a blended sales team.**



# Blended Engagement Teams Deliver 18:1 ROI

Integrated in-person and remote commercial team exceeds expectations

THERAPEUTIC AREA: Oncology

PRODUCT: Multiple Biosimilars

LIFE CYCLE: Launch, Post Launch

## SITUATION

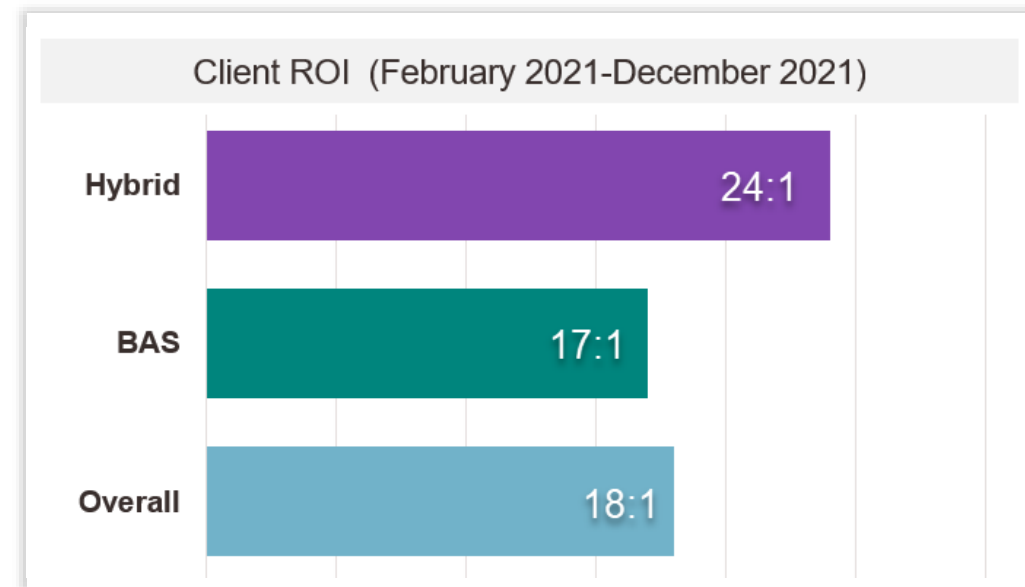
- Mid-sized US-based pharmaceutical company with a biosimilar pipeline
- Client’s existing field team included 16 Account Executives and 2 Directors with limited biosimilar experience
- Client sought experienced partner in launching integrated in-person and remote biosimilar commercial teams
- Required a new customer engagement approach to reach important, high-value targets across wider, asymmetrical US marketplace
- Client needed expert guidance on how to optimize the communication mix across personal and non-personal channels

## STRATEGY

- Amplity customized their blended engagement model to create a team of 58 Biosimilar Account Specialists (BAS) and 6 hybrid remote representatives
- Targeted HCPs were divided among the in-person and remote teams based on priority, location, and the HCP’s communication preferences
- Both field and hybrid remote representatives aligned to a single National Sales Director, working together to accomplish shared goals
- Blended teams placed thoughtful consideration on timing and channel distribution to deliver relevant, timely, and credible information

## RESULTS

- Amplity’s blended commercial team demonstrated an **ROI of 24:1**
- Together, the blended team (BAS + hybrid representatives) demonstrated a meaningful **ROI of 18:1**



# Conclusion

The COVID-19 pandemic validated the need for a more customer-centric, more effective, and more efficient blended engagement model.

One that leverages **multiple engagement channels**, better integrates medical and commercial functions to meet the diverse needs of HCP decision makers, and creates the **customization that HCPs expect**.

This new data-driven model requires new skills and expertise and the rapid adoption of new technologies. **Speed of execution and performance impact** will be critical, and this is where Amplity can bring unique expertise and capabilities.



**Are you ready to discuss how we can partner to create better healthcare solutions?**

[Click here](#) to initiate a discussion.



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**AMPLIFIED.**