

25 Priorities for 2025

Future-proofing Life Sciences for Omnichannel Success

As we look ahead to 2025, life sciences companies are facing a rapidly evolving landscape marked by technology shifts, changing market dynamics, and increasing expectations for more centralized, data-driven engagement. To remain competitive, organizations must prioritize strategic investments that **enable the field, empower their brands, and unlock the full potential of omnichannel engagement**. At the same time, 2025 is looking to be a year of **embracing foundational technologies**—technologies that will help streamline operations, enhance customer interactions, and drive the shift to an AI-native world.

As you plan for 2025, here are **25 key priorities** to keep in mind. Use this list as a guide to optimize operations or elevate brand presence, or as a handbook to tackle industry challenges and adapt to changing customer behavior.

Enable the Field

Frontline field teams are crucial in driving engagement, building relationships, and delivering value to healthcare professionals (HCPs).

To empower them for success, equip them with the tools, data, and technologies that enable smarter decision-making and more efficient customer interactions.

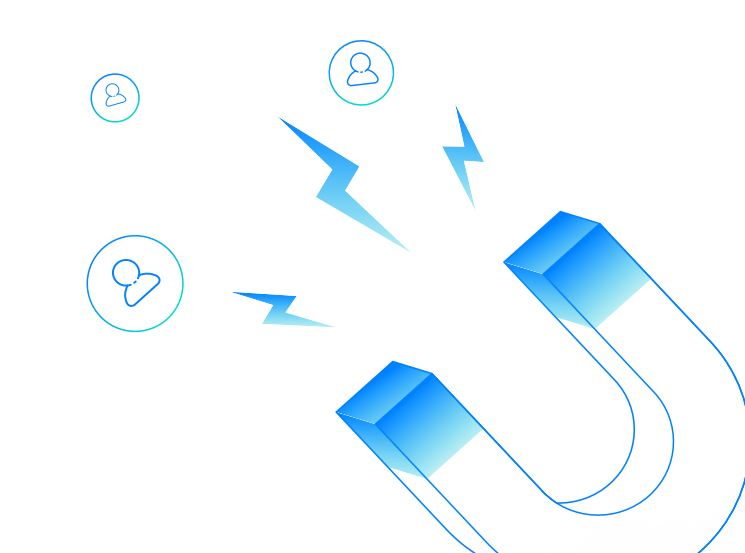
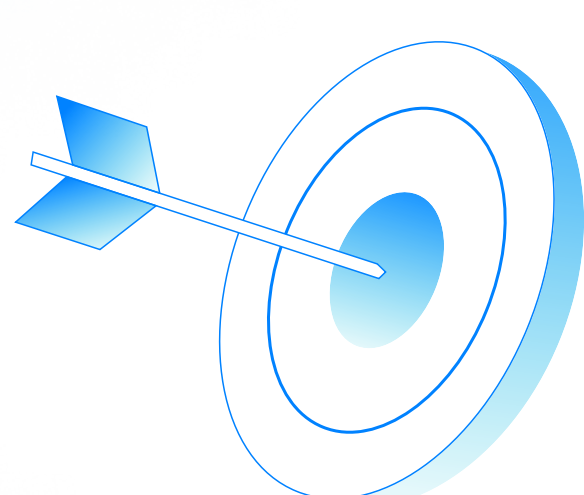
Scale foundational **pre-call planning** capabilities.

Ensure **next-best actions (NBAs)** are **well-orchestrated** and aligned with strategic goals.

Track and improve **field engagement** with intelligence.

Simplify **call logging** and information capture.

Empower field teams with **at least one AI agent** for a key workflow.



Empower the Brand

In today's fast-changing market, a strong and consistent brand presence is key to driving growth and loyalty. By aligning brand strategy across all channels and building meaningful customer connections, companies can build trust and stay resilient against industry challenges.

Define **objectives and KPIs** for every tactic and insight.

Set short-, medium-, and long-term goals for a broader mix of activity, engagement, and **outcome KPIs**.

Improve **usage and adherence** to existing brand strategies and content.

Build adoption and loyalty during **growth**.

Protect share and adapt to competitive changes with fewer resources.

Omnichannel Excellence

Seamless omnichannel experiences are key to maximizing engagement and ROI. By connecting field and digital journeys, personalizing content, and scaling with AI, companies can drive efficiency, enhance customer experiences, and maintain a competitive edge.

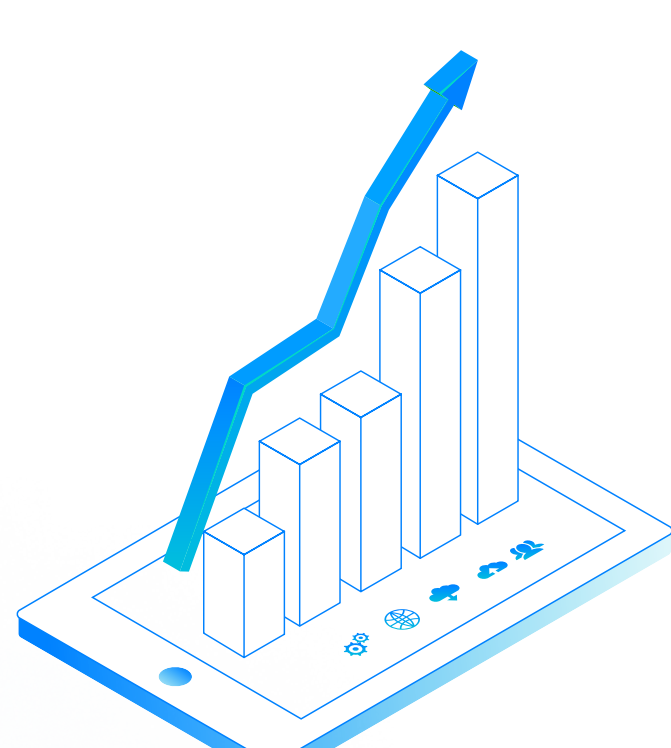
Begin to orchestrate **connected field and digital journeys**.

Digitize omnichannel brand journeys and share with the field for visibility and feedback.

Use **centrally orchestrated scoring** to maximize ROI given constraints and costs.

Use **AI to understand and tag content** for personalized HCP journeys.

Ensure that the impact of **omnichannel actions can be measured**.



Invest in Foundational Technology

Foundational technology helps life sciences organizations navigate CRM migrations and future-proof their data, infrastructure, content, and AI investments. This approach enhances operational efficiency, strengthens decision-making, and drives sustained growth through continuous innovation.

Unify customer data with Customer Data Platform (**CDP**) technology.

Prepare for CRM transition by decoupling data and workflows for key processes like NBA.

Invest in value-driven analytics like **orchestration**.

Anchor technology in **continuous impact measurement**.

Use AI tools like Tactic Genie to **automate journey personalization** at scale.

Culture and Collaboration

Navigating new technology, especially AI, is going to require strong collaboration. By fostering cross-functional alignment, embracing AI education, and encouraging continuous feedback, life sciences companies can promote innovation, experimentation, and adaptive strategies that drive long-term success.

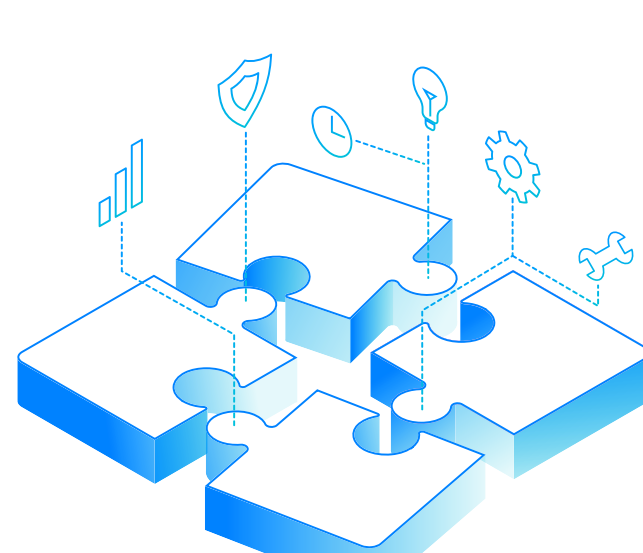
Build trust and confidence in AI with key stakeholders- like field and brand leaders- using **pilots or proof-of-concepts (POCs)**.

Build the **business case** for AI and technology investments.

Align cross-functional teams with **shared definitions of KPIs**.

Promote a **culture of experimentation** and learning.

Establish **cross-team feedback loops** to refine and adapt AI strategies continually.



Looking Ahead

The future of life sciences demands agility, innovation, and focus. By acting on these key priorities, companies can future-proof their operations, strengthen alignment, and drive sustainable growth.

The time to act is now.